

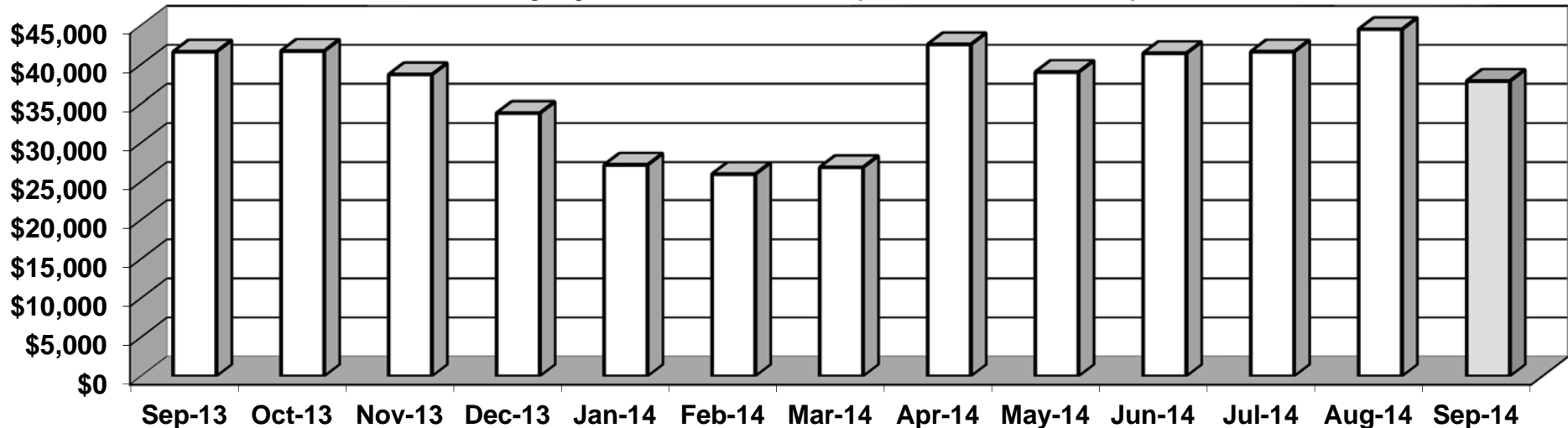
Hotel Barometer



September 2014

Edmond, OK	September 2014	September 2013	2014 YTD	2013 YTD	YTD % Change
Gross Receipts	\$1,033,157	\$1,150,851	\$9,170,353	\$9,199,482	-0.32%
Total Exemptions	\$69,832	\$91,534	\$841,512	\$840,995	0.06%
Net Receipts/Total Room Revenue	\$963,325	\$1,059,316	\$8,328,838	\$8,358,483	-0.35%
Lodging Tax Collected *	\$37,852	\$41,627	\$326,956	\$328,035	-0.33%
Number of Room Nights Sold	12,958	15,635	121,776	135,799	-10.33%
Number of Room Nights Available	21,300	21,300	193,830	193,830	0.00%
Occupancy Rate (%) **	60.84%	73.40%	62.83%	70.06%	-10.33%
Average Daily Rate (ADR) ***	\$74.34	\$67.75	\$68.39	\$61.55	11.12%
Revenue Per Available Room (RevPAR)	\$45.23	\$49.73	\$42.97	\$43.12	-0.35%

Lodging Tax Collected: September 2013 - September 2014



*Lodging Tax Collections are based on a 4% Lodging Tax Rate. **Occupancy Rate is the ratio of Room Nights Sold to Room Nights Available. ***Average Daily Rate is the ratio of Total Room Revenue to Room Nights Sold.