



**United Kingdom**

Blue Fin Building  
110 Southwark Street  
London SE1 0TA

Phone: +44 (0)20 7922 1930

Fax: +44 (0)20 7922 1931

www.strglobal.com

**United States**

735 East Main Street  
Hendersonville  
TN 37075

Phone: +1 (615) 824 8664

Fax: +1 (615) 824 3848

www.str.com

## Holiday Inn Express Grover Beach Pismo Beach Area Monthly STAR Report

For the Month of: December 2010

STR #: 7586

Date Created: January 20, 2011

### Table of Contents

Monthly Performance at a Glance

STAR Summary

Competitive Set Report

Response Report

Day of Week & Weekday/Weekend

Daily Data for the Month

Help

### Tab

1

2

3

4

5

6

7

8



## Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Holiday Inn Express Grover Beach Pismo Beach Area 775 N Oak Park Blvd Grover Beach, CA 93433-1417 Phone: (805) 481-4448

STR # 7586 ChainID: 7783 MgtCo: None Owner: None

For the Month of: December 2010 Date Created: January 20, 2011 Monthly Competitive Set Data Excludes Subject Property

### December 2010

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	My Prop	Comp Set	Index
Current Month	35.2	39.5	89.1	88.08	86.96	101.3	31.00	34.36	90.2
Year To Date	69.1	58.7	117.8	93.15	100.02	93.1	64.35	58.67	109.7
Running 3 Month	42.7	54.0	79.1	97.19	93.78	103.6	41.54	50.66	82.0
Running 12 Month	69.1	58.7	117.8	93.15	100.02	93.1	64.35	58.67	109.7

### December 2010 vs. 2009 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	My Prop	Comp Set	Index
Current Month	-42.0	15.2	-49.6	24.3	-1.0	25.5	-27.9	14.1	-36.8
Year To Date	-5.2	1.6	-6.8	4.9	0.0	4.9	-0.6	1.6	-2.2
Running 3 Month	-34.9	14.9	-43.3	23.3	-0.9	24.4	-19.7	13.9	-29.5
Running 12 Month	-5.2	1.6	-6.8	4.9	0.0	4.9	-0.6	1.6	-2.2

# Tab 3 - STAR Summary - My Property vs. Comp Set and Industry Segments

Holiday Inn Express Grover Beach Pismo Beach Area 775 N Oak Park Blvd Grover Beach, CA 93433-1417 Phone: (805) 481-4448

STR # 7586 ChainID: 7783 MgtCo: None Owner: None

For the Month of: December 2010 Date Created: January 20, 2011 Monthly Competitive Set Data Excludes Subject Property

Occupancy (%)								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Holiday Inn Express Grover Beach Pismo Beach	35.2	-42.0	69.1	-5.2	42.7	-34.9	69.1	-5.2
Market: California Central Coast	44.9	3.1	60.7	3.0	53.5	4.5	60.7	3.0
Market Class: Midscale w/o F&B Class	45.8	3.0	62.4	3.3	55.0	5.0	62.4	3.3
Tract: San Luis Obispo/Paso Robles	41.5	3.5	59.0	0.3	52.7	5.7	59.0	0.3
Tract Scale: Midscale Chains	42.0	3.3	61.8	1.9	55.3	5.8	61.8	1.9
Competitive Set: Competitors	39.5	15.2	58.7	1.6	54.0	14.9	58.7	1.6

Holiday Inn Express Grover Beach Pismo Beach
Market: California Central Coast
Market Class: Midscale w/o F&B Class
Tract: San Luis Obispo/Paso Robles
Tract Scale: Midscale Chains
Competitive Set: Competitors

Average Daily Rate								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Holiday Inn Express Grover Beach Pismo Beach	88.08	24.3	93.15	4.9	97.19	23.3	93.15	4.9
Market: California Central Coast	110.92	2.2	129.48	2.4	121.67	2.2	129.48	2.4
Market Class: Midscale w/o F&B Class	108.52	3.3	123.30	1.8	115.65	2.1	123.30	1.8
Tract: San Luis Obispo/Paso Robles	96.98	1.1	111.01	1.6	104.29	2.3	111.01	1.6
Tract Scale: Midscale Chains	103.81	1.9	117.00	0.8	111.73	2.7	117.00	0.8
Competitive Set: Competitors	86.96	-1.0	100.02	0.0	93.78	-0.9	100.02	0.0

Holiday Inn Express Grover Beach Pismo Beach
Market: California Central Coast
Market Class: Midscale w/o F&B Class
Tract: San Luis Obispo/Paso Robles
Tract Scale: Midscale Chains
Competitive Set: Competitors

RevPAR								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Holiday Inn Express Grover Beach Pismo Beach	31.00	-27.9	64.35	-0.6	41.54	-19.7	64.35	-0.6
Market: California Central Coast	49.80	5.4	78.53	5.6	65.15	6.8	78.53	5.6
Market Class: Midscale w/o F&B Class	49.71	6.3	76.97	5.2	63.59	7.3	76.97	5.2
Tract: San Luis Obispo/Paso Robles	40.24	4.6	65.45	2.0	55.00	8.1	65.45	2.0
Tract Scale: Midscale Chains	43.55	5.2	72.35	2.7	61.81	8.7	72.35	2.7
Competitive Set: Competitors	34.36	14.1	58.67	1.6	50.66	13.9	58.67	1.6

Holiday Inn Express Grover Beach Pismo Beach
Market: California Central Coast
Market Class: Midscale w/o F&B Class
Tract: San Luis Obispo/Paso Robles
Tract Scale: Midscale Chains
Competitive Set: Competitors

Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Rooms	
Market: California Central Coast	570	37296	257	24554	65.8
Market Class: Midscale w/o F&B Class	84	5262	49	4024	76.5
Tract: San Luis Obispo/Paso Robles	152	8288	64	5103	61.6
Tract Scale: Midscale Chains	23	1770	19	1565	88.4
Competitive Set: Competitors	6	640	6	640	100.0

Market: California Central Coast
Market Class: Midscale w/o F&B Class
Tract: San Luis Obispo/Paso Robles
Tract Scale: Midscale Chains
Competitive Set: Competitors

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	0.0	0.0	0.0
0.2	0.4	0.3	0.4
-0.8	4.1	0.4	4.1
-0.2	0.5	0.1	0.5
0.0	1.6	1.1	1.6
0.0	0.0	0.0	0.0

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-42.0	-5.2	-34.9	-5.2
3.4	3.5	4.8	3.5
2.1	7.6	5.4	7.6
3.3	0.8	5.7	0.8
3.3	3.5	7.0	3.5
15.2	1.6	14.9	1.6

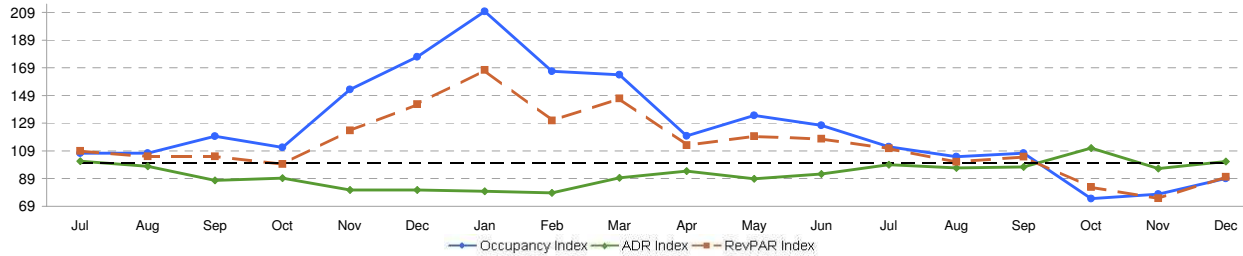
Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-27.9	-0.6	-19.7	-0.6
5.6	6.0	7.1	6.0
5.5	9.5	7.7	9.5
4.4	2.5	8.1	2.5
5.2	4.3	9.9	4.3
14.1	1.6	13.9	1.6

Pipeline			
Market: California Central Coast			
Under Construction		Planning	
Properties	Rooms	Properties	Rooms
1	25	14	1640
See Help page for pipeline definitions.			

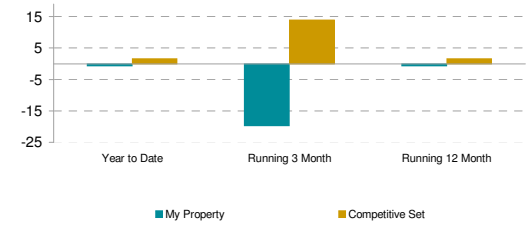
# Tab 4 - Competitive Set Report

Holiday Inn Express Grover Beach Pismo Beach Area 775 N Oak Park Blvd Grover Beach, CA 93433-1417 Phone: (805) 481-4448  
 STR # 7586 ChainID: 7783 MgtCo: None Owner: None  
 For the Month of: December 2010 Date Created: January 20, 2011 Monthly Competitive Set Data Excludes Subject Property

### Monthly Indexes



### RevPAR Percent Change



Occupancy (%)	2009						2010												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2008	2009	2010	2008	2009	2010	2008	2009	2010
My Property	84.6	84.2	74.9	72.1	64.1	60.6	65.3	65.9	78.9	73.0	72.6	85.6	94.7	88.7	75.8	52.4	40.5	35.2	62.3	72.9	69.1	55.2	65.6	42.7	62.3	72.9	69.1
Competitive Set	78.8	78.4	62.6	64.7	41.9	34.3	31.1	39.6	48.1	60.9	53.9	67.1	84.6	84.7	70.6	70.4	52.1	39.5	63.2	57.7	58.7	49.5	47.0	54.0	63.2	57.7	58.7
Index	107.3	107.3	119.7	111.4	153.2	176.8	209.8	166.4	164.1	119.9	134.7	127.5	111.9	104.7	107.4	74.5	77.8	89.1	98.6	126.3	117.8	111.4	139.6	79.1	98.6	126.3	117.8
Rank	3 of 7	2 of 7	1 of 7	2 of 7	1 of 7	1 of 7	1 of 7	1 of 7	1 of 7	2 of 7	1 of 7	1 of 7	1 of 7	3 of 7	4 of 7	7 of 7	7 of 7	6 of 7	6 of 7	1 of 7	1 of 7	2 of 6	1 of 7	7 of 7	6 of 7	1 of 7	1 of 7

% Chg	2009						2010												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2008	2009	2010	2008	2009	2010	2008	2009	2010
My Property	2.5	0.9	40.9	25.3	14.9	16.2	19.3	-11.6	4.1	-9.7	-2.2	15.1	12.0	5.4	1.2	-27.3	-36.8	-42.0	-2.4	17.1	-5.2	4.1	19.0	-34.9	-2.4	17.1	-5.2
Competitive Set	-7.3	-6.5	-5.3	6.0	-17.9	-6.2	-31.5	-32.4	-4.9	-0.4	-2.0	10.0	7.4	8.0	12.7	8.8	24.4	15.2	-1.6	-8.6	1.6	-14.0	-5.1	14.9	-1.6	-8.6	1.6
Index	10.5	7.9	48.8	18.2	40.0	23.8	74.2	30.8	9.6	-9.4	-0.2	4.6	4.3	-2.4	-10.2	-33.1	-49.2	-49.6	-0.8	28.1	-6.8	21.0	25.3	-43.3	-0.8	28.1	-6.8
Rank	1 of 7	1 of 7	1 of 7	2 of 6	1 of 6	2 of 6	1 of 6	2 of 6	2 of 6	3 of 6	2 of 6	2 of 7	2 of 7	6 of 7	7 of 7	7 of 7	7 of 7	7 of 7	2 of 5	1 of 7	5 of 7	1 of 5	1 of 6	7 of 7	2 of 5	1 of 7	5 of 7

ADR	2009						2010												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2008	2009	2010	2008	2009	2010	2008	2009	2010
My Property	111.54	108.14	88.66	88.11	75.75	70.89	70.07	72.23	79.11	91.69	87.06	101.47	114.01	105.28	95.21	108.87	89.75	88.08	105.42	88.82	93.15	88.97	78.81	97.19	105.42	88.82	93.15
Competitive Set	109.80	110.54	101.01	98.66	93.86	87.82	87.74	91.87	88.31	97.19	98.03	109.86	115.08	108.97	97.63	97.99	93.26	86.96	107.24	100.04	100.02	101.97	94.60	93.78	107.24	100.04	100.02
Index	101.6	97.8	87.8	89.3	80.7	80.7	79.9	78.6	89.6	94.3	88.8	92.4	99.1	96.6	97.5	111.1	96.2	101.3	98.3	88.8	93.1	87.3	83.3	103.6	98.3	88.8	93.1
Rank	4 of 7	4 of 7	6 of 7	5 of 7	6 of 7	6 of 7	6 of 7	7 of 7	5 of 7	5 of 7	5 of 7	5 of 7	4 of 7	4 of 7	5 of 7	2 of 7	5 of 7	3 of 7	5 of 7	5 of 7	5 of 7	5 of 6	6 of 7	3 of 7	5 of 7	5 of 7	5 of 7

% Chg	2009						2010												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2008	2009	2010	2008	2009	2010	2008	2009	2010
My Property	-12.2	-17.5	-19.4	-9.3	-17.9	-7.4	-9.0	-8.1	6.5	10.7	-4.2	-3.3	2.2	-2.6	7.4	23.6	18.5	24.3	-3.7	-15.7	4.9	-11.5	-11.4	23.3	-3.7	-15.7	4.9
Competitive Set	-8.9	-11.7	-0.1	-7.5	-9.0	-5.0	-1.2	2.5	-2.8	-2.3	-2.3	-1.1	4.8	-1.4	-3.3	-0.7	-0.6	-1.0	-3.5	-6.7	0.0	4.1	-7.2	-0.9	-3.5	-6.7	0.0
Index	-3.6	-6.5	-19.4	-1.9	-9.7	-2.5	-7.9	-10.3	9.6	13.2	-2.0	-2.3	-2.5	-1.2	11.1	24.4	19.2	25.5	-0.1	-9.7	4.9	-14.9	-4.5	24.4	-0.1	-9.7	4.9
Rank	6 of 7	7 of 7	7 of 7	5 of 6	6 of 6	5 of 6	6 of 6	6 of 6	1 of 6	1 of 6	5 of 6	4 of 7	4 of 7	5 of 7	1 of 7	1 of 7	1 of 7	1 of 7	4 of 5	7 of 7	1 of 7	5 of 5	6 of 6	1 of 7	4 of 5	7 of 7	1 of 7

RevPAR	2009						2010												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2008	2009	2010	2008	2009	2010	2008	2009	2010
My Property	94.34	91.01	66.42	63.51	48.59	42.98	45.78	47.59	62.42	66.93	63.19	86.81	107.98	93.39	72.18	57.09	36.36	31.00	65.65	64.75	64.35	49.08	51.73	41.54	65.65	64.75	64.35
Competitive Set	86.55	86.70	63.23	63.83	39.29	30.11	27.33	36.37	42.48	59.17	52.81	73.70	97.38	92.31	68.89	68.99	48.58	34.36	67.73	57.73	58.67	50.49	44.47	50.66	67.73	57.73	58.67
Index	109.0	105.0	105.0	99.5	123.7	142.7	167.5	130.9	147.0	113.1	119.6	117.8	110.9	101.2	104.8	82.8	74.8	90.2	96.9	112.2	109.7	97.2	116.3	82.0	96.9	112.2	109.7
Rank	2 of 7	3 of 7	4 of 7	3 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	3 of 7	3 of 7	3 of 7	6 of 7	6 of 7	4 of 7	4 of 7	2 of 7	2 of 7	4 of 6	2 of 7	5 of 7	4 of 7	2 of 7	2 of 7

% Chg	2009						2010												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2008	2009	2010	2008	2009	2010	2008	2009	2010
My Property	-10.0	-16.7	13.5	13.6	-5.6	7.6	8.6	-18.7	10.9	-0.1	-6.3	11.2	14.5	2.6	8.7	-10.1	-25.2	-27.9	-6.0	-1.4	-0.6	-7.8	5.4	-19.7	-6.0	-1.4	-0.6
Competitive Set	-15.6	-17.4	-5.4	-2.0	-25.3	-10.9	-32.3	-30.7	-7.6	-2.6	-4.2	8.8	12.5	6.5	8.9	8.1	23.6	14.1	-5.1	-14.8	1.6	-10.5	-11.9	13.9	-5.1	-14.8	1.6
Index	6.6	0.9	19.9	15.9	26.3	20.7	60.5	17.2	20.0	2.6	-2.2	2.2	1.7	-3.6	-0.3	-16.8	-39.5	-36.8	-0.9	15.7	-2.2	3.0	19.6	-29.5	-0.9	15.7	-2.2
Rank	3 of 7	4 of 7	1 of 7	2 of 6	1 of 6	2 of 6	2 of 6	4 of 6	2 of 6	2 of 6	3 of 6	2 of 7	3 of 7	6 of 7	3 of 7	6 of 7	7 of 7	7 of 7	4 of 5	1 of 7	3 of 7	2 of 5	1 of 6	7 of 7	4 of 5	1 of 7	3 of 7

# Tab 5 - Response Report

Holiday Inn Express Grover Beach Pismo Beach Area 775 N Oak Park Blvd Grover Beach, CA 93433-1417 Phone: (805) 481-4448  
 STR # 7586 ChainID: 7783 MgtCo: None Owner: None  
 For the Month of: December 2010 Date Created: January 20, 2011

## This Year

Dec 2nd - First Day of Hanukkah  
 Dec 24th - Christmas Eve  
 Dec 25th - Christmas  
 Dec 26th - First Day of Kwanzaa  
 Dec 31st - New Year's Eve

## December 2010 (This Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## December 2009 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## Last Year

Dec 12th - First Day of Hanukkah  
 Dec 24th - Christmas Eve  
 Dec 25th - Christmas  
 Dec 26th - First Day of Kwanzaa  
 Dec 31st - New Year's Eve

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
7586	Holiday Inn Express Grover Beach Pismo Beach Area	Grover Beach, CA	93433-1417	(805) 481-4448	78	198811
1914	BEST WESTERN Casa Grande Inn	Arroyo Grande, CA	93420-1812	(805) 481-7398	114	198406
2105	BEST WESTERN Royal Oak Hotel	San Luis Obispo, CA	93405-5409	(805) 544-4410	99	197106
21211	Oxford Suites	Pismo Beach, CA	93449-4099	(805) 773-3773	132	198605
25325	Holiday Inn Express San Luis Obispo	San Luis Obispo, CA	93401-2614	(805) 544-8600	100	197806
34916	Days Inn San Luis Obispo	San Luis Obispo, CA	93401-2636	(805) 549-9911	75	199708
55067	Mission Inn Hotel & Suites	Pismo Beach, CA	93449-2253	(805) 773-6020	120	200701
					718	

2009												2010											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
					○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	○	○	●	●
○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

Data received:

- = Monthly Only
- = Monthly & Daily

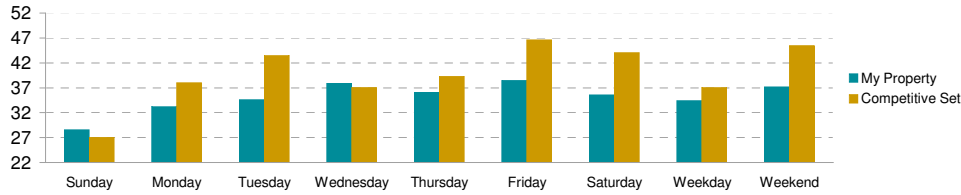
# Tab 6 - Day of Week and Weekday/Weekend Report

Holiday Inn Express Grover Beach Pismo Beach Area 775 N Oak Park Blvd Grover Beach, CA 93433-1417 Phone: (805) 481-4448

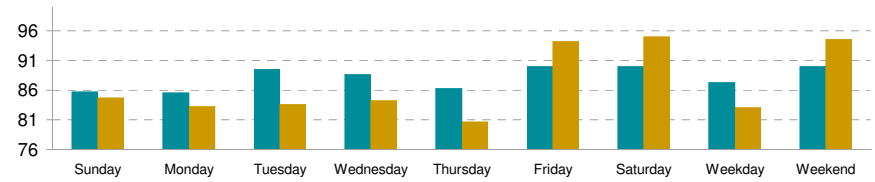
STR # 7586 ChainID: 7783 MgtCo: None Owner: None

For the Month of: December 2010 Date Created: January 20, 2011 Monthly Competitive Set Data Excludes Subject Property

## Current Month Occupancy



## Current Month ADR

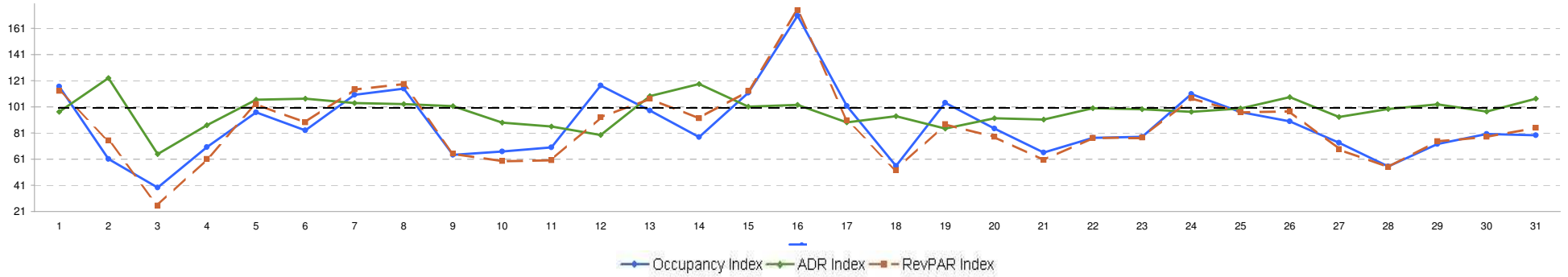


Day of Week	Time Period	Occupancy (%)			Average Daily Rate			RevPAR											
		My Property	Competitive Set	Index	My Property	Competitive Set	Index	My Property	Competitive Set	Index									
Sunday	Current Month	28.5	-41.4	27.0	-3.8	105.6	-39.2	85.70	34.2	84.68	4.3	101.2	28.7	24.45	-21.4	22.87	0.4	106.9	-21.7
	Year To Date	54.3	-8.5	44.6	1.3	121.9	-9.6	86.89	6.6	94.80	3.0	91.7	3.5	47.20	-2.5	42.26	4.3	111.7	-6.5
	Running 3 Month	31.1	-39.1	33.4	1.5	93.0	-40.0	91.74	31.6	86.03	1.0	106.6	30.3	28.52	-19.9	28.76	2.5	99.2	-21.9
	Running 12 Month	54.3	-8.5	44.6	1.3	121.9	-9.6	86.89	6.6	94.80	3.0	91.7	3.5	47.20	-2.5	42.26	4.3	111.7	-6.5
Monday	Current Month	33.3	-47.2	38.0	4.3	87.7	-49.4	85.57	24.3	83.31	-0.4	102.7	24.8	28.52	-34.4	31.65	3.9	90.1	-36.8
	Year To Date	62.9	0.7	49.7	1.7	126.6	-1.0	82.48	7.6	89.73	1.0	91.9	6.5	51.88	8.4	44.57	2.8	116.4	5.4
	Running 3 Month	40.7	-32.7	44.2	12.9	92.2	-40.4	89.87	27.0	84.26	-0.2	106.7	27.3	36.58	-14.5	37.21	12.7	98.3	-24.1
	Running 12 Month	62.9	0.7	49.7	1.7	126.6	-1.0	82.48	7.6	89.73	1.0	91.9	6.5	51.88	8.4	44.57	2.8	116.4	5.4
Tuesday	Current Month	34.6	-38.6	43.5	19.9	79.5	-48.8	89.49	32.4	83.61	1.1	107.0	30.9	30.98	-18.8	36.41	21.3	85.1	-33.0
	Year To Date	68.1	-0.9	54.9	-0.7	124.0	-0.1	84.42	6.2	89.63	1.5	94.2	4.6	57.48	5.2	49.24	0.7	116.7	4.5
	Running 3 Month	42.6	-29.5	50.8	18.3	83.9	-40.4	93.17	29.5	85.04	0.5	109.6	28.8	39.73	-8.7	43.20	18.9	92.0	-23.2
	Running 12 Month	68.1	-0.9	54.9	-0.7	124.0	-0.1	84.42	6.2	89.63	1.5	94.2	4.6	57.48	5.2	49.24	0.7	116.7	4.5
Wednesday	Current Month	37.9	-30.8	37.0	17.1	102.5	-41.0	88.64	32.7	84.31	3.7	105.1	27.9	33.64	-8.2	31.22	21.5	107.7	-24.5
	Year To Date	70.1	-1.1	56.3	1.8	124.5	-2.9	85.55	6.1	90.62	0.7	94.4	5.4	59.94	4.9	50.97	2.5	117.6	2.3
	Running 3 Month	45.5	-24.4	51.1	20.4	89.0	-37.2	91.98	25.9	86.50	0.2	106.3	25.6	41.83	-4.8	44.20	20.7	94.6	-21.1
	Running 12 Month	70.1	-1.1	56.3	1.8	124.5	-2.9	85.55	6.1	90.62	0.7	94.4	5.4	59.94	4.9	50.97	2.5	117.6	2.3
Thursday	Current Month	36.2	-37.9	39.3	28.8	92.1	-51.8	86.31	26.7	80.65	-6.8	107.0	36.0	31.20	-21.3	31.67	20.0	98.5	-34.5
	Year To Date	67.8	-4.5	59.5	1.4	113.9	-5.7	82.37	2.3	92.25	0.3	89.3	2.0	55.81	-2.3	54.89	1.7	101.7	-3.9
	Running 3 Month	42.9	-31.4	56.5	20.8	75.9	-43.3	89.02	17.0	88.70	-1.4	100.4	18.6	38.17	-19.8	50.09	19.2	76.2	-32.7
	Running 12 Month	67.8	-4.5	59.5	1.4	113.9	-5.7	82.37	2.3	92.25	0.3	89.3	2.0	55.81	-2.3	54.89	1.7	101.7	-3.9
Friday	Current Month	38.5	-42.3	46.6	26.6	82.5	-54.4	89.97	10.0	94.25	-6.0	95.5	17.0	34.60	-36.5	43.92	19.0	78.8	-46.7
	Year To Date	77.7	-10.0	69.1	3.9	112.4	-13.4	108.84	2.6	114.51	-2.2	95.1	4.9	84.55	-7.7	79.17	1.6	106.8	-9.1
	Running 3 Month	46.3	-41.5	68.7	16.2	67.4	-49.6	106.46	16.8	104.75	-3.0	101.6	20.4	49.28	-31.6	71.96	12.7	68.5	-39.3
	Running 12 Month	77.7	-10.0	69.1	3.9	112.4	-13.4	108.84	2.6	114.51	-2.2	95.1	4.9	84.55	-7.7	79.17	1.6	106.8	-9.1
Saturday	Current Month	35.6	-55.2	44.1	6.3	80.8	-57.9	89.94	17.3	94.99	-3.1	94.7	21.0	32.00	-47.5	41.85	3.0	76.5	-49.0
	Year To Date	82.5	-10.0	76.3	1.5	108.1	-11.3	112.66	6.9	116.83	-2.0	96.4	9.1	92.93	-3.8	89.17	-0.6	104.2	-3.2
	Running 3 Month	49.7	-42.2	72.4	10.0	68.6	-47.4	112.07	25.2	107.22	-1.4	104.5	27.0	55.67	-27.6	77.59	8.5	71.7	-33.2
	Running 12 Month	82.5	-10.0	76.3	1.5	108.1	-11.3	112.66	6.9	116.83	-2.0	96.4	9.1	92.93	-3.8	89.17	-0.6	104.2	-3.2
Weekday/Weekend	Current Month	34.4	-38.9	37.1	13.7	92.7	-46.3	87.25	29.8	83.14	0.0	104.9	29.8	30.00	-20.7	30.82	13.7	97.3	-30.3
	Year To Date	64.6	-2.8	53.0	1.0	122.0	-3.8	84.28	5.6	91.32	1.2	92.3	4.4	54.47	2.7	48.39	2.2	112.6	0.4
	Running 3 Month	40.6	-31.3	47.2	15.3	85.9	-40.4	91.17	25.8	86.22	-0.1	105.7	25.9	36.97	-13.6	40.69	15.2	90.8	-25.0
	Running 12 Month	64.6	-2.8	53.0	1.0	122.0	-3.8	84.28	5.6	91.32	1.2	92.3	4.4	54.47	2.7	48.39	2.2	112.6	0.4
Weekend	Current Month	37.2	-49.1	45.5	16.2	81.8	-56.2	89.96	13.9	94.57	-4.5	95.1	19.3	33.45	-42.1	43.00	10.9	77.8	-47.8
	Year To Date	80.1	-10.0	72.7	2.6	110.1	-12.3	110.79	4.8	115.72	-2.2	95.7	7.1	88.70	-5.7	84.13	0.4	105.4	-6.1
	Running 3 Month	47.9	-41.9	70.5	12.8	68.0	-48.5	109.26	21.0	105.97	-2.2	103.1	23.8	52.36	-29.7	74.67	10.3	70.1	-36.3
	Running 12 Month	80.1	-10.0	72.7	2.6	110.1	-12.3	110.79	4.8	115.72	-2.2	95.7	7.1	88.70	-5.7	84.13	0.4	105.4	-6.1
Total	Current Month	35.2	-42.0	39.5	15.2	89.1	-49.6	88.08	24.3	86.96	-1.0	101.3	25.5	31.00	-27.9	34.36	14.1	90.2	-36.8
	Year To Date	69.1	-5.2	58.7	1.6	117.8	-6.8	93.15	4.9	100.02	0.0	93.1	4.9	64.35	-0.6	58.67	1.6	109.7	-2.2
	Running 3 Month	42.7	-34.9	54.0	14.9	79.1	-43.3	97.19	23.3	93.78	-0.9	103.6	24.4	41.54	-19.7	50.66	13.9	82.0	-29.5
	Running 12 Month	69.1	-5.2	58.7	1.6	117.8	-6.8	93.15	4.9	100.02	0.0	93.1	4.9	64.35	-0.6	58.67	1.6	109.7	-2.2

# Tab 7 - Daily Data for the Month

Holiday Inn Express Grover Beach Pismo Beach Area 775 N Oak Park Blvd Grover Beach, CA 93433-1417 Phone: (805) 481-4448  
 STR # 7586 ChainID: 7783 MgtCo: None Owner: None  
 For the Month of: December 2010 Date Created: January 20, 2011 Daily Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of December



		We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>Occupancy (%)</b>	<b>December</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	My Property	35.9	28.2	17.9	21.8	20.5	29.5	46.2	46.2	29.5	47.4	47.4	20.5	25.6	28.2	37.2	52.6	33.3	20.5	24.4	24.4	21.8	23.1	23.1	46.2	52.6	48.7	53.8	42.3	47.4	47.4	
	Competitive Set	30.8	46.1	45.6	31.0	21.2	35.5	41.9	40.1	45.8	70.9	67.7	17.5	26.1	36.2	33.3	30.8	32.8	36.7	23.4	28.8	33.0	29.8	29.6	41.6	54.2	54.2	73.2	76.4	65.3	59.1	59.9
	Index	116.6	61.2	39.4	70.2	96.8	83.1	110.2	115.0	64.4	66.9	70.0	117.3	98.2	77.9	111.8	170.7	101.8	55.9	104.1	84.5	66.0	77.4	78.1	110.9	97.0	89.9	73.6	55.4	72.7	80.2	79.3

		We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>% Chg</b>	My Property	-41.7	-54.2	-73.1	-73.4	-46.7	-47.7	-16.3	-5.3	-42.5	-33.9	-35.1	-40.7	-60.0	-37.1	-25.6	-4.7	-46.9	-73.3	-53.7	-57.8	-61.4	-56.1	-57.1	-29.4	-38.8	-29.6	-27.6	-36.5	-22.9	-31.5	-43.9
	Competitive Set	-17.2	3.9	26.7	15.6	4.9	19.0	16.4	32.5	51.2	49.2	28.5	10.9	14.0	58.1	45.2	60.3	46.2	34.2	8.0	-1.7	42.6	28.7	41.2	19.0	4.8	8.9	27.5	48.3	73.2	90.5	35.0
	Index	-29.5	-55.9	-78.8	-77.0	-49.1	-56.1	-28.1	-28.5	-62.0	-55.7	-49.5	-46.6	-64.9	-60.2	-48.8	-40.5	-63.7	-80.1	-57.1	-57.1	-72.9	-65.9	-69.6	-40.7	-41.6	-35.4	-43.2	-57.2	-55.5	-64.0	-58.5

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>ADR</b>	<b>December</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	My Property	88.96	90.27	62.43	79.35	92.94	93.30	89.39	92.00	87.61	95.46	95.68	73.56	92.85	102.82	86.93	83.41	84.42	86.56	73.79	79.68	74.94	80.00	84.06	88.44	90.49	93.71	80.52	88.21	90.68	87.46	100.27
	Competitive Set	91.57	73.35	96.16	91.20	87.22	86.99	86.06	89.24	86.26	107.18	111.19	92.58	85.01	86.82	85.89	81.40	94.66	92.10	87.47	86.30	81.99	80.06	84.67	91.03	90.66	86.37	86.33	88.73	88.12	89.81	93.49
	Index	97.2	123.1	64.9	87.0	106.6	107.3	103.9	103.1	101.6	89.1	86.0	79.5	109.2	118.4	101.2	102.5	89.2	94.0	84.4	92.3	91.4	99.9	99.3	97.2	99.8	108.5	93.3	99.4	102.9	97.4	107.3

		We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>% Chg</b>	My Property	30.4	33.0	-16.4	12.8	54.6	32.5	38.9	34.9	36.1	7.7	15.7	43.3	41.7	62.9	36.7	36.5	16.1	24.5	22.3	28.4	17.6	26.4	20.8	-1.9	7.7	25.2	6.4	22.2	29.7	15.7	21.3
	Competitive Set	3.8	-21.4	-3.1	-5.7	-3.6	-3.2	-6.4	3.1	-6.3	-11.4	-6.4	8.9	-3.8	-3.5	0.5	-0.3	1.3	-4.8	8.0	-0.3	-5.2	-11.1	-14.1	-15.3	-9.9	-3.4	-6.3	-0.6	1.7	-7.2	-4.2
	Index	25.6	69.2	-13.7	19.6	60.3	36.9	48.4	30.9	45.3	21.7	23.6	31.6	47.2	68.9	35.9	36.9	14.6	30.8	13.3	28.8	24.1	42.2	40.7	15.8	19.6	29.5	13.5	23.0	27.5	24.7	26.6

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>RevPAR</b>	<b>December</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	My Property	31.94	25.46	11.21	17.29	19.06	27.51	41.26	42.46	25.83	45.28	45.38	15.09	23.81	29.00	32.32	43.85	28.14	17.76	17.97	19.41	16.33	18.46	19.40	40.82	47.56	45.65	43.36	37.32	43.01	41.49	47.56
	Competitive Set	28.19	33.79	43.82	28.30	18.48	30.85	36.04	35.83	39.52	76.03	75.31	16.19	22.19	31.43	28.56	25.06	31.01	33.80	20.47	24.87	27.06	23.86	25.02	37.89	49.13	46.80	63.16	67.75	57.52	53.09	55.95
	Index	113.3	75.4	25.6	61.1	103.2	89.2	114.5	118.5	65.4	59.6	60.3	93.2	107.3	92.3	113.2	175.0	90.7	52.5	87.8	78.0	60.4	77.4	77.5	107.7	96.8	97.5	68.7	55.1	74.8	78.1	85.0

		We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>% Chg</b>	My Property	-23.9	-39.1	-77.5	-70.0	-17.5	-30.8	16.3	27.8	-21.7	-28.8	-24.9	-15.1	-43.3	2.4	1.6	30.1	-38.4	-66.8	-43.3	-45.8	-54.5	-44.5	-48.2	-30.8	-34.1	-11.9	-23.0	-22.5	-0.1	-20.7	-32.0
	Competitive Set	-14.0	-18.4	22.7	9.0	1.1	15.2	9.0	36.6	41.7	32.1	20.3	20.8	9.7	52.5	45.9	59.8	48.1	27.8	16.6	-1.9	35.2	14.4	21.2	0.8	-5.7	5.2	19.5	47.4	76.1	76.7	29.3
	Index	-11.5	-25.3	-81.7	-72.5	-18.5	-39.9	6.7	-6.5	-44.8	-46.1	-37.6	-29.7	-48.3	-32.8	-30.4	-18.6	-58.4	-74.0	-51.4	-44.7	-66.4	-51.5	-57.3	-31.3	-30.1	-16.3	-35.5	-47.4	-43.2	-55.2	-47.4

## Tab 8 - Help

### Definitions

**ADR (Average Daily Rate)** - Room revenue divided by rooms sold

**Competitive (Comp) Set** - A peer group of competitive hotels selected by hotel management to benchmark the subject property's performance.

**Contract** - Rooms sold/revenue from bookings sold at rates stipulated by contracts including airline crews and permanent guests.

**Exchange Rate** - The factor used to convert revenue from US Dollars to the local currency. Reports display the monthly exchange rates (the rate on the last day of the month) and the daily exchange rates on the Daily by Month pages. STR obtains exchange rate data from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

**Food & Beverage Revenue (F&B)** - Revenue derived from food and beverage sales.

**Group** - Rooms sold/revenue from bookings sold simultaneously in blocks of ten (10) or more.

**Index (Occupancy, ADR, RevPar)** - Property performance divided by competitive set performance multiplied by 100.

**Market Class** - Class is an industry categorization which includes chain-affiliated and independent hotels. The class for a chain-affiliated hotel is the same as its chain scale. An independent hotel is assigned a class based on its ADR, relative to that of the chain hotels in their geographic proximity. There are six (6) class groups: Luxury, Upper Upscale, Upscale, Midscale with F&B, Midscale without F&B, and Economy.

**Market Class Combined (or Collapsed)** - If a single class segment is insufficient for reporting, classes are combined. There are three combined class segments: Luxury and Upper Upscale, Upscale and Midscale w/ F&B, and Midscale w/o F&B and Economy.

**Market Scale** - Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are seven (7) scale groups; Luxury, Upper Upscale, Upscale, Midscale with F&B, Midscale without F&B, Economy and Independent.

**Market Scale (Collapsed)** - Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are two (2) market scale (collapsed) groups; Upscale (includes Luxury, Upper Upscale, Upscale, Independent) and Midscale/Economy (includes Midscale with F&B, Midscale without F&B, Economy).

**MTD (Month to Date)** - If a month ends during the current week, the MTD number would represent the month that ended.

**Occupancy** - Rooms sold divided by rooms available multiplied by 100.

**Other Revenue** - All hotel revenue other than room and food and beverage revenue.

**Percent Change (% Chg)** - Amount of growth - up, down or flat - this period versus same period last year (day, week, running 28 days, running month-to-date). Calculated as  $((TY-LY)/LY)*100$ .

**Percent Change Rank (Occupancy, ADR, RevPar)** - The percent change for the property is compared to the percent change of each hotel in the comp set.

**Rank (Occupancy, ADR, RevPar)** - Property performance ranked versus hotels in the competitive set (e.g. a "3 of 6" ADR ranking means the subject hotel's absolute ADR is third highest of the six competitors).

**RevPAR (Revenue per Available Room)** - Room revenue divided by rooms available

**Room Revenue** - Revenue derived from guestroom rental.

**Segmented Data** - Rooms sold and revenue data broken down by Transient, Group, and Contract.

**Tract Scale** - Hotels located in the subject property's tract and classified in the subject property's STR chain scale segment. There are four (4) tract scale groups; Upscale (includes Luxury, Upper Upscale, Upscale), Midscale (includes Midscale with F&B, Midscale without F&B), Economy and Independent.

**Transient** - Rooms sold/revenue from guests with reservations at Rack, Corporate, Corporate Negotiated, Package, Government or foreign traveler rates.

**Planning** - The project will go out for bids, construction will start within 4 months, or an architect/engineer has been selected for the project and plans are underway.

**Under Construction** - Ground has been broken or the owner is finalizing bids on the prime (general) contract.

### FAQ

#### How is my hotel performing versus competition?

The monthly STAR report provides timely occupancy, average room rate, revenue per available room benchmarking of your hotel's performance versus your own selected competitors and an STR defined industry segment.

#### Is my hotel's data included in the competitive numbers?

It depends on your preference. Check the summary page to see if your hotel's data is included or excluded in the competitive set numbers.

#### How does STR determine currency and exchange rates?

Currency is user-defined and is displayed at the top of the report. STR obtains exchange rate data from Oanda.com.

#### How are percentage changes computed?

Hotel and competitive performance changes are measured against same period prior year.

#### Why do my percentage change numbers have such a large range?

The data for this year vs. the same period last year may vary greatly. Consider if you sold 2294 rooms this year vs. 743 last year, the percent change would be 208.7%  $((2294-743)/743)*100$ .

#### What is an index?

An index is an easy way to compare your hotel's performance versus competition. An index of 100 or higher means your hotel's absolute performance is the same or better than competition.

#### What does the "Rank" information mean?

Your hotel's performance is ranked against the other properties in your competitive set. If your hotel's RevPAR rank is "2 of 6", that means your hotel's RevPAR was second highest of the six hotels in your competitive set.

#### What does "running 28 days" mean?

The most recent 28 days historical performance. The running 28 day numbers are based on the most current 28-day period, ending with the last day included in the weekly report.

#### What does "run MTD" mean?

Running month-to-date. The MTD numbers are based on a calendar month and include all days of the same month, through the most recent calendar day included in the report. If the most recent week's reporting includes data in two calendar months, the MTD numbers only include data from the recently ended month.

#### What if there are blanks in my competitive set numbers?

Your competitive set did not include sufficient data for reporting. A minimum of three (3) hotels excluding the subject property must report data in order for STR to provide competitive set performance.

#### What if there are blanks in my competitive set percentage change?

Your competitive set did not include sufficient data for reporting prior year data.

#### What is "Pipeline" on the Summary Tab?

Pipeline data is generated based on the STR/TWR/Dodge Construction Supply Pipeline database and details hotels that are being planned but not yet open. Every month STR receives data feeds from its hotel clients and Dodge Construction to create the definitive database for hotels in planning, pre-planning or under construction. The data is widely used by investment banks, development groups and hotel owners to estimate future nationwide supply growth and track supply changes in the market.

#### Who can I contact if I have more questions?

Check out the glossary and FAQ at [www.smithtravelresearch.com](http://www.smithtravelresearch.com) or e-mail [info@smithtravelresearch.com](mailto:info@smithtravelresearch.com)