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## Quality Inn Sacramento Monthly STAR Report

For the Month of: November 2011

STR #: 25397

Date Created: December 19, 2011

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

Quality Inn Sacramento 818 15th St Sacramento, CA 95814-2009 Phone: (916) 444-3980

STR # 25397 ChainID: CA505 MgtCo: None Owner: None

For the Month of: November 2011 Date Created: December 19, 2011 Monthly Competitive Set Data Excludes Subject Property

### November 2011

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	41.8	38.2	109.6	56.03	68.02	82.4	23.44	25.97	90.3
Year To Date	61.5	50.9	120.9	64.45	72.13	89.4	39.63	36.68	108.0
Running 3 Month	48.0	42.9	111.9	60.77	68.75	88.4	29.15	29.48	98.9
Running 12 Month	60.4	49.7	121.5	63.62	71.68	88.8	38.46	35.66	107.9

### November 2011 vs. 2010 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	-37.1	-9.7	-30.3	-0.3	-1.5	1.3	-37.3	-11.1	-29.4
Year To Date	3.1	-0.6	3.8	9.4	5.3	3.9	12.8	4.6	7.8
Running 3 Month	-26.0	-8.0	-19.6	8.1	-0.4	8.6	-20.0	-8.4	-12.7
Running 12 Month	3.8	-1.0	4.9	7.9	5.4	2.4	12.0	4.3	7.4

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

Quality Inn Sacramento 818 15th St Sacramento, CA 95814-2009 Phone: (916) 444-3980

STR # 25397 ChainID: CA505 MgtCo: None Owner: None

For the Month of: November 2011 Date Created: December 19, 2011 Monthly Competitive Set Data Excludes Subject Property

Occupancy (%)								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Quality Inn Sacramento	41.8	-37.1	61.5	3.1	48.0	-26.0	60.4	3.8
Market: Sacramento, CA	50.1	0.8	57.3	6.2	55.4	3.9	56.4	6.3
Market Class: Midscale Class	39.2	0.9	45.7	6.3	43.5	2.2	44.9	6.0
Tract: Sacramento Downtown & North	54.7	-2.1	60.5	2.3	58.1	-0.9	59.4	2.4
Tract Scale: Midscale Chains	45.9	0.3	53.5	5.0	51.2	1.9	52.4	5.0
Competitive Set: Competitors	38.2	-9.7	50.9	-0.6	42.9	-8.0	49.7	-1.0

Quality Inn Sacramento
Market: Sacramento, CA
Market Class: Midscale Class
Tract: Sacramento Downtown & North
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
-1.1	-0.3	-1.1	-0.2
-4.4	-3.2	-4.4	-2.9
-2.1	-1.2	-1.9	-1.1
-6.3	0.1	-6.3	0.6
0.0	0.3	0.1	0.3

Average Daily Rate								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Quality Inn Sacramento	56.03	-0.3	64.45	9.4	60.77	8.1	63.62	7.9
Market: Sacramento, CA	82.93	1.9	88.52	1.3	85.09	1.4	88.70	1.4
Market Class: Midscale Class	59.97	-0.1	60.80	-1.0	60.57	0.2	60.81	-0.8
Tract: Sacramento Downtown & North	85.19	0.5	87.67	1.2	86.32	1.3	87.14	1.3
Tract Scale: Midscale Chains	77.03	0.5	77.64	-0.7	77.44	1.2	77.33	-0.7
Competitive Set: Competitors	68.02	-1.5	72.13	5.3	68.75	-0.4	71.68	5.4

Quality Inn Sacramento
Market: Sacramento, CA
Market Class: Midscale Class
Tract: Sacramento Downtown & North
Tract Scale: Midscale Chains
Competitive Set: Competitors

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-37.1	3.1	-26.0	3.8
-0.3	5.9	2.8	6.1
-3.5	2.9	-2.3	2.9
-4.1	1.1	-2.8	1.3
-6.0	5.2	-4.5	5.5
-9.7	-0.3	-7.9	-0.7

RevPAR								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Quality Inn Sacramento	23.44	-37.3	39.63	12.8	29.15	-20.0	38.46	12.0
Market: Sacramento, CA	41.51	2.7	50.73	7.7	47.10	5.3	50.06	7.8
Market Class: Midscale Class	23.49	0.8	27.81	5.2	26.35	2.4	27.32	5.1
Tract: Sacramento Downtown & North	46.61	-1.6	53.04	3.6	50.19	0.3	51.76	3.7
Tract Scale: Midscale Chains	35.34	0.7	41.56	4.3	39.67	3.1	40.49	4.3
Competitive Set: Competitors	25.97	-11.1	36.68	4.6	29.48	-8.4	35.66	4.3

Quality Inn Sacramento
Market: Sacramento, CA
Market Class: Midscale Class
Tract: Sacramento Downtown & North
Tract Scale: Midscale Chains
Competitive Set: Competitors

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-37.3	12.8	-20.0	12.0
1.6	7.3	4.2	7.6
-3.6	1.9	-2.1	2.1
-3.6	2.4	-1.5	2.6
-5.6	4.5	-3.3	4.9
-11.1	5.0	-8.3	4.6

Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Rooms	
Market: Sacramento, CA	272	24241	146	18607	76.8
Market Class: Midscale Class	45	3353	22	2370	70.7
Tract: Sacramento Downtown & North	87	10311	61	8940	86.7
Tract Scale: Midscale Chains	26	3126	25	3044	97.4
Competitive Set: Competitors	7	718	7	718	100.0

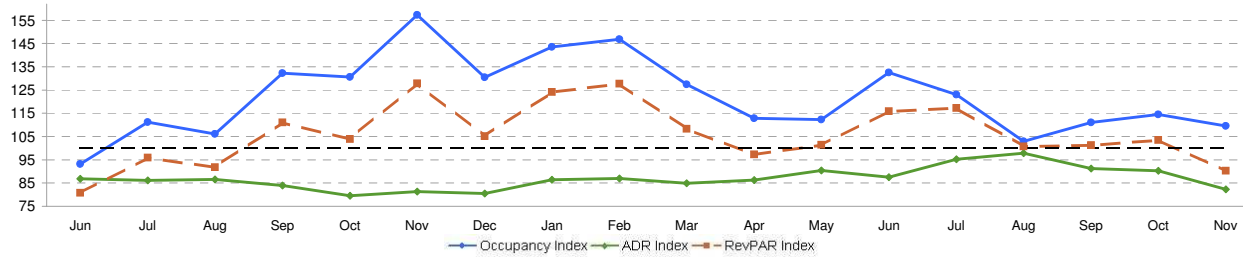
Market: Sacramento, CA
Market Class: Midscale Class
Tract: Sacramento Downtown & North
Tract Scale: Midscale Chains
Competitive Set: Competitors

Pipeline			
Market: Sacramento, CA			
Under Construction		Planning	
Properties	Rooms	Properties	Rooms
0	0	11	1425
See Help page for pipeline definitions.			

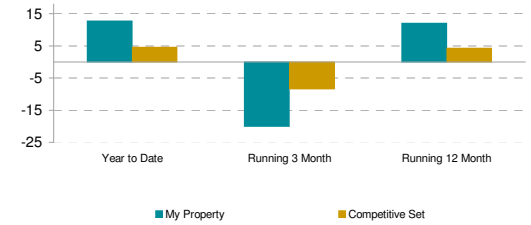
# Tab 4 - Competitive Set Report

Quality Inn Sacramento 818 15th St Sacramento, CA 95814-2009 Phone: (916) 444-3980  
 STR # 25397 ChainID: CA505 MgtCo: None Owner: None  
 For the Month of: November 2011 Date Created: December 19, 2011 Monthly Competitive Set Data Excludes Subject Property

### Monthly Indexes



### RevPAR Percent Change



Occupancy (%)	2010												2011											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
My Property	50.4	68.7	58.0	60.3	67.7	66.5	49.3	60.1	64.2	72.5	65.8	64.3	67.4	81.7	56.2	50.9	51.0	41.8						
Competitive Set	54.1	61.8	54.6	45.5	51.8	42.3	37.8	41.9	43.7	56.9	58.3	57.2	50.9	66.4	54.6	45.9	44.6	38.2						
Index (MPI)	93.1	111.3	106.1	132.3	130.7	157.3	130.5	143.5	146.9	127.5	112.8	112.3	132.5	123.1	103.0	111.0	114.6	109.6						
Rank	5 of 8	2 of 8	4 of 8	1 of 8	1 of 8	1 of 8	3 of 8	1 of 8	1 of 8	2 of 8	2 of 8	2 of 8	1 of 8	1 of 8	4 of 8	4 of 8	3 of 8	3 of 8						

Year To Date		
2009	2010	2011
55.1	59.6	61.5
49.8	51.2	50.9
110.6	116.5	120.9
3 of 8	2 of 8	1 of 8

Running 3 Month		
2009	2010	2011
49.0	64.9	48.0
43.1	46.6	42.9
113.7	139.1	111.9
3 of 8	1 of 8	4 of 8

Running 12 Month		
2009	2010	2011
55.3	58.2	60.4
49.2	50.3	49.7
112.5	115.8	121.5
3 of 8	2 of 8	1 of 8

% Chg																		
My Property	5.2	31.5	12.3	18.7	27.7	54.4	14.4	19.0	27.9	21.7	5.6	5.7	33.7	18.9	-3.1	-15.5	-24.6	-37.1
Competitive Set	-4.7	8.8	4.9	0.9	12.0	11.8	-6.3	1.0	-7.4	2.9	6.4	6.9	-6.0	7.5	-0.1	0.7	-14.0	-9.7
Index (MPI)	10.4	20.8	7.1	17.6	14.0	38.0	22.2	17.9	38.2	18.2	-0.8	-1.1	42.3	10.6	-3.0	-16.1	-12.3	-30.3
Rank	2 of 8	2 of 8	3 of 8	2 of 8	3 of 8	1 of 8	3 of 8	2 of 8	2 of 8	2 of 8	6 of 8	5 of 8	1 of 8	3 of 8	4 of 8	7 of 8	7 of 8	7 of 8

7.4	8.2	3.1
-15.6	2.7	-0.6
27.3	5.4	3.8
1 of 8	3 of 8	4 of 8

-10.4	32.3	-26.0
-22.8	8.1	-8.0
16.1	22.4	-19.6
2 of 8	2 of 8	7 of 8

9.5	5.2	3.8
-15.1	2.2	-1.0
29.0	2.9	4.9
1 of 8	5 of 8	3 of 8

ADR	2010												2011											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
My Property	60.07	57.80	57.48	54.81	57.41	56.18	52.52	62.09	61.27	63.14	65.29	66.85	63.17	73.18	66.24	62.38	62.98	56.03						
Competitive Set	69.20	67.05	66.45	65.27	72.18	69.09	65.18	71.81	70.47	74.35	75.67	73.98	72.20	76.81	67.71	68.36	69.73	68.02						
Index (ARI)	86.8	86.2	86.5	84.0	79.5	81.3	80.6	86.5	86.9	84.9	86.3	90.4	87.5	95.3	97.8	91.3	90.3	82.4						
Rank	5 of 8	8 of 8	7 of 8	7 of 8	6 of 8	8 of 8	8 of 8	5 of 8	5 of 8	5 of 8	5 of 8	4 of 8	6 of 8	5 of 8	4 of 8	4 of 8	4 of 8	7 of 8						

Year To Date		
2009	2010	2011
67.15	58.94	64.45
71.98	68.51	72.13
93.3	86.0	89.4
5 of 8	5 of 8	5 of 8

Running 3 Month		
2009	2010	2011
65.20	56.20	60.77
68.46	69.03	68.75
95.2	81.4	88.4
5 of 8	8 of 8	4 of 8

Running 12 Month		
2009	2010	2011
66.22	58.97	63.62
72.04	68.04	71.68
91.9	86.7	88.8
5 of 8	5 of 8	5 of 8

% Chg																		
My Property	-13.0	-18.5	-19.4	-17.6	-16.4	-5.2	-11.7	-5.7	0.8	4.6	10.4	10.4	5.2	26.6	15.2	13.8	9.7	-0.3
Competitive Set	-5.6	-0.7	-0.9	-7.5	3.7	7.2	5.8	2.3	3.5	9.1	10.1	6.5	4.3	14.6	1.9	4.7	-3.4	-1.5
Index (ARI)	-7.9	-17.9	-18.7	-10.9	-19.3	-11.6	-16.5	-7.8	-2.6	-4.2	0.3	3.6	0.8	10.5	13.1	8.7	13.5	1.3
Rank	7 of 8	8 of 8	8 of 8	7 of 8	8 of 8	7 of 8	8 of 8	8 of 8	6 of 8	4 of 8	2 of 8	2 of 8	4 of 8	3 of 8	1 of 8	2 of 8	1 of 8	4 of 8

-15.5	-12.2	9.4
-9.0	-4.8	5.3
-7.1	-7.8	3.9
8 of 8	8 of 8	2 of 8

-5.4	-13.8	8.1
-9.7	0.8	-0.4
4.7	-14.5	8.6
2 of 8	8 of 8	1 of 8

-16.2	-10.9	7.9
-9.1	-5.6	5.4
-7.8	-5.7	2.4
8 of 8	7 of 8	2 of 8

RevPAR	2010												2011											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
My Property	30.28	39.71	33.33	33.03	38.89	37.36	25.88	37.30	39.33	45.78	42.93	42.97	42.59	59.79	37.23	31.76	32.15	23.44						
Competitive Set	37.47	41.41	36.30	29.72	37.42	29.22	24.62	30.05	30.79	42.28	44.10	42.35	36.73	50.99	36.96	31.35	31.07	25.97						
Index (RGI)	80.8	95.9	91.8	111.1	103.9	127.9	105.1	124.1	127.7	108.3	97.3	101.4	115.9	117.3	100.7	101.3	103.5	90.3						
Rank	6 of 8	4 of 8	5 of 8	3 of 8	4 of 8	2 of 8	3 of 8	2 of 8	3 of 8	3 of 8	3 of 8	4 of 8	3 of 8	3 of 8	3 of 8	5 of 8	4 of 8	6 of 8						

Year To Date		
2009	2010	2011
36.99	35.14	39.63
35.87	35.06	36.68
103.1	100.2	108.0
3 of 8	3 of 8	3 of 8

Running 3 Month		
2009	2010	2011
31.95	36.45	29.15
29.51	32.18	29.48
108.3	113.3	98.9
3 of 8	2 of 8	5 of 8

Running 12 Month		
2009	2010	2011
36.64	34.33	38.46
35.42	34.20	35.66
103.4	100.4	107.9
3 of 8	3 of 8	3 of 8

% Chg																		
My Property	-8.5	7.2	-9.5	-2.1	6.8	46.3	1.0	12.2	28.9	27.2	16.6	16.7	40.6	50.5	11.7	-3.8	-17.3	-37.3
Competitive Set	-10.0	8.1	3.9	-6.7	16.1	19.8	-0.9	3.3	-4.2	12.2	17.2	13.9	-2.0	23.1	1.8	5.5	-17.0	-11.1
Index (RGI)	1.7	-0.9	-12.9	4.9	-8.1	22.1	2.0	8.7	34.6	13.3	-0.5	2.5	43.4	22.2	9.7	-8.8	-0.5	-29.4
Rank	5 of 8	4 of 8	7 of 8	3 of 8	5 of 8	3 of 8	4 of 8	3 of 8	1 of 8	2 of 8	5 of 8	3 of 8	1 of 8	1 of 8	2 of 8	6 of 8	5 of 8	8 of 8

-9.3	-5.0	12.8
-23.3	-2.2	4.6
18.2	-2.8	7.8
1 of 8	6 of 8	2 of 8

-15.2	14.1	-20.0
-30.3	9.0	-8.4
21.6	4.6	-12.7
1 of 8	3 of 8	6 of 8

-8.2	-6.3	12.0
-22.8	-3.4	4.3
18.9	-3.0	7.4
1 of 8	5 of 8	2 of 8

# Tab 5 - Response Report

Quality Inn Sacramento 818 15th St Sacramento, CA 95814-2009 Phone: (916) 444-3980  
 STR # 25397 ChainID: CA505 MgtCo: None Owner: None  
 For the Month of: November 2011 Date Created: December 19, 2011

## This Year

Nov 8th - Election Day  
 Nov 11th - Veterans Day  
 Nov 24th - Thanksgiving Day

## Last Year

Nov 2nd - Election Day  
 Nov 11th - Veterans Day  
 Nov 25th - Thanksgiving Day

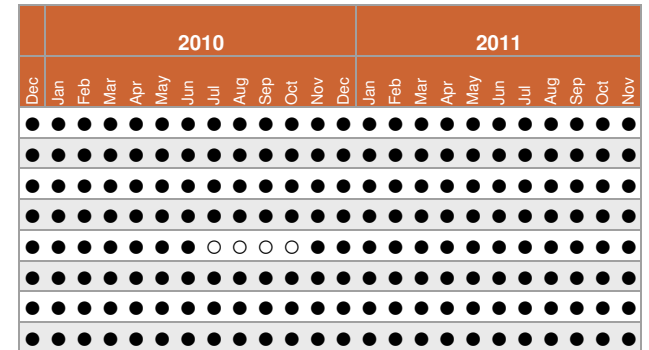
## November 2011 (This Year)

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			

## November 2010 (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				

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
25397	Quality Inn Sacramento	Sacramento, CA	95814-2009	(916) 444-3980	40	196006
2076	Best Western Plus Sutter House	Sacramento, CA	95814-2812	(916) 441-1314	95	197406
6923	La Quinta Inns & Suites Sacramento Downtown	Sacramento, CA	95814-0108	(916) 448-8100	165	197006
9100	Clarion Hotel Downtown Sacramento	Sacramento, CA	95814-2002	(916) 444-8000	106	195806
11816	Ramada Limited Sacramento Downtown	Sacramento, CA	95814-0102	(916) 442-6971	100	197706
24665	Days Inn Sacramento	Sacramento, CA	95814-0108	(916) 443-4811	70	197406
37592	Comfort Suites Downtown Sacramento	Sacramento, CA	95814-0108	(916) 446-9400	50	199909
48802	Holiday Inn Express Sacramento Convention Center	Sacramento, CA	95814-2002	(916) 444-4436	132	200301
					758	



Data received:  
 ○ = Monthly Only  
 ● = Monthly & Daily

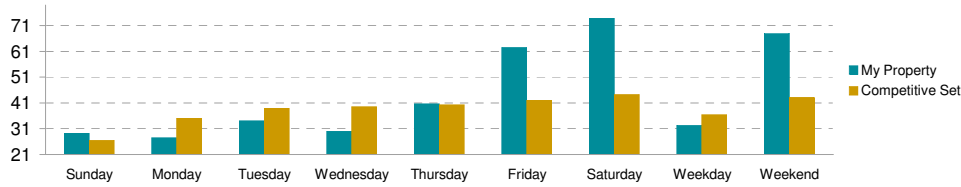
# Tab 6 - Day of Week and Weekday/Weekend Report

Quality Inn Sacramento 818 15th St Sacramento, CA 95814-2009 Phone: (916) 444-3980

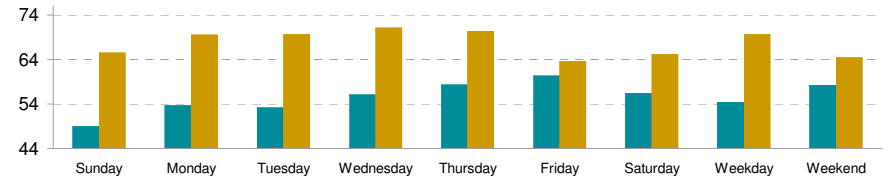
STR # 25397 ChainID: CA505 MgtCo: None Owner: None

For the Month of: November 2011 Date Created: December 19, 2011 Monthly Competitive Set Data Excludes Subject Property

## Current Month Occupancy



## Current Month ADR

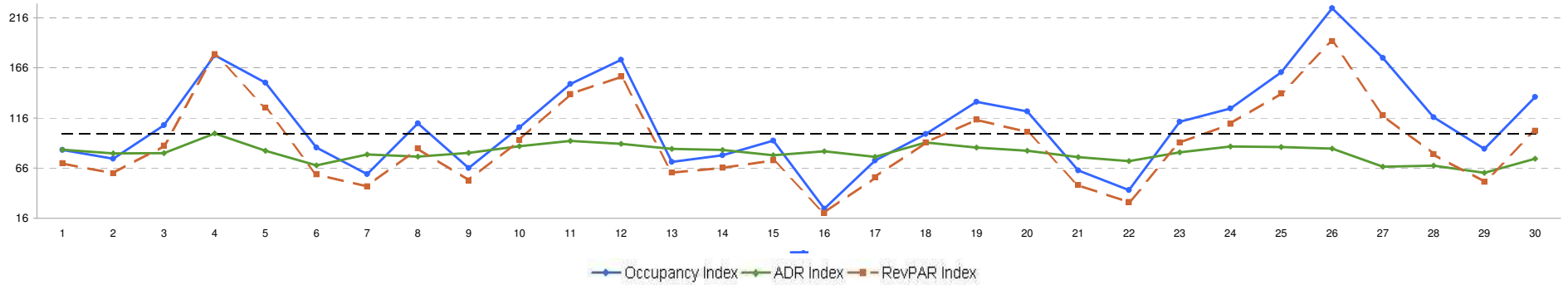


Day of Week	Time Period	Occupancy (%)				Average Daily Rate				RevPAR									
		My Property	% Chg	Competitive Set	% Chg	Index (MPI)	% Chg	My Property	% Chg	Competitive Set	% Chg	Index (ARI)	% Chg	My Property	% Chg	Competitive Set	% Chg	Index (RGI)	% Chg
Sunday	Current Month	29.4	-44.7	26.4	-13.8	111.1	-35.9	48.97	-11.9	65.53	-4.2	74.7	-8.0	14.39	-51.3	17.32	-17.4	83.0	-41.0
	Year To Date	41.1	-5.3	36.1	-3.6	113.8	-1.7	60.34	6.6	68.54	3.2	88.0	3.3	24.80	0.9	24.74	-0.6	100.2	1.5
	Running 3 Month	34.4	-30.9	30.4	-11.2	113.2	-22.2	57.69	5.7	66.42	-3.4	86.8	9.4	19.86	-26.9	20.19	-14.2	98.3	-14.8
	Running 12 Month	41.0	-3.4	35.6	-3.8	114.9	0.4	59.20	4.0	68.20	3.6	86.8	0.3	24.25	0.4	24.31	-0.3	99.7	0.7
Monday	Current Month	27.5	-49.1	35.2	-5.6	78.1	-46.1	53.65	2.2	69.50	0.3	77.2	1.9	14.75	-48.0	24.47	-5.3	60.3	-45.1
	Year To Date	50.5	0.8	45.7	-3.1	110.5	4.1	61.90	8.1	73.80	3.2	88.0	4.7	31.27	9.0	33.75	0.0	92.7	9.0
	Running 3 Month	36.0	-33.0	38.5	-7.3	93.5	-27.7	57.54	9.1	71.61	0.2	80.4	8.8	20.69	-26.9	27.55	-7.1	75.1	-21.3
	Running 12 Month	50.0	1.4	45.1	-3.0	110.9	4.4	60.96	6.4	73.22	3.5	83.2	2.8	30.51	7.8	33.03	0.5	92.4	7.3
Tuesday	Current Month	34.0	-44.7	39.1	-7.3	87.0	-40.3	53.29	-2.4	69.59	-2.2	76.6	-0.2	18.12	-46.1	27.19	-9.4	66.6	-40.5
	Year To Date	61.4	0.7	53.6	-2.2	114.6	3.0	64.48	8.5	76.03	4.7	84.8	3.6	39.60	9.2	40.74	2.4	97.2	6.7
	Running 3 Month	44.8	-32.1	43.4	-7.2	103.1	-26.8	59.80	7.7	72.63	0.5	82.3	7.2	26.80	-26.8	31.55	-6.8	84.9	-21.5
	Running 12 Month	59.8	0.2	52.5	-2.3	114.0	2.5	63.89	8.0	75.32	4.9	84.8	2.9	38.21	8.2	39.53	2.5	96.7	5.5
Wednesday	Current Month	30.0	-56.0	39.5	-9.5	76.0	-51.4	56.06	1.5	71.13	1.4	78.8	0.1	16.82	-55.3	28.07	-8.2	59.9	-51.3
	Year To Date	63.4	0.5	56.4	2.8	112.3	-2.3	65.47	10.1	76.12	5.6	86.0	4.2	41.50	10.6	42.96	8.6	96.6	1.9
	Running 3 Month	41.0	-35.6	45.7	-2.8	89.6	-33.8	60.15	8.4	71.86	1.0	83.7	7.3	24.64	-30.3	32.85	-1.9	75.0	-28.9
	Running 12 Month	62.0	1.0	54.6	2.4	113.5	-1.4	64.32	8.5	75.40	5.6	85.3	2.7	39.86	9.5	41.17	8.1	96.8	1.3
Thursday	Current Month	40.6	-41.4	40.2	-9.5	100.9	-35.3	58.29	1.5	70.42	1.2	82.8	0.2	23.68	-40.6	28.34	-8.4	83.5	-35.2
	Year To Date	61.3	6.9	52.9	2.0	115.9	4.8	65.37	11.7	73.46	7.2	89.0	4.2	40.05	19.4	38.85	9.4	103.1	9.2
	Running 3 Month	42.5	-32.4	43.2	-7.7	98.4	-26.8	61.12	7.6	69.63	-0.4	87.8	8.1	25.98	-27.3	30.06	-8.1	86.4	-20.9
	Running 12 Month	59.0	5.7	51.1	0.6	115.5	5.1	64.35	9.2	72.87	7.2	88.3	1.9	37.96	15.4	37.21	7.8	102.0	7.1
Friday	Current Month	62.5	-24.2	42.1	-18.2	148.6	-7.4	60.34	2.4	63.61	-6.4	94.9	9.4	37.71	-22.4	26.75	-23.5	141.0	1.4
	Year To Date	72.8	6.6	53.8	-0.7	135.4	7.4	66.01	9.5	68.35	5.8	96.6	3.5	48.07	16.8	36.75	5.1	130.8	11.1
	Running 3 Month	60.2	-21.8	46.3	-13.3	130.1	-9.7	63.00	7.6	64.53	-1.9	97.6	9.7	37.92	-15.8	29.85	-15.0	127.0	-0.9
	Running 12 Month	71.8	8.0	52.6	-1.0	136.4	9.2	65.31	8.4	68.08	-5.8	95.9	2.5	46.88	17.1	35.84	4.7	130.8	11.9
Saturday	Current Month	73.8	-9.2	44.2	-7.4	166.9	-2.0	56.38	-2.8	65.16	-2.5	86.5	-0.3	41.58	-11.8	28.79	-9.7	144.4	-2.3
	Year To Date	80.1	8.0	57.6	-0.8	139.1	8.8	65.25	9.4	67.78	6.1	96.3	3.1	52.27	18.1	39.02	5.3	133.9	12.2
	Running 3 Month	76.9	-5.2	52.7	-6.8	145.9	1.7	62.63	8.1	65.08	-0.4	96.2	8.5	48.17	2.5	34.31	-7.1	140.4	10.3
	Running 12 Month	79.5	10.0	56.5	-1.2	140.6	11.3	64.77	8.3	67.90	6.0	95.4	2.2	51.50	19.1	38.40	4.7	134.1	13.8
Weekday/Weekend	Current Month	32.3	-47.0	36.4	-8.2	88.7	-42.3	54.36	-1.3	69.58	-0.4	78.1	-0.9	17.54	-47.7	25.31	-8.6	69.3	-42.8
	Year To Date	55.5	1.0	48.9	-0.6	113.5	1.6	63.81	9.3	73.98	5.0	86.3	4.1	35.42	10.4	36.20	4.4	97.9	5.8
	Running 3 Month	39.7	-32.9	40.2	-7.0	98.7	-27.8	59.38	7.7	70.68	-0.2	84.0	7.9	23.59	-27.7	28.44	-7.2	83.0	-22.1
	Running 12 Month	54.4	1.2	47.8	-1.0	113.8	2.2	62.85	7.5	73.36	5.1	85.7	2.3	34.18	8.8	35.08	4.1	97.4	4.5
Weekend (Fri-Sat)	Current Month	68.1	-16.8	43.1	-13.0	158.0	-4.3	58.20	-0.5	64.40	-4.5	90.4	4.2	39.65	-17.2	27.77	-16.9	142.8	-0.3
	Year To Date	76.5	7.4	55.7	-0.7	137.4	8.1	65.61	9.4	68.05	6.0	96.4	3.3	50.19	17.5	37.90	5.2	132.4	11.7
	Running 3 Month	68.6	-13.3	49.5	-10.0	138.5	-3.7	62.79	7.9	64.82	-1.1	96.9	9.1	43.05	-6.4	32.08	-11.0	134.2	5.1
	Running 12 Month	75.6	9.0	54.6	-1.1	138.6	10.3	65.03	8.4	67.99	5.9	95.6	2.3	49.19	18.2	37.12	4.7	132.5	12.9
Total	Current Month	41.8	-37.1	38.2	-9.7	109.6	-30.3	56.03	-0.3	68.02	-1.5	82.4	1.3	23.44	-37.3	25.97	-11.1	90.3	-29.4
	Year To Date	61.5	3.1	50.9	-0.6	120.9	3.8	64.45	9.4	72.13	5.3	89.4	3.9	39.63	12.8	36.68	4.6	108.0	7.8
	Running 3 Month	48.0	-26.0	42.9	-8.0	111.9	-19.6	60.77	8.1	68.75	-0.4	88.4	8.6	29.15	-20.0	29.48	-8.4	98.9	-12.7
	Running 12 Month	60.4	3.8	49.7	-1.0	121.5	4.9	63.62	7.9	71.68	5.4	88.8	2.4	38.46	12.0	35.66	4.3	107.9	7.4

# Tab 7 - Daily Data for the Month

Quality Inn Sacramento 818 15th St Sacramento, CA 95814-2009 Phone: (916) 444-3980  
 STR # 25397 ChainID: CA505 MgtCo: None Owner: None  
 For the Month of: November 2011 Date Created: December 19, 2011 Daily Competitive Set Data Excludes Subject Property

### Daily Indexes for the Month of November



	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	Sa	Su	Mo	Tu	We
<b>Occupancy (%)</b>	<b>November</b>																													
My Property	35.0	37.5	52.5	87.5	77.5	27.5	25.0	52.5	27.5	40.0	75.0	97.5	17.5	30.0	40.0	12.5	35.0	40.0	52.5	35.0	20.0	12.5	27.5	35.0	47.5	67.5	37.5	35.0	30.0	45.0
Competitive Set	41.6	49.7	48.2	49.0	51.3	31.8	41.6	47.5	41.6	37.5	50.0	56.0	24.2	38.0	42.8	48.7	47.6	40.0	39.7	28.6	31.3	28.4	24.5	27.9	29.4	29.9	21.3	29.9	35.2	32.9
Index (MPI)	84.0	75.4	108.9	178.5	151.2	86.6	60.0	110.5	66.0	106.8	150.0	174.1	72.2	78.9	93.6	25.6	73.5	100.1	132.3	122.6	63.8	44.0	112.2	125.7	161.6	225.4	176.0	116.9	85.1	136.9

	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	Sa	Su	Mo	Tu	We
<b>% Chg</b>	<b>November</b>																													
My Property	-44.0	-58.3	-38.2	-2.8	-6.1	-45.0	-61.5	-30.0	-62.1	-48.4	-16.7	0.0	-79.4	-63.6	-55.6	-83.9	-54.8	-56.8	-38.2	-39.1	-50.0	-68.8	-15.4	-6.7	-17.4	12.5	87.5	-17.6	-25.0	0.0
Competitive Set	-12.1	-15.8	-13.7	-9.5	-5.6	-11.6	-12.3	-1.4	9.1	-14.9	-27.6	5.0	-22.3	-8.4	-11.3	-7.4	-11.6	-25.3	-28.8	-8.1	16.0	1.0	-2.8	12.4	-1.4	5.9	-14.5	-15.4	-11.5	-15.4
Index (MPI)	-36.3	-50.5	-28.4	7.4	-0.4	-37.8	-56.1	-29.0	-65.2	-39.4	15.1	-4.7	-73.5	-60.3	-49.9	-82.6	-48.9	-42.1	-13.3	-33.8	-56.9	-69.1	-13.0	-16.9	-16.2	6.2	119.4	-2.7	-15.2	18.2

	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	Sa	Su	Mo	Tu	We
<b>ADR</b>	<b>November</b>																													
My Property	57.43	60.00	59.38	65.89	58.06	46.73	56.40	55.10	57.55	61.25	60.63	58.59	55.71	58.92	56.13	60.00	56.00	56.56	53.86	53.93	50.00	46.80	51.27	55.57	52.89	53.22	42.87	49.29	44.25	53.72
Competitive Set	68.02	74.26	73.29	65.47	69.55	67.85	70.75	71.10	70.81	69.63	65.05	64.86	65.43	70.09	71.24	72.46	72.39	61.75	62.24	64.71	64.85	64.01	62.73	63.39	60.77	62.28	63.44	72.03	72.11	71.29
Index (ARI)	84.4	80.8	81.0	100.6	83.5	68.9	79.7	77.5	81.3	88.0	93.2	90.3	85.2	84.1	78.8	82.8	77.4	91.6	86.5	83.3	77.1	73.1	81.7	87.7	87.0	85.5	67.6	68.4	61.4	75.4

	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	Sa	Su	Mo	Tu	We
<b>% Chg</b>	<b>November</b>																													
My Property	5.4	-0.7	-2.7	5.4	-4.3	-8.5	17.5	3.6	12.8	10.3	6.6	0.2	-3.5	-3.7	-5.3	5.1	-5.9	-9.6	-12.4	-6.9	5.4	-7.4	11.5	13.3	4.3	9.3	-15.7	-7.6	-13.2	10.4
Competitive Set	-7.1	4.7	5.8	-1.0	4.6	-7.1	-4.5	-1.6	4.1	3.0	-7.7	-5.1	-8.7	-2.0	-6.1	-4.4	-3.8	-11.2	-7.5	5.6	4.3	-3.4	6.7	5.0	-1.5	-1.2	-3.6	12.5	11.9	7.5
Index (ARI)	13.5	-5.2	-8.0	6.4	-8.6	-1.5	23.1	5.2	8.3	7.1	15.5	5.5	5.8	-1.7	0.9	10.0	-2.1	1.9	-5.3	-11.9	1.1	-4.2	4.4	7.9	5.9	10.6	-12.6	-17.9	-22.5	2.7

	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	Sa	Su	Mo	Tu	We
<b>RevPAR</b>	<b>November</b>																													
My Property	20.10	22.50	31.18	57.85	45.00	12.85	14.10	28.93	15.83	24.50	45.48	57.13	9.75	17.68	22.45	7.50	19.60	22.63	28.28	18.88	10.00	5.85	14.10	19.45	25.13	35.93	16.08	17.25	13.28	24.18
Competitive Set	28.33	36.92	35.32	32.10	35.65	21.55	29.46	33.77	29.49	26.09	32.53	36.31	15.86	26.65	30.46	35.32	34.48	24.68	24.70	18.47	20.32	18.19	15.38	17.66	17.86	18.65	13.52	21.57	25.41	23.43
Index (RGI)	71.0	60.9	88.3	179.6	126.2	59.6	47.9	85.7	53.7	93.9	139.8	157.3	61.5	66.3	73.7	21.2	56.8	91.7	114.5	102.2	49.2	32.2	91.7	110.2	140.7	192.6	118.9	80.0	52.2	103.2

	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	Sa	Su	Mo	Tu	We
<b>% Chg</b>	<b>November</b>																													
My Property	-41.0	-58.6	-39.9	2.4	-10.1	-49.7	-54.8	-27.5	-57.2	-43.1	-11.2	0.2	-80.1	-65.0	-57.9	-83.0	-57.5	-60.9	-45.9	-43.4	-47.3	-71.1	-5.7	5.7	-13.8	22.9	58.0	-23.9	-34.9	10.4
Competitive Set	-18.3	-11.8	-8.7	-10.4	-1.3	-17.9	-16.3	-3.0	13.7	-12.3	-33.2	-0.4	-29.1	-10.2	-16.7	-11.5	-15.0	-33.7	-34.1	-2.9	21.0	-2.4	3.8	17.9	-2.8	4.7	-17.6	-4.7	-1.0	-9.0
Index (RGI)	-27.7	-53.1	-34.1	14.3	-9.0	-38.7	-46.0	-25.2	-62.4	-35.1	33.0	0.5	-72.0	-61.0	-49.5	-80.8	-50.0	-41.1	-17.9	-41.7	-56.4	-70.4	-9.1	-10.4	-11.3	17.4	91.8	-20.1	-34.3	21.4

## Tab 8 - Help

### Definitions

**ADR (Average Daily Rate)** - Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

**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.

**Fiscal Year To Date (YTD)** - Custom fiscal year as specified by individual hotel or hotel group, if a non-calendar Fiscal Year to Date calculation is more applicable (e.g. July – June) to coincide with hotel/hotel groups operations and financial reporting.

**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. Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

**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, Upper Midscale, Midscale 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 Upper Midscale, and Midscale 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, Upper Midscale, Midscale, 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 Upper Midscale, Midscale and 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. Occupancy is always displayed as a percentage of rooms occupied.

**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 Upper Midscale and Midscale), 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/McGraw-Hill Construction Dodge 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.str.com](http://www.str.com) or e-mail [info@str.com](mailto:info@str.com)