



February 13, 2015

Market Texas Tourism
Office of the Governor, Economic Development & Tourism
TEXAS HOTEL PERFORMANCE REPORT:
YEAR OF 2014 & FOURTH QUARTER

REVENUE GROWTH CONTINUES

Texas lodging room revenues gained 9.7% to \$9.7 billion in the year of 2014. This compares to 8.7% gains in 2013 and to 10.1% in 2012. 2014's Fourth quarter continued strong with a 10.3% increase. Lodging revenues of \$9.7 billion are now 34% above 2008 levels, and are gaining at rates slightly above the strong levels of growth seen from 2004 through 2008.

This continuing strength in lodging demand growth is encouraging considering the recent declines in oil prices. In fact, lodging revenues in Oil & Gas areas gained 15.0% in the quarter while Non Oil areas also showed a more typical 7.3% gain in revenues (half the pace of the 'Oil Patch').

HOUSTON & AUSTIN LED MAJOR METROS

Houston revenue gains were 10.8% in 2014, with Austin's 10.4% a close second (in a non-legislative year). Dallas-Ft Worth was next at 8.6% while San Antonio, at 6.4%, lagged the 9.7% state average.

ANNUAL ROOM-NIGHTS SOLD UP 5%

In 2014, room-nights sold rose 5%, up from 3.5% for the year of 2013. In the last half of 2014, gains were nearly 6%.

REVPAR UP 7.6% FOR YR AND 9% FOR QTR

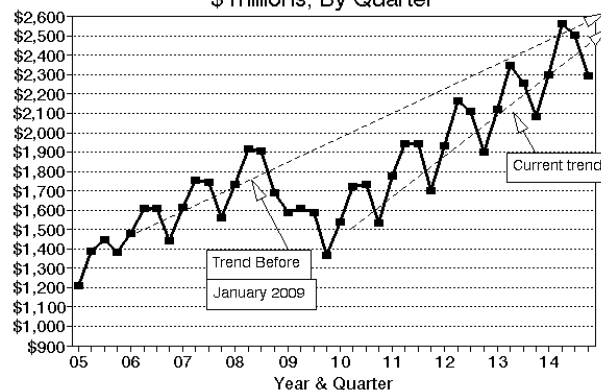
The 7.6% REVPAR annual increase was spurred by a 4.4% price rise combined with a 3% increase in occupancy. REVPAR continues to close on pre-recession trends, but at a slow pace (see graph).

OCCUPANCY AT 65.7% IN 2014

Occupancy averaged 65.7% in 2014 versus 63.8% in 2013. Fourth quarter occupancy was 62.7% in a seasonally weak period, up 2.2 'points.' All results are above the 60% long-term Texas occupancy average.

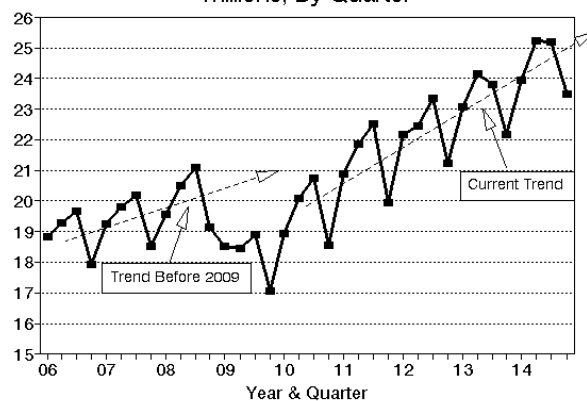
Texas Hotel Room Revenues

\$ millions, By Quarter

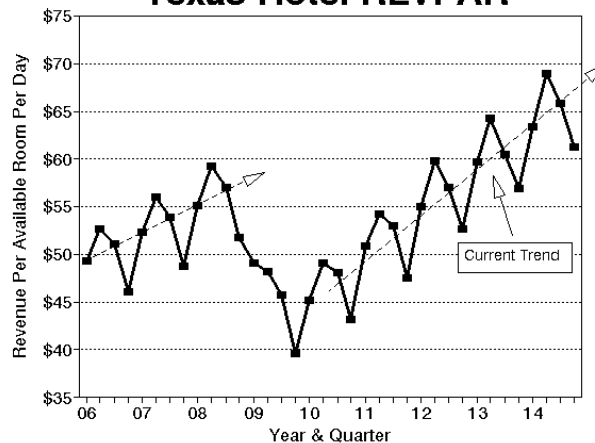


Texas Hotel Roomnights Sold

millions, By Quarter



Texas Hotel REVPAR



2014 GROWTH STATS STRONG

Revenue gains were nearly 10% and real demand 5%.

Both real and dollar gains have increased in every quarter of 2014. With 4.4% ADR increases, REVPAR achieved a growth rate of 9% in the past six months.

High and increasing occupancy and REVPAR levels support continued development, even with a potential demand decline due to low oil prices.

Percentage Change Vs. Year Ago

Year	Room	Room	Rooms	%	\$	\$
	Supply	Rev \$	Sold	Occ	Price	RPAR
2009	3.6	-9.2	-15.2	-12.5	-6.6	-18.2
2010	4.6	6.4	7.4	2.8	-0.9	1.7
2011	0.8	12.6	8.7	7.0	3.6	10.8
2012	0.9	10.1	5.9	4.9	4.0	9.1
2013	1.6	8.7	3.3	2.1	5.2	7.3
2014	2.0	9.7	5.0	3.0	4.4	7.6

Quarter

1st Q - 2014	1.9	8.4	3.8	1.9	4.4	5.8
2nd Q - 2014	1.7	9.1	4.5	2.7	4.4	7.2
3rd Q - 2014	1.9	11.0	5.9	3.8	4.9	9.0
4th Q - 2014	2.4	10.3	6.0	3.6	4.0	9.0

METRO RESULTS – Twenty-five of 27 measured areas saw revenue gains in 2014.

Twelve areas saw 10%+ increases including two of the largest metros. Oil-driven increases exceeding 15% were seen in Midland, College Station, Beaumont, Odessa, and Victoria. McAllen also increased 15%.

Year of 2014	%	Total Revenue*		%			
Metropolitan Areas	Market	2013	2014	Change	%Occ	\$ ADR	REVPAR
Dallas-Ft Worth-Arlington	25.5%	\$2,269.2	\$2,464.6	8.6%	67.0%	\$96.10	\$64.39
Houston-Baytown-Sugarland	23.7%	\$2,069.2	\$2,293.6	10.8%	68.7%	\$109.48	\$75.21
San Antonio	11.8%	\$1,075.2	\$1,144.4	6.4%	64.5%	\$105.92	\$68.32
Austin-Round Rock	10.8%	\$947.9	\$1,046.2	10.4%	73.7%	\$124.35	\$91.65
Non-Metro Areas	9.1%	\$796.4	\$881.8	10.7%	58.4%	\$83.43	\$48.72
Corpus Christi	2.7%	\$246.2	\$256.3	4.1%	56.2%	\$104.08	\$58.49
Midland & Odessa	2.6%	\$194.4	\$246.6	26.9%	81.7%	\$135.88	\$111.01
Balance of Texas	13.7%	\$1,206.1	\$1,325.0	9.9%	64.9%	\$81.02	\$52.58
Total State of Texas	100.0%	\$8,804.7	\$9,658.7	9.7%	65.7%	\$98.68	\$64.83

*\$ millions Room Revenues

OIL & GAS AREAS (100 counties including Harris County) showed an average 15% gain in revenues, twice the gain in the balance of Texas. In 2013, O&G area revenues gained 9.5%, and by 15.7% in 2012.

FOURTH QUARTER	ROOM	ROOM
CHANGE VS. 2013	NIGHTS	REVENUES
Total Texas:	6.0%	10.3%
Oil & Gas Areas:	8.3%	15.0%
Balance of Texas:	4.5%	7.3%

In the Fourth quarter, room revenues grew by 50% in Midland, by 37% in Victoria, by 36% in Beaumont, and by 35% in Odessa.

HIGHEST-PRICED HOTELS STRONGEST - Since 2008, the strongest revenue increases have been for hotels priced over \$135 (+6.8% compound), and then for the \$90-\$135, mid-priced category (+4.2% compound). While the highest-priced hotels declined severely in 2009, they have made very high gains since 2011; these gains have been driven by demand in Oil and Gas areas and by demand for higher quality hotels in general.

In 2014, the gain for lodging priced above \$135 was 21.5%, and 7.3% for \$90 to \$135 hotels. Hotels priced under \$90 had a small revenue decrease.

Change In Room Revenues by Price (versus prior year)

<u>Average Rate:</u>	<u>Under \$90</u>	<u>\$90 to \$135</u>	<u>\$135 & Over</u>	<u>Total</u>
2009	-3.7%	-9.4%	-31.2%	-15.0%
2010	9.1%	7.5%	1.5%	6.5%
2011	4.9%	16.1%	20.5%	12.9%
2012	3.0%	6.4%	24.1%	10.2%
2013	-2.3%	3.0%	26.5%	8.6%
2014	-2.0%	7.3%	21.5%	9.7%
CGR Past 6 Yrs*	1.0%	4.2%	6.8%	4.2%

**compound growth rate of gross room revenues, 2008 through 2014*

ALL SEGMENTS GAIN - All segments enjoyed high growth in 2014, led by the Mid/Upscales, Mini-Suites and Limited Service/Midscales. The fastest growth continues for hotels with limited foodservice. Because of high demand for modest accommodations in the Oil & Gas areas, Budgets and Independents grew significantly. Mini-Suites generated a third of new chain supply while some obsolete Limited Service hotels became Budget brands.

Segment Performance – Year of 2014

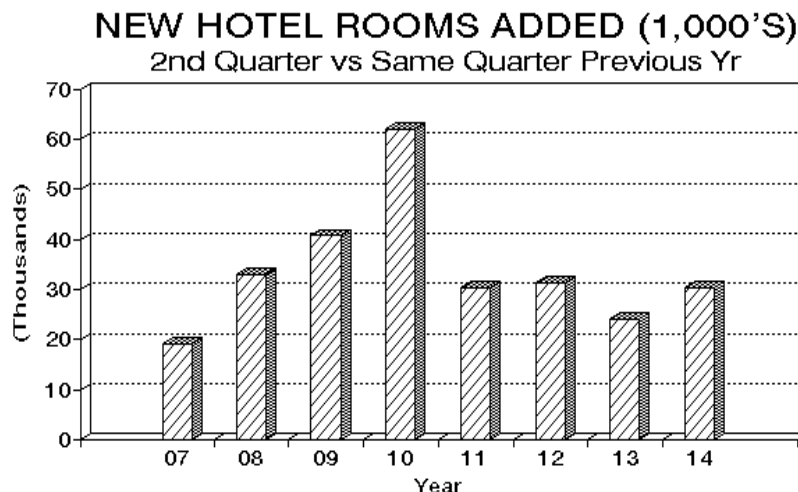
(000's)	#	#	#	\$ Room	%	%	%	Point	Rate	RPAR
<u>Segments</u>	<u>Hotels</u>	<u>Rooms</u>	<u>Chg</u>	<u>Revenues</u>	<u>Chg</u>	<u>Mkt</u>	<u>Occup</u>	<u>Chg</u>	<u>Chg</u>	<u>Chg</u>
Luxury	9	3.8	0.0	259,629	7.0%	2.7%	70.6	1.9	3.9%	6.8%
Upscale	95	40.9	-0.5	1,736,156	4.8%	18.0%	69.4	1.6	3.7%	6.1%
Suites	186	24.4	0.4	905,366	8.9%	9.4%	73.0	1.7	4.8%	7.3%
Mid/Upscales	282	49.4	0.3	1,514,595	11.5%	15.7%	68.8	2.5	6.6%	10.6%
Mini-Suites	282	24.4	1.2	576,622	16.9%	6.0%	69.8	2.7	7.0%	11.3%
L.S./Midscales	1,063	85.2	-0.5	2,051,128	9.4%	21.2%	67.8	1.9	7.0%	10.2%
Extended Stay	199	25.9	0.6	306,322	9.8%	3.2%	70.1	0.6	6.3%	7.3%
Budget	963	68.5	1.9	815,801	13.2%	8.4%	61.8	2.8	5.1%	10.1%
Total Brands¹	3,079	322.5	3.3	8,165,618	9.5%	84.5%	67.7	2.1	5.1%	8.4%
Tot. Independ	1,642	85.4	4.5	1,493,055	10.7%	15.5%	58.5	1.7	1.9%	4.8%
Total Market	4,721	407.9	7.8	9,658,673	9.7%	100%	65.7	1.9	4.4%	7.6%

¹ Limited Service chain hotels offer high-quality rooms without restaurants (e.g. Holiday Express, Hampton). Mini-suite hotels feature room sizes of about 400 square feet. Luxury hotels are the highest priced chains (e.g. Four Seasons, Ritz, W). Upscales are the large full-service, higher-priced hotels (e.g. Marriott, Hilton, Hyatt). Mid-Upscale hotels are lower-priced, select service hotels (Courtyard, Hilton Garden, Holiday Inn). Low Priced Extended Stay includes Budget Suites and Value Place. Budget chains include Motel 6, Super 8, Days, Ramada.

NEW SUPPLY GROWTH RAMPING UP

After a period of decline following the 2009 recession, the hotel development pipeline appears to be cautiously expanding. Hotel projects planned before the Great Recession may now be returning.

New projects are taking advantage of high demand growth, with over 30,000 new rooms opened in the past year, and a higher number likely this year. Hotel room closings of about 22,000 result in the 8,000 net room additions in the year of 2014.



LARGEST TEXAS MARKETS

HOUSTON-BAYTOWN-SUGAR LAND room-nights sold gained a very strong 5.4% in the year of 2014. Revenues moved 10.8% higher, to \$2,294 million on a 5.1% price increase. Occupancy increased 2.1 points to 68.7%. Metro room supply rose by 2.1% (1,700 net rooms). For the year, Houston's \$1.3 billion room revenues amounted to 93% the size of Texas largest metro area, Dallas-Fort Worth.

In the year of 2013, Houston room-nights sold rose 3.9% while room revenues gained 12.8% and; occupancy increased 1.8 points to a 66.4% average. 2013 prices rose 8.6% and supply by 1% (800 net rooms).

FT. WORTH-ARLINGTON METROPOLITAN DIVISION room-nights sold also grew at a 5.4% rate in the year of 2014. Revenues improved by 9%, to \$775 million aided by a 3.4% rise in daily rates. Occupancy also gained, with an increase of 2.1 points to 63.8%. Net room supply rose 2.2% (700 net rooms).

In the year of 2013, Ft. Worth-Arlington room-nights sold rose 3.1% from 2012. Room revenues gained 5.5% on a 2.3% increase in room rates and an occupancy gain of 1.1 points to 61.5%. Net room supply increased by only 1.3% (400 net rooms).

DALLAS METROPOLITAN DIVISION room-nights sold rose 5.0% in year of 2014, while rates improved 3.3%. As a result, revenues rose a strong 8.4% to \$1,690 million. Occupancy gained 2.9 points, to 68.5%. Net room supply increased by just 0.4% (300 net rooms).

In the year of 2013, Dallas room-nights sold rose 4.4% from 2012. Room revenues gained 10.2% on a 5.5% increase in room rates and an occupancy gain of 2.6 points to 65.4%. Net room supply increased by only 0.7% (500 net rooms).

AUSTIN-ROUND ROCK METRO room-nights-sold gained 3.6% in year of 2014; this result was achieved in a non-legislative year (while last year included extra demand caused by

legislative activity). Influenced by a 6.5% price rise, revenues gained 10.4% to \$1,046 million. Net room supply rose only 2% (600 net new rooms). Occupancy also gained 1.3 points to 73.8%, an extremely high market-wide level and approaching maximum capacity.

For all of 2013, Austin room-nights sold rose an exceptional 8.3%, with occupancy rising 3.4 points to 72.5% in a Texas legislative year; room revenues gained 13.9% with the help of a 5.2% increase in prices. Rooms available rose 3.4% (1,000 rooms added).

SAN ANTONIO METRO room-nights sold increased by 3.7% in year of 2014, a tepid recovery after periods of weakness. With a 2.7% rate increase, room revenues rose 6.4% over last year, to \$1,144 million. Annual occupancy gained 1.8 points to 64.5% (after being ‘flat’ in 2013). Net supply grew 1% (400 net rooms). Such slow demand growth, relative to other major metros, is probably attributable to marketing spending issues.

In the year of 2013, San Antonio suffered an anemic 1.6% rise in room-nights sold. Metro room revenues gained 5.5%, mainly due to a 3.9% increase in room rates. Occupancy in 2013 was ‘flat’ at 62.5%, up just 0.1 ‘point.’ Net rooms available rose 1.6% (700 net rooms).

The erosion of travel demand for San Antonio has been evident for a number of years. This is confirmed by the San Antonio metro performance for 2012, 2013 and 2014 compared to the rest of Texas (Texas excluding San Antonio).

Of particular note, the downtown San Antonio market has generated only about 1% growth in each of the past two years (3.231 million room-nights sold in 2014 versus 3.197 million in 2013).

% Change Versus Prior Year

<u>Roomnights Sold</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
San Antonio*	5.0%	1.6%	3.7%
SA CBD	3.8%	1.2%	1.1%
Texas ex SAT	6.3%	3.6%	5.2%

<u>\$ Room Revenues</u>			
San Antonio*	6.1%	5.5%	6.4%
SA CBD	4.9%	5.7%	4.6%
Texas ex SAT	10.8%	9.1%	10.2%

* Total Metro

Oil & Gas areas (O&G). Room revenues rose at 11.5% in 2014 to \$3.779 billion. For the last four years, respectively, the growth in O&G counties was 2.6, 2.3, 1.2 and 1.4 times the balance of the state’s growth rate. In 2014, O&G room-nights sold rose 6% while occupancy averaged 66.9%; rates increased 5.3% to a \$97.76 average rate and a \$65.41 REVPAR. REVPAR in the balance of the state was virtually equal, at \$64.52 for the year. O&G net supply increased at a 3.9% rate (+6,000 units, to 159,153 units total).

Room Revenues - % Change*

Note that Harris County, including Houston, is reflected in these figures because Oil & Gas activity is a major element of Harris county. The Oil & Gas Area is defined to include the top 100 counties producing oil and gas (out of the 244 counties in Texas).

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Oil & Gas Counties	21.0	15.8	9.5	11.5
Non Oil & Gas	8.2	6.9	8.2	8.5
Total Texas	12.9	10.2	8.6	9.7

As shown above, the highest revenue gains were generated by counties involved in Oil and Gas production; the economic impact of Oil and Gas to the lodging industry is also demonstrated by metro area tables overleaf and the graphs and tables starting on page 7.

2014 Annual Occupancy

In 2014, state-wide occupancy averaged 65.7%, up from 63.8% last year and ten percent above the long term industry average of 60%. In 2012, occupancy was 62.5%, in 2011, 59.5% and 55.4% in 2010. Occupancy has thus shown a ten point increase in five years.

2014 Chain occupancy was 67.7%, up 2.1 points from a year ago. Chains accounted for 84.7% of market revenues, equal to last year. Independents generated 58.4% occupancy, up by 1.6 points.

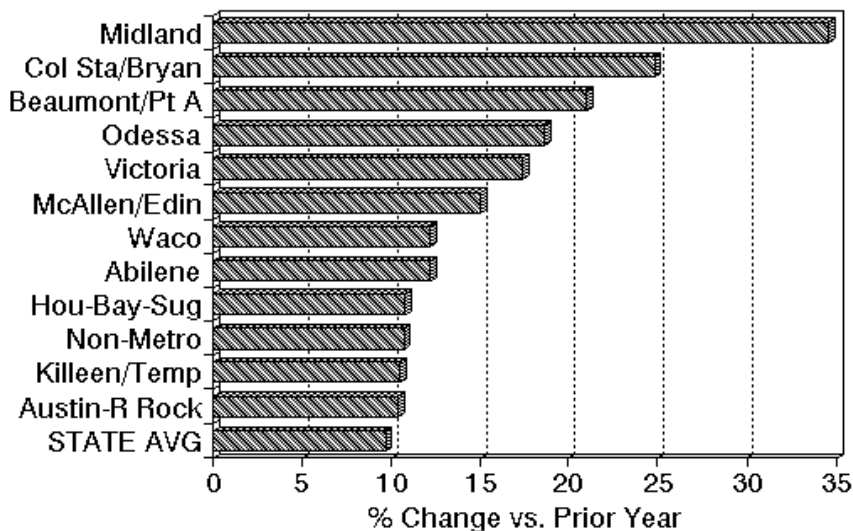
Twenty-two of 27 Texas areas showed increased occupancy versus last year compared to 18 of 27 last year. Twelve areas exceeded the state occupancy average, including three of the four largest metro areas. Oil and gas exploration and production continue to have a major effect of industry performance, with continuing growth at levels slightly above state averages. The Table below is sorted by 2014 occupancy:

METRO AREA PERFORMANCES

Metro Area	Year of 2013		Year of 2014		
	Occ %	Rev % Chg	Occ %	Pt. Chg	\$ Rev % Chg
Midland	81.2	1.7%	85.3	4.1	34.6%
Odessa	77.5	-0.9%	78.1	0.6	18.6%
San Angelo	81.4	36.7%	76.1	-5.3	-0.5%
College Station-Bryan	66.9	18.3%	74.3	7.4	24.8%
Austin-Round Rock	72.5	13.9%	73.8	1.3	10.4%
Houston-Baytown-Sugarland	66.6	12.8%	68.7	2.1	10.8%
Dallas MD	65.4	10.2%	68.5	3.1	8.4%
Victoria	64.6	-6.0%	68.1	3.5	17.4%
Lubbock	66.7	9.4%	67.2	0.5	6.9%
Laredo	67.3	-5.2%	66.9	-0.4	0.6%
Waco	62.1	10.4%	66.4	4.3	12.2%
El Paso	64.9	-1.6%	65.7	0.8	8.7%
State Average	63.8	8.6%	65.7	1.9	9.7%
San Antonio	62.7	5.5%	64.5	1.8	6.4%
Ft Worth-Arlington MD	61.7	5.5%	63.8	2.1	9.0%
Amarillo	61.4	10.3%	63.2	1.8	3.7%
McAllen-Edinburg-Pharr	57.0	2.7%	62.2	5.2	15.0%
Tyler	59.3	4.9%	62.0	2.7	7.4%
Beaumont-Pt Arthur	52.3	-4.6%	59.9	7.6	21.0%
Longview	57.4	6.4%	59.9	2.5	6.5%
Wichita Falls	54.7	2.5%	59.1	4.4	6.1%
Sherman-Denison	54.8	18.2%	58.5	3.7	5.6%
Non Metro	58.6	6.0%	58.4	-0.2	10.7%
Killeen-Temple-Ft Hood	55.5	-4.6%	58.3	2.8	10.5%
Abilene	53.6	4.9%	57.6	4.0	12.2%
Corpus Christi	56.4	8.0%	56.2	-0.2	4.1%
Brownsville-Harlingen	53.9	4.5%	55.2	1.3	8.0%
Texarkana (Tx)	52.7	-11.9%	49.0	-3.7	-6.5%

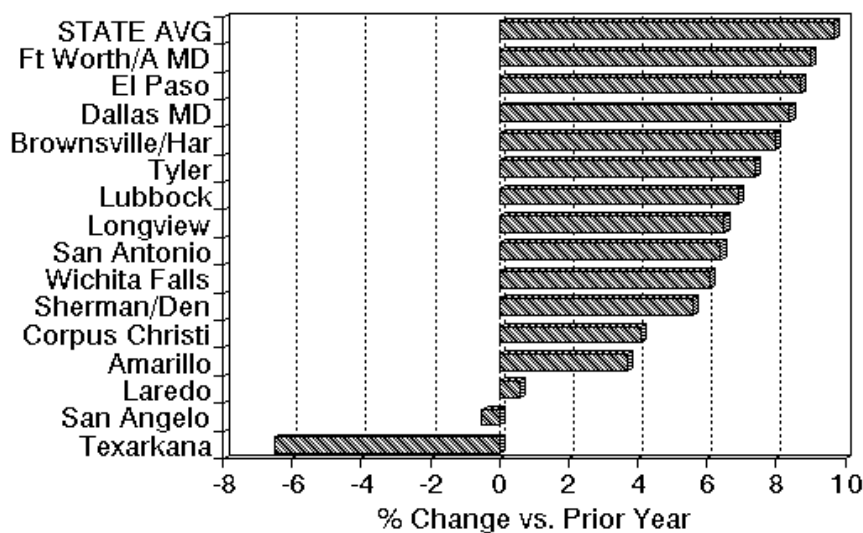
% Change in Room Revenues

Texas Metros: Year of 2014

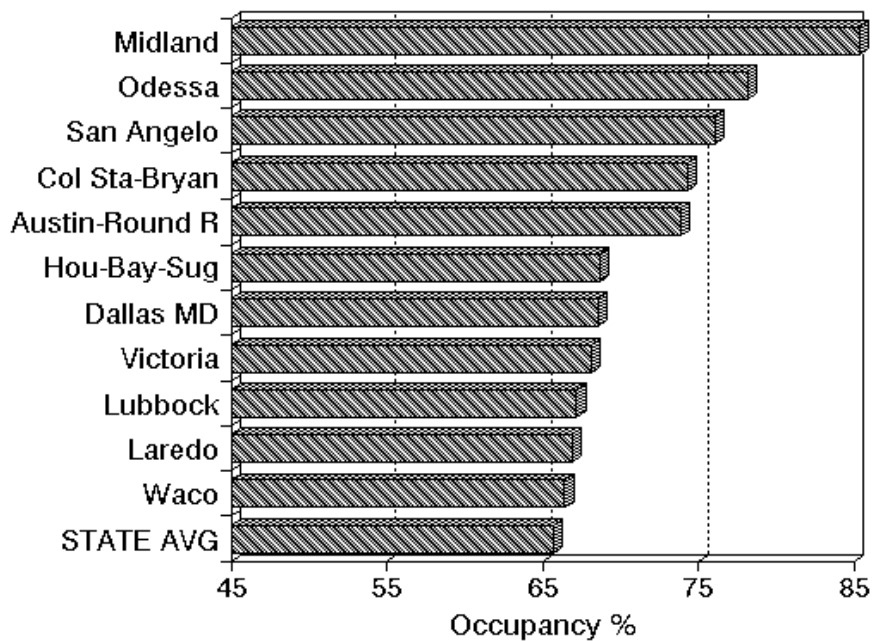


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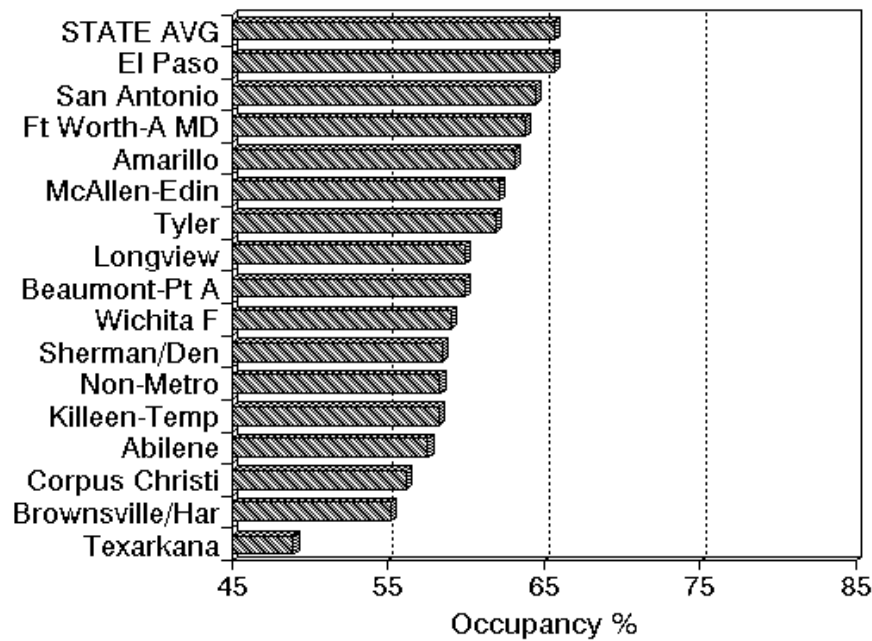
Texas Metros: Year of 2014



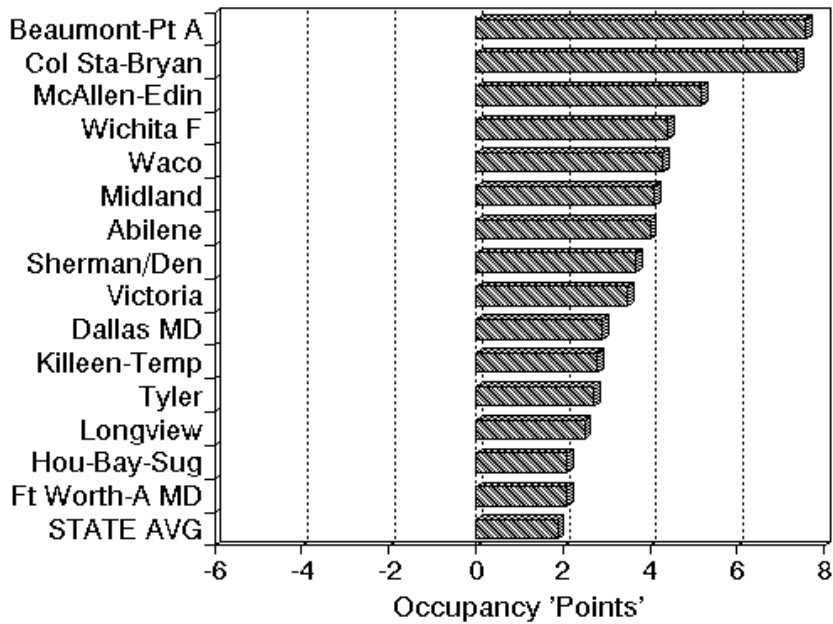
Occupancy % Texas Metros - Year of 2014



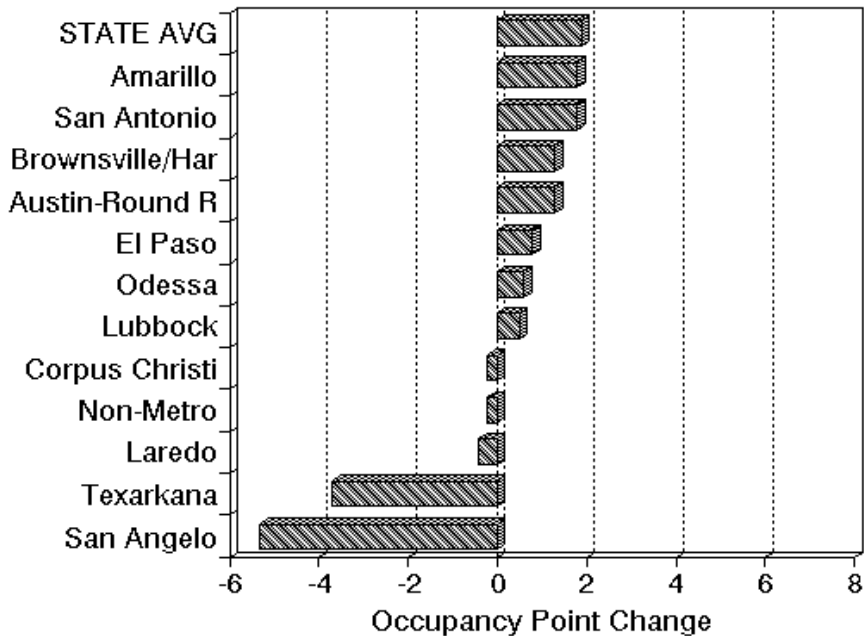
Occupancy % Texas Metros - Year of 2014



Occupancy Change - % Points Texas Metros - Year of 2014

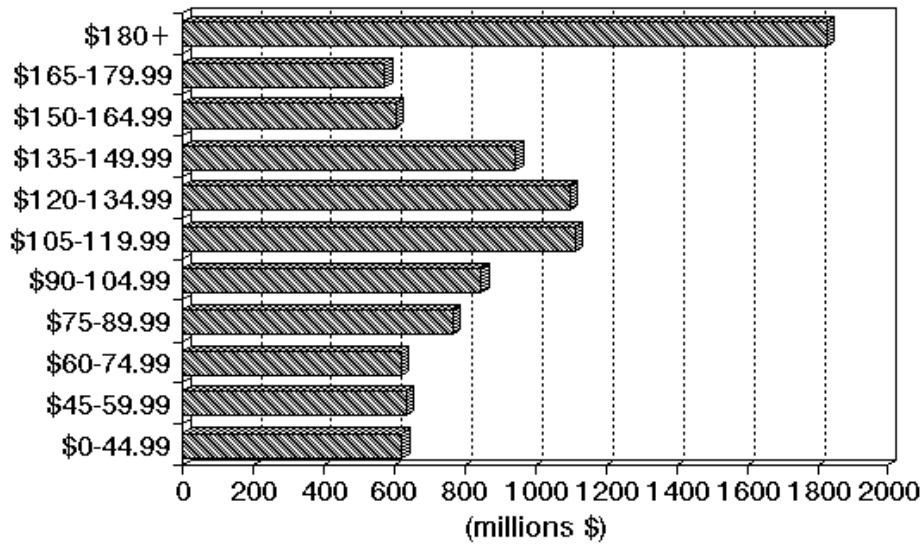


Occupancy Change - % "Points" Texas Metros - Year of 2014



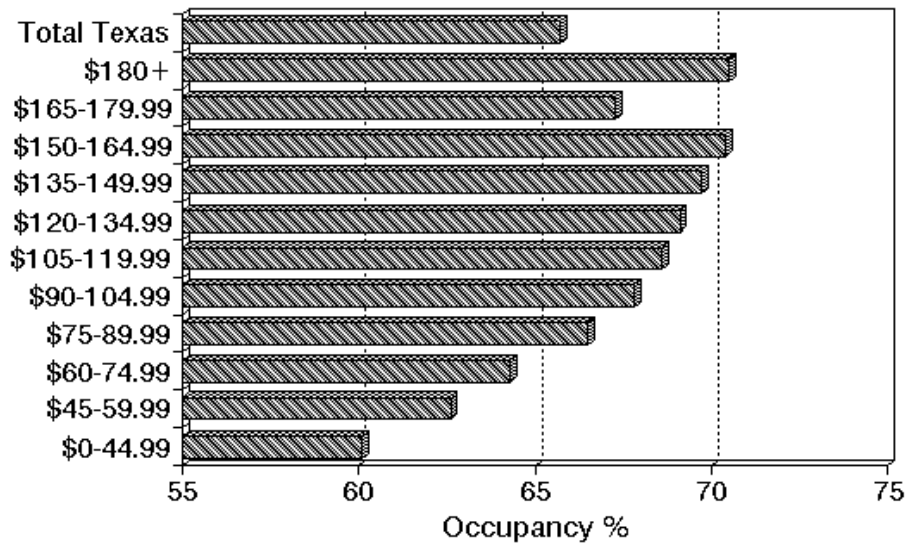
Room Revenues by Price

Year of 2014



Occupancy % - By Price

Year of 2014



HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Metro Areas															
Abilene	36	3.0	136	10,163	74.83	49.7	35	2.9	154	12,048	78.16	57.2	13.2	18.5	15.1
Amarillo	64	6.0	312	21,364	68.38	56.3	64	5.9	321	22,347	69.64	59.5	2.9	4.6	5.7
Austin-R R	300	30.9	2,053	243,143	118.45	72.3	319	31.5	2,118	266,240	125.71	73.2	3.2	9.5	1.2
Beaumont-PT	75	5.8	249	15,657	62.85	46.7	78	6.1	327	21,270	65.02	58.7	31.3	35.8	25.7
Browns/Har	85	5.8	217	16,239	74.74	40.6	88	5.9	233	17,949	77.06	42.9	7.4	10.5	5.7
ColSt-Brya	52	4.2	245	21,812	89.12	63.4	53	4.4	296	29,092	98.42	73.5	20.8	33.4	15.9
Corpus Chr	156	10.6	419	38,561	92.12	42.9	160	10.9	444	43,124	97.08	44.2	6.0	11.8	3.0
Dallas MD	549	71.8	4,240	391,500	92.33	64.2	557	72.1	4,330	404,327	93.37	65.3	2.1	3.3	1.7
Ft W-Arl M	298	32.2	1,834	174,150	94.98	61.9	302	32.7	1,920	185,146	96.42	63.7	4.7	6.3	2.9
Total DFW	847	104.0	6,074	565,650	93.13	63.5	859	104.8	6,250	589,472	94.31	64.8	2.9	4.2	2.0
El Paso	75	8.7	549	37,861	68.98	68.3	78	9.0	552	40,110	72.72	66.6	.5	5.9	-2.5
Hou-Bay-Su	852	81.3	4,641	484,649	104.42	62.1	879	83.6	4,936	540,832	109.57	64.2	6.4	11.6	3.4
Kil-Tem-Ft	74	4.8	225	14,521	64.55	51.2	77	4.9	252	16,786	66.53	55.4	12.0	15.6	8.2
Laredo	38	3.9	248	18,298	73.74	69.8	40	4.0	259	19,135	73.83	70.4	4.4	4.6	.9
Longview	44	2.6	132	8,859	67.02	54.2	45	2.7	142	9,834	69.30	56.3	7.6	11.0	3.9
Lubbock	54	4.9	277	22,459	81.05	61.5	55	5.0	298	25,957	87.22	64.6	7.6	15.6	5.0
McAl-Ed-Mi	89	6.7	358	27,773	77.62	58.4	90	6.7	396	32,195	81.31	64.4	10.6	15.9	10.3
Midland	37	3.3	240	24,893	103.74	80.0	42	3.8	308	37,352	121.33	88.8	28.3	50.1	11.0
Odessa	33	3.0	196	22,191	113.11	71.0	37	3.3	232	29,965	129.06	77.0	18.4	35.0	8.5
San Angelo	23	2.0	148	13,197	89.24	80.1	26	2.2	135	11,535	85.37	67.4	-8.8	-12.6	-15.9
San Antoni	437	45.2	2,271	237,415	104.52	54.7	447	45.9	2,403	255,436	106.31	56.9	5.8	7.6	4.0
Shermn/Den	19	1.4	75	4,904	65.31	59.0	19	1.3	70	4,493	64.05	58.2	-6.7	-8.4	-1.4
Texarka (TX)	19	1.5	65	4,712	72.38	46.8	20	1.6	70	4,779	68.67	47.5	7.7	1.4	1.5
Tyler	39	2.8	148	10,414	70.20	57.5	42	2.9	161	11,904	73.75	60.9	8.8	14.3	5.9
Victoria	41	2.3	133	9,311	69.79	62.2	44	2.6	163	12,759	78.40	68.9	22.6	37.0	10.8
Waco	41	3.6	194	13,866	71.62	58.9	42	3.6	212	16,203	76.56	63.5	9.3	16.9	7.8
Wichita Fa	28	2.2	102	6,153	60.39	50.6	28	2.1	107	6,468	60.37	54.6	4.9	5.1	7.9
Non-Metro	934	47.4	2,444	187,160	76.57	56.0	977	49.6	2,649	217,907	82.27	58.0	8.4	16.4	3.6
TOTAL TEXAS	4,492	397.8	22,152	2,081,226	93.95	60.5	4,644	407.2	23,487	2,295,195	97.72	62.7	6.0	10.3	3.6

2012

Total Texas	4,440	392.8	21,250	1,903,148	89.56	58.8
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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Abilene CHAIN																
\$ 00- 44.99	2	.2	10	398	41.50	48.5	1	.1	3	132	38.56	37.7	-70.0	-66.8	-22.3	
\$ 45- 59.99	4	.3	14	680	50.08	45.8	4	.4	19	919	47.59	57.7	35.7	35.1	26.0	
\$ 60- 74.99	6	.4	20	1,342	68.51	50.6	4	.3	17	1,153	66.33	61.5	-15.0	-14.1	21.5	
\$ 75- 89.99	3	.2	10	776	80.63	54.5	5	.3	19	1,488	79.47	63.6	90.0	91.8	16.7	
\$ 90-104.99	3	.2	10	932	96.88	51.5	3	.2	12	1,158	99.04	63.5	20.0	24.2	23.3	
\$105-119.99	7	.7	39	4,464	113.16	59.7	4	.3	21	2,362	111.49	66.7	-46.2	-47.1	11.7	
\$120-134.99	0	.0	0	0	.00	.0	4	.4	25	3,129	125.92	61.9	.0	.0	.0	
TOTAL	25	2.1	101	8,592	84.69	53.2	25	2.1	117	10,341	88.71	61.2	15.8	20.4	15.0	
INDEP																
\$ 00- 44.99	6	.5	19	599	31.12	39.3	6	.5	19	565	30.20	44.9	.0	-5.7	14.2	
\$ 45- 59.99	2	.2	6	291	49.98	40.8	2	.2	11	512	46.15	49.6	83.3	75.9	21.6	
\$ 60- 74.99	2	.2	9	613	67.41	46.9	1	.2	8	559	73.52	51.4	-11.1	-8.8	9.6	
\$180+	1	.0	0	68	337.05	54.9	1	.0	0	72	367.45	53.3	.0	5.9	-2.9	
TOTAL	11	.9	34	1,571	45.71	41.4	10	.9	38	1,708	45.43	47.5	11.8	8.7	14.7	
Abilene																
\$ 00- 44.99	8	.7	29	997	34.57	42.0	7	.6	22	697	31.50	43.6	-24.1	-30.1	3.8	
\$ 45- 59.99	6	.5	19	971	50.05	44.2	6	.6	30	1,431	47.07	54.4	57.9	47.4	23.1	
\$ 60- 74.99	8	.6	29	1,955	68.16	49.3	5	.5	25	1,712	68.51	58.0	-13.8	-12.4	17.6	
\$ 75- 89.99	3	.2	10	776	80.63	54.5	5	.3	19	1,488	79.47	63.6	90.0	91.8	16.7	
\$ 90-104.99	3	.2	10	932	96.88	51.5	3	.2	12	1,158	99.04	63.5	20.0	24.2	23.3	
\$105-119.99	7	.7	39	4,464	113.16	59.7	4	.3	21	2,362	111.49	66.7	-46.2	-47.1	11.7	
\$120-134.99	0	.0	0	0	.00	.0	4	.4	25	3,129	125.92	61.9	.0	.0	.0	
\$180+	1	.0	0	68	337.05	54.9	1	.0	0	72	367.45	53.3	.0	5.9	-2.9	
Abilene	36	3.0	136	10,163	74.83	49.7	35	2.9	154	12,048	78.16	57.2	13.2	18.5	15.1	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	Rate	Occ	Htls	Rooms	000's	Revenue	Rate	Occ				Sold
Amarillo CHAIN																
\$ 00- 44.99	12	1.2	62	2,297	36.94	56.3	12	1.2	61	2,158	35.35	56.1	-1.6	-6.1	-.4	
\$ 45- 59.99	11	1.1	55	2,953	53.37	53.5	10	1.0	55	2,920	52.83	57.6	.0	-1.1	7.7	
\$ 60- 74.99	7	.6	32	2,104	65.27	55.6	6	.6	29	1,878	64.11	57.7	-9.4	-10.7	3.8	
\$ 75- 89.99	6	.4	23	1,952	83.57	57.6	6	.4	23	1,961	85.19	62.7	.0	.5	8.9	
\$ 90-104.99	6	.5	33	3,296	100.81	66.4	5	.4	25	2,478	98.32	68.1	-24.2	-24.8	2.6	
\$105-119.99	5	.6	34	3,871	113.46	66.6	4	.5	32	3,519	111.22	70.9	-5.9	-9.1	6.5	
\$120-134.99	3	.3	16	2,053	127.14	68.0	4	.4	27	3,360	125.47	72.2	68.8	63.7	6.2	
\$135-149.99	1	.1	4	598	135.65	69.4	3	.2	15	2,027	138.47	71.4	275.0	239.0	2.9	
TOTAL	51	4.8	260	19,123	73.42	58.8	50	4.7	267	20,302	76.06	61.9	2.7	6.2	5.3	
Amarillo INDEP																
\$ 00- 44.99	9	.8	35	1,158	33.01	47.0	9	.9	39	1,161	29.55	49.0	11.4	.3	4.3	
\$ 45- 59.99	2	.1	7	394	57.90	58.7	3	.2	8	410	53.88	54.8	14.3	4.1	-6.6	
\$ 60- 74.99	1	.3	10	645	67.25	39.6	2	.1	7	475	67.25	52.9	-30.0	-26.4	33.6	
\$ 75- 89.99	1	.0	1	45	86.28	37.6	0	.0	0	0	.00	.0	-	-	-	
TOTAL	13	1.2	52	2,241	43.12	46.5	14	1.2	54	2,046	37.91	50.2	3.8	-8.7	8.0	
Amarillo																
\$ 00- 44.99	21	2.0	97	3,454	35.52	52.5	21	2.1	100	3,320	33.08	53.1	3.1	-3.9	1.1	
\$ 45- 59.99	13	1.2	62	3,347	53.87	54.0	13	1.2	63	3,330	52.96	57.2	1.6	-.5	5.9	
\$ 60- 74.99	8	.9	42	2,749	65.73	50.9	8	.7	36	2,353	64.72	56.7	-14.3	-14.4	11.4	
\$ 75- 89.99	7	.5	24	1,997	83.63	56.9	6	.4	23	1,961	85.19	62.7	-4.2	-1.8	10.2	
\$ 90-104.99	6	.5	33	3,296	100.81	66.4	5	.4	25	2,478	98.32	68.1	-24.2	-24.8	2.6	
\$105-119.99	5	.6	34	3,871	113.46	66.6	4	.5	32	3,519	111.22	70.9	-5.9	-9.1	6.5	
\$120-134.99	3	.3	16	2,053	127.14	68.0	4	.4	27	3,360	125.47	72.2	68.8	63.7	6.2	
\$135-149.99	1	.1	4	598	135.65	69.4	3	.2	15	2,027	138.47	71.4	275.0	239.0	2.9	
Amarillo	64	6.0	312	21,364	68.38	56.3	64	5.9	321	22,347	69.64	59.5	2.9	4.6	5.7	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Austin-Round Rock CHAIN																
\$ 00- 44.99	18	1.9	127	4,897	38.45	71.5	14	1.3	76	2,811	37.17	64.0	-40.2	-42.6	-10.5	
\$ 45- 59.99	43	3.9	245	12,876	52.47	68.8	38	3.4	219	11,308	51.69	70.8	-10.6	-12.2	2.9	
\$ 60- 74.99	35	2.8	177	11,832	66.94	69.4	39	3.4	222	14,829	66.79	70.7	25.4	25.3	1.9	
\$ 75- 89.99	28	2.8	182	15,013	82.32	71.6	20	1.7	113	9,356	82.60	73.5	-37.9	-37.7	2.7	
\$ 90-104.99	23	2.5	173	16,921	98.05	74.2	32	3.3	221	21,317	96.51	73.4	27.7	26.0	-1.1	
\$105-119.99	23	2.9	192	21,758	113.33	72.2	21	2.6	176	19,695	111.99	74.7	-8.3	-9.5	3.5	
\$120-134.99	16	2.1	146	18,583	127.54	74.1	21	2.9	201	25,408	126.47	75.2	37.7	36.7	1.5	
\$135-149.99	14	2.2	154	22,029	142.72	76.4	13	2.0	142	20,103	141.16	78.8	-7.8	-8.7	3.1	
\$150-164.99	3	1.0	69	10,726	155.28	73.0	7	1.6	109	17,148	156.65	72.4	58.0	59.9	-.8	
\$165-179.99	6	1.3	95	16,616	174.04	77.0	2	.3	26	4,610	175.13	82.0	-72.6	-72.3	6.5	
\$180+	12	4.2	304	69,450	228.17	78.4	17	5.5	399	93,225	233.89	79.2	31.3	34.2	1.0	
TOTAL	221	27.7	1,865	220,702	118.31	73.2	224	27.9	1,904	239,810	125.94	74.2	2.1	8.7	1.4	
INDEP																
\$ 00- 44.99	23	1.4	83	2,842	34.33	63.7	26	1.7	95	3,321	34.90	62.5	14.5	16.9	-1.9	
\$ 45- 59.99	6	.2	9	437	49.28	57.4	4	.1	5	270	50.73	69.6	-44.4	-38.2	21.3	
\$ 60- 74.99	2	.0	1	90	65.54	42.6	6	.1	5	361	67.52	49.3	400.0	301.1	15.7	
\$ 75- 89.99	3	.1	3	301	86.54	56.4	4	.1	6	500	81.32	68.2	100.0	66.1	20.9	
\$ 90-104.99	3	.1	8	754	91.90	70.7	2	.0	2	153	95.95	69.3	-75.0	-79.7	-2.0	
\$105-119.99	4	.1	2	284	114.89	31.2	7	.1	3	381	113.82	34.0	50.0	34.2	9.0	
\$120-134.99	10	.2	10	1,260	129.17	65.9	12	.2	12	1,601	128.24	60.0	20.0	27.1	-9.0	
\$135-149.99	4	.1	3	471	142.99	56.8	3	.1	10	1,368	135.73	80.0	233.3	190.4	40.8	
\$150-164.99	5	.3	11	1,833	159.72	45.9	9	.3	16	2,451	157.73	56.7	45.5	33.7	23.5	
\$165-179.99	1	.0	3	549	168.80	75.3	3	.0	1	141	176.02	62.2	-66.7	-74.3	-17.4	
\$180+	18	.7	52	13,620	260.62	76.6	19	.8	58	15,883	274.26	78.1	11.5	16.6	2.0	
TOTAL	79	3.2	187	22,441	119.86	64.0	95	3.6	214	26,430	123.65	65.2	14.4	17.8	1.9	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Austin-R R																
\$ 00- 44.99	41	3.3	210	7,739	36.82	68.3	40	2.9	171	6,133	35.90	63.2	-18.6	-20.8	-7.5	
\$ 45- 59.99	49	4.0	254	13,314	52.36	68.3	42	3.4	224	11,577	51.67	70.8	-11.8	-13.0	3.7	
\$ 60- 74.99	37	2.8	178	11,922	66.93	69.1	45	3.5	227	15,190	66.80	70.0	27.5	27.4	1.3	
\$ 75- 89.99	31	2.8	186	15,314	82.39	71.2	24	1.8	119	9,856	82.54	73.2	-36.0	-35.6	2.8	
\$ 90-104.99	26	2.7	181	17,674	97.77	74.0	34	3.3	222	21,470	96.51	73.4	22.7	21.5	-.8	
\$105-119.99	27	3.0	194	22,042	113.35	71.0	28	2.7	179	20,076	112.02	73.0	-7.7	-8.9	2.8	
\$120-134.99	26	2.3	155	19,843	127.64	73.6	33	3.1	213	27,009	126.57	74.1	37.4	36.1	.7	
\$135-149.99	18	2.3	158	22,500	142.73	75.9	16	2.1	152	21,471	140.80	78.9	-3.8	-4.6	4.0	
\$150-164.99	8	1.3	81	12,559	155.91	67.3	16	1.9	125	19,599	156.79	70.0	54.3	56.1	4.0	
\$165-179.99	7	1.4	99	17,165	173.87	76.9	5	.4	27	4,751	175.15	81.2	-72.7	-72.3	5.6	
\$180+	30	5.0	357	83,070	232.93	78.2	36	6.3	456	109,108	239.01	79.0	27.7	31.3	1.0	
Austin-R R	300	30.9	2,053	243,143	118.45	72.3	319	31.5	2,118	266,240	125.71	73.2	3.2	9.5	1.2	
Beaumont-Port Arthur																
CHAIN																
\$ 00- 44.99	16	1.3	45	1,566	34.56	37.7	14	1.1	48	1,772	36.88	47.6	6.7	13.2	26.3	
\$ 45- 59.99	19	1.3	54	2,763	51.34	46.3	15	1.1	62	3,188	51.58	58.6	14.8	15.4	26.6	
\$ 60- 74.99	9	.6	24	1,693	69.16	46.0	12	.8	47	3,250	69.26	60.9	95.8	92.0	32.4	
\$ 75- 89.99	5	.7	37	3,070	83.48	54.4	5	.6	36	3,115	85.61	63.5	-2.7	1.5	16.7	
\$ 90-104.99	5	.4	23	2,267	97.22	60.9	6	.5	29	2,791	96.26	64.6	26.1	23.1	6.1	
\$105-119.99	4	.3	19	2,111	112.29	63.1	5	.4	23	2,648	115.42	63.3	21.1	25.4	.3	
\$120-134.99	0	.0	0	0	.00	.0	1	.1	5	595	122.87	66.7	.0	.0	.0	
TOTAL	58	4.6	203	13,470	66.52	47.6	58	4.7	250	17,359	69.45	58.3	23.2	28.9	22.5	
INDEP																
\$ 00- 44.99	12	.7	29	1,002	34.39	43.2	10	.6	30	954	31.48	55.7	3.4	-4.8	28.9	
\$ 45- 59.99	4	.2	6	332	52.57	43.0	7	.5	29	1,432	50.20	65.7	383.3	331.3	52.8	
\$ 60- 74.99	0	.0	0	0	.00	.0	2	.1	4	241	66.53	66.7	.0	.0	.0	
\$ 75- 89.99	1	.3	11	853	76.50	43.9	1	.3	15	1,284	87.05	58.1	36.4	50.5	32.3	
TOTAL	17	1.2	47	2,187	46.92	43.3	20	1.4	77	3,911	50.66	60.0	63.8	78.8	38.6	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate				Sold
Beaumont-PT																
\$ 00- 44.99	28	2.0	74	2,569	34.50	39.7	24	1.7	78	2,725	34.79	50.5	5.4	6.1	27.2	
\$ 45- 59.99	23	1.4	60	3,096	51.47	45.9	22	1.6	90	4,620	51.15	60.7	50.0	49.2	32.2	
\$ 60- 74.99	9	.6	24	1,693	69.16	46.0	14	.9	51	3,491	69.06	61.3	112.5	106.2	33.3	
\$ 75- 89.99	6	1.0	48	3,923	81.86	51.5	6	.9	51	4,399	86.02	61.8	6.3	12.1	20.0	
\$ 90-104.99	5	.4	23	2,267	97.22	60.9	6	.5	29	2,791	96.26	64.6	26.1	23.1	6.1	
\$105-119.99	4	.3	19	2,111	112.29	63.1	5	.4	23	2,648	115.42	63.3	21.1	25.4	.3	
\$120-134.99	0	.0	0	0	.00	.0	1	.1	5	595	122.87	66.7	.0	.0	.0	
Beaumont-PT	75	5.8	249	15,657	62.85	46.7	78	6.1	327	21,270	65.02	58.7	31.3	35.8	25.7	
Brownsville/Harlingen	CHAIN															
\$ 00- 44.99	9	.8	38	1,295	33.79	53.7	7	.7	36	1,214	33.44	58.1	-5.3	-6.3	8.2	
\$ 45- 59.99	8	.6	24	1,278	53.00	47.6	8	.6	25	1,323	53.89	48.3	4.2	3.5	1.5	
\$ 60- 74.99	5	.4	15	1,040	67.50	41.6	4	.3	12	808	69.81	36.4	-20.0	-22.3	-12.5	
\$ 75- 89.99	8	.6	23	2,024	86.12	43.0	3	.2	7	611	82.03	46.0	-69.6	-69.8	7.0	
\$ 90-104.99	4	.4	22	2,067	93.38	61.4	8	.7	38	3,615	94.15	57.4	72.7	74.9	-6.5	
\$105-119.99	1	.1	2	233	114.02	21.4	2	.2	8	811	108.02	42.1	300.0	248.1	96.7	
\$120-134.99	3	.3	16	1,983	127.70	51.0	3	.3	16	2,045	130.02	51.7	.0	3.1	1.4	
\$135-149.99	1	.2	6	925	148.59	43.4	1	.2	7	1,011	148.05	33.0	16.7	9.3	-24.0	
TOTAL	39	3.3	147	10,846	73.64	48.4	36	3.2	148	11,439	77.11	49.9	.7	5.5	3.1	
	INDEP															
\$ 00- 44.99	12	.7	26	753	29.06	41.4	14	.7	31	919	29.23	46.4	19.2	22.0	12.1	
\$ 45- 59.99	6	.3	7	335	48.16	28.1	6	.3	8	408	50.24	29.3	14.3	21.8	4.3	
\$ 60- 74.99	3	.1	2	129	69.42	16.1	5	.2	3	215	67.45	15.7	50.0	66.7	-2.5	
\$ 75- 89.99	2	.3	3	255	77.16	13.0	3	.3	5	413	80.93	20.0	66.7	62.0	53.8	
\$ 90-104.99	10	.3	10	1,005	99.12	36.9	7	.2	5	502	98.46	34.2	-50.0	-50.0	-7.3	
\$105-119.99	6	.1	4	454	110.56	35.4	9	.2	11	1,193	108.77	56.3	175.0	162.8	59.0	
\$120-134.99	3	.4	10	1,361	132.27	28.6	4	.1	3	393	123.77	32.2	-70.0	-71.1	12.6	
\$135-149.99	2	.2	3	422	139.15	21.4	4	.7	18	2,468	140.98	29.0	500.0	484.8	35.5	
\$150-164.99	2	.2	4	679	154.69	24.4	0	.0	0	0	.00	.0	-	-	-	
TOTAL	46	2.5	70	5,394	77.06	30.2	52	2.7	85	6,510	76.97	34.4	21.4	20.7	13.9	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Browns/Har																
\$ 00- 44.99	21	1.5	64	2,048	31.88	48.0	21	1.4	68	2,133	31.49	52.0	6.3	4.2	8.3	
\$ 45- 59.99	14	.8	31	1,613	51.91	41.2	14	.9	33	1,731	52.98	41.6	6.5	7.3	1.0	
\$ 60- 74.99	8	.5	17	1,169	67.71	35.5	9	.6	15	1,023	69.30	28.3	-11.8	-12.5	-20.3	
\$ 75- 89.99	10	.9	27	2,279	85.01	33.5	6	.5	13	1,024	81.58	30.1	-51.9	-55.1	-10.1	
\$ 90-104.99	14	.7	32	3,072	95.18	50.8	15	.9	43	4,117	94.65	53.2	34.4	34.0	4.7	
\$105-119.99	7	.2	6	687	111.71	29.1	11	.4	18	2,005	108.46	49.5	200.0	191.8	70.1	
\$120-134.99	6	.7	26	3,344	129.52	38.9	7	.4	19	2,438	128.97	46.9	-26.9	-27.1	20.6	
\$135-149.99	3	.3	9	1,348	145.50	32.5	5	.9	24	3,479	142.96	30.0	166.7	158.1	-7.7	
\$150-164.99	2	.2	4	679	154.69	24.4	0	.0	0	0	.00	.0	-	-	-	
Browns/Har	85	5.8	217	16,239	74.74	40.6	88	5.9	233	17,949	77.06	42.9	7.4	10.5	5.7	
College Station-Bryan CHAIN																
\$ 00- 44.99	5	.4	20	813	40.59	55.1	2	.2	11	472	41.87	62.5	-45.0	-41.9	13.4	
\$ 45- 59.99	8	.7	38	1,972	52.25	57.1	5	.5	32	1,673	53.10	72.4	-15.8	-15.2	26.8	
\$ 60- 74.99	1	.1	4	287	64.95	59.3	6	.5	30	1,976	65.20	70.8	650.0	588.5	19.4	
\$ 75- 89.99	4	.4	23	1,824	80.82	68.0	1	.2	12	1,047	87.00	74.3	-47.8	-42.6	9.3	
\$ 90-104.99	4	.3	19	1,829	96.13	68.5	3	.2	17	1,635	97.23	74.0	-10.5	-10.6	8.0	
\$105-119.99	7	.7	40	4,487	112.12	66.0	6	.4	30	3,426	114.28	77.9	-25.0	-23.6	18.0	
\$120-134.99	3	.2	14	1,848	127.46	65.6	3	.3	22	2,714	123.57	74.6	57.1	46.9	13.7	
\$135-149.99	3	.3	16	2,270	141.47	69.5	8	1.0	69	9,909	143.21	76.8	331.3	336.5	10.5	
\$150-164.99	2	.4	25	3,901	156.40	70.1	3	.2	16	2,627	160.86	79.6	-36.0	-32.7	13.6	
TOTAL	37	3.4	199	19,231	96.50	63.8	37	3.5	239	25,477	106.43	74.4	20.1	32.5	16.6	
INDEP																
\$ 00- 44.99	5	.3	15	444	29.01	58.4	4	.2	15	410	28.24	64.0	.0	-7.7	9.6	
\$ 45- 59.99	4	.4	21	1,155	54.71	63.4	3	.2	13	705	55.08	71.8	-38.1	-39.0	13.2	
\$ 60- 74.99	1	.0	1	97	68.91	63.9	2	.2	12	743	61.90	69.4	-	666.0	8.6	
\$ 75- 89.99	0	.0	0	0	.00	.0	2	.1	8	660	79.92	77.4	.0	.0	.0	
\$ 90-104.99	2	.1	6	584	94.88	64.9	1	.0	3	311	94.26	74.7	-50.0	-46.7	15.1	
\$105-119.99	0	.0	0	0	.00	.0	1	.1	4	392	111.56	69.5	.0	.0	.0	
\$120-134.99	0	.0	0	0	.00	.0	1	.0	1	87	133.53	64.0	.0	.0	.0	
\$135-149.99	1	.0	0	64	140.34	49.5	0	.0	0	0	.00	.0	.0	-	-	
\$150-164.99	1	.0	1	114	154.06	80.8	0	.0	0	0	.00	.0	-	-	-	
\$165-179.99	0	.0	0	0	.00	.0	1	.0	1	137	176.27	84.3	.0	.0	.0	
\$180+	1	.0	0	122	467.23	47.3	1	.0	0	169	449.47	68.3	.0	38.5	44.4	
TOTAL	15	.8	45	2,581	56.78	61.8	16	.9	56	3,614	64.30	69.8	24.4	40.0	12.9	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents).

HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
ColSt-Brya																
\$ 00- 44.99	10	.7	35	1,257	35.58	56.5	6	.4	26	882	34.19	63.3	-25.7	-29.8	12.0	
\$ 45- 59.99	12	1.1	59	3,127	53.13	59.2	8	.7	44	2,378	53.67	72.2	-25.4	-24.0	22.0	
\$ 60- 74.99	2	.1	6	384	65.91	60.4	8	.7	42	2,718	64.27	70.4	600.0	607.8	16.6	
\$ 75- 89.99	4	.4	23	1,824	80.82	68.0	3	.3	20	1,707	84.11	75.5	-13.0	-6.4	11.0	
\$ 90-104.99	6	.4	25	2,413	95.83	67.6	4	.3	20	1,946	96.74	74.1	-20.0	-19.4	9.6	
\$105-119.99	7	.7	40	4,487	112.12	66.0	7	.5	33	3,818	114.00	77.0	-17.5	-14.9	16.7	
\$120-134.99	3	.2	14	1,848	127.46	65.6	4	.3	23	2,800	123.85	74.2	64.3	51.5	13.1	
\$135-149.99	4	.3	16	2,334	141.44	68.7	8	1.0	69	9,909	143.21	76.8	331.3	324.6	11.8	
\$150-164.99	3	.4	26	4,016	156.34	70.3	3	.2	16	2,627	160.86	79.6	-38.5	-34.6	13.2	
\$165-179.99	0	.0	0	0	.00	.0	1	.0	1	137	176.27	84.3	.0	.0	.0	
\$180+	1	.0	0	122	467.23	47.3	1	.0	0	169	449.47	68.3	.0	38.5	44.4	
ColSt-Brya	52	4.2	245	21,812	89.12	63.4	53	4.4	296	29,092	98.42	73.5	20.8	33.4	15.9	
Corpus Christi	CHAIN															
\$ 00- 44.99	6	.7	33	1,368	40.86	52.1	5	.7	31	1,236	39.77	51.6	-6.1	-9.6	-1.0	
\$ 45- 59.99	6	.5	20	1,014	50.34	44.0	10	.8	37	2,015	55.06	48.5	85.0	98.7	10.2	
\$ 60- 74.99	18	1.1	45	3,062	68.19	45.5	8	.4	15	1,088	70.71	38.4	-66.7	-64.5	-15.6	
\$ 75- 89.99	10	.9	35	2,884	81.79	40.9	16	1.2	55	4,569	83.16	49.5	57.1	58.4	21.0	
\$ 90-104.99	14	.9	43	4,105	94.70	50.5	12	.9	44	4,302	96.82	55.3	2.3	4.8	9.5	
\$105-119.99	9	.7	32	3,486	109.38	50.1	9	.8	37	4,174	111.66	51.7	15.6	19.7	3.2	
\$120-134.99	13	1.4	64	8,037	124.87	49.2	12	1.1	53	6,735	127.62	50.6	-17.2	-16.2	2.8	
\$135-149.99	3	.7	30	4,201	142.18	48.5	8	.8	33	4,630	138.80	47.4	10.0	10.2	-2.3	
\$150-164.99	0	.0	0	0	.00	.0	3	.6	29	4,585	160.55	53.1	.0	.0	.0	
TOTAL	79	6.9	303	28,156	92.96	47.6	83	7.3	335	33,334	99.65	50.1	10.6	18.4	5.3	
	INDEP															
\$ 00- 44.99	14	.6	24	790	33.37	40.4	13	.7	24	861	35.67	38.5	.0	9.0	-4.7	
\$ 45- 59.99	9	.6	21	1,063	51.36	34.9	8	.5	16	819	51.59	32.6	-23.8	-23.0	-6.6	
\$ 60- 74.99	7	.3	10	680	67.04	34.4	8	.4	12	827	66.23	30.2	20.0	21.6	-12.2	
\$ 75- 89.99	8	.3	8	725	85.86	28.3	6	.5	14	1,157	84.48	28.2	75.0	59.6	-.4	
\$ 90-104.99	2	.1	2	177	97.27	27.1	7	.2	6	543	95.28	28.7	200.0	206.8	5.9	
\$105-119.99	12	.7	17	1,918	115.30	27.6	7	.3	6	726	118.39	21.9	-64.7	-62.1	-20.7	
\$120-134.99	8	.3	11	1,355	128.15	36.9	8	.3	9	1,196	129.08	40.1	-18.2	-11.7	8.7	
\$135-149.99	8	.3	10	1,328	137.73	38.5	10	.3	12	1,692	143.53	38.6	20.0	27.4	.3	
\$150-164.99	8	.3	11	1,704	153.47	38.8	5	.1	4	579	159.29	34.3	-63.6	-66.0	-11.6	
\$165-179.99	0	.0	0	0	.00	.0	4	.1	4	679	167.49	37.3	.0	.0	.0	
\$180+	1	.1	3	665	223.76	22.3	1	.1	3	711	243.39	25.4	.0	6.9	13.9	
TOTAL	77	3.7	116	10,405	89.93	34.0	77	3.6	110	9,790	89.25	32.7	-5.2	-5.9	-3.8	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Corpus Chr																
\$ 00- 44.99	20	1.3	57	2,158	37.76	46.5	18	1.3	55	2,097	37.98	44.9	-3.5	-2.8	-3.4	
\$ 45- 59.99	15	1.1	41	2,077	50.86	38.9	18	1.4	52	2,834	54.01	42.2	26.8	36.4	8.5	
\$ 60- 74.99	25	1.4	55	3,743	67.98	42.9	16	.9	28	1,916	68.70	34.2	-49.1	-48.8	-20.3	
\$ 75- 89.99	18	1.3	44	3,609	82.58	37.6	22	1.7	69	5,726	83.42	43.0	56.8	58.7	14.4	
\$ 90-104.99	16	1.0	45	4,282	94.81	48.8	19	1.1	50	4,845	96.64	50.0	11.1	13.1	2.5	
\$105-119.99	21	1.3	48	5,404	111.41	39.1	16	1.1	44	4,900	112.61	43.4	-8.3	-9.3	11.0	
\$120-134.99	21	1.7	75	9,391	125.33	47.0	20	1.4	62	7,931	127.83	48.7	-17.3	-15.5	3.6	
\$135-149.99	11	.9	39	5,528	141.08	45.6	18	1.1	45	6,322	140.03	44.7	15.4	14.4	-2.0	
\$150-164.99	8	.3	11	1,704	153.47	38.8	8	.7	32	5,163	160.41	50.0	190.9	203.0	28.9	
\$165-179.99	0	.0	0	0	.00	.0	4	.1	4	679	167.49	37.3	.0	.0	.0	
\$180+	1	.1	3	665	223.76	22.3	1	.1	3	711	243.39	25.4	.0	6.9	13.9	
Corpus Chr	156	10.6	419	38,561	92.12	42.9	160	10.9	444	43,124	97.08	44.2	6.0	11.8	3.0	

Dallas Metropolitan Division			CHAIN													
\$ 00- 44.99	120	13.5	784	29,262	37.33	63.0	106	12.0	694	26,371	38.00	62.8	-11.5	-9.9	-.3	
\$ 45- 59.99	62	5.1	283	14,748	52.05	60.3	66	6.1	356	18,422	51.76	63.3	25.8	24.9	5.0	
\$ 60- 74.99	66	6.3	356	24,238	68.04	61.3	54	4.7	284	19,163	67.59	65.2	-20.2	-20.9	6.4	
\$ 75- 89.99	50	6.0	366	30,081	82.24	65.8	54	5.8	361	29,440	81.57	68.2	-1.4	-2.1	3.6	
\$ 90-104.99	43	7.9	478	47,696	99.75	66.0	46	7.0	427	42,129	98.63	66.0	-10.7	-11.7	.0	
\$105-119.99	53	8.6	509	56,076	110.09	64.3	61	11.1	669	74,223	110.95	65.4	31.4	32.4	1.7	
\$120-134.99	33	7.1	433	55,328	127.74	66.2	31	5.7	356	45,389	127.54	67.7	-17.8	-18.0	2.3	
\$135-149.99	12	4.5	277	38,836	140.04	67.5	15	6.0	373	51,899	139.28	67.3	34.7	33.6	-.3	
\$150-164.99	1	.4	27	4,186	154.04	72.0	4	.6	37	5,787	154.40	66.5	37.0	38.2	-7.6	
\$165-179.99	4	1.9	122	21,211	173.61	68.8	5	2.2	133	23,254	175.35	66.1	9.0	9.6	-3.9	
\$180+	5	1.5	98	24,880	254.79	70.1	5	1.5	97	24,801	256.22	69.4	-1.0	-.3	-1.0	
TOTAL	449	62.9	3,734	346,542	92.80	64.5	447	62.8	3,786	360,878	95.33	65.5	1.4	4.1	1.6	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
INDEP																
\$ 00- 44.99	64	4.7	250	7,639	30.58	58.0	70	4.6	273	8,001	29.26	64.0	9.2	4.7	10.3	
\$ 45- 59.99	9	.7	35	1,912	54.18	58.9	15	1.6	84	4,428	52.71	56.8	140.0	131.6	-3.6	
\$ 60- 74.99	7	.7	38	2,442	63.76	57.3	5	.5	26	1,758	67.62	60.5	-31.6	-28.0	5.6	
\$ 75- 89.99	1	.0	2	125	77.32	67.3	1	.0	1	59	86.09	83.5	-50.0	-52.8	24.1	
\$ 90-104.99	2	.1	7	639	92.62	66.3	3	.1	8	792	94.84	65.3	14.3	23.9	-1.5	
\$105-119.99	2	.2	10	1,126	108.25	63.5	3	.2	11	1,222	110.84	64.8	10.0	8.5	2.0	
\$120-134.99	2	.0	2	216	120.98	58.9	1	.0	0	49	124.65	32.6	-	-77.3	-44.7	
\$135-149.99	5	.8	49	7,006	144.44	68.1	4	.8	43	6,069	142.36	60.9	-12.2	-13.4	-10.6	
\$150-164.99	1	.2	13	2,046	161.46	74.9	2	.5	33	5,319	160.01	65.7	153.8	160.0	-12.3	
\$165-179.99	1	.5	36	6,257	171.58	72.7	1	.2	13	2,132	166.02	75.9	-63.9	-65.9	4.4	
\$180+	6	.9	64	15,551	242.58	73.9	5	.7	52	13,618	262.70	75.6	-18.8	-12.4	2.3	
TOTAL	100	8.9	506	44,958	88.88	62.1	110	9.3	544	43,448	79.81	63.6	7.5	-3.4	2.4	
Dallas MD																
\$ 00- 44.99	184	18.2	1,034	36,901	35.70	61.7	176	16.6	967	34,372	35.53	63.2	-6.5	-6.9	2.4	
\$ 45- 59.99	71	5.8	319	16,661	52.29	60.1	81	7.7	440	22,850	51.94	62.0	37.9	37.1	3.2	
\$ 60- 74.99	73	7.0	395	26,681	67.62	60.9	59	5.2	310	20,921	67.59	64.8	-21.5	-21.6	6.4	
\$ 75- 89.99	51	6.1	367	30,205	82.22	65.8	55	5.8	362	29,500	81.58	68.2	-1.4	-2.3	3.6	
\$ 90-104.99	45	8.0	485	48,335	99.65	66.0	49	7.2	435	42,921	98.56	66.0	-10.3	-11.2	.0	
\$105-119.99	55	8.8	520	57,202	110.05	64.3	64	11.3	680	75,446	110.95	65.4	30.8	31.9	1.7	
\$120-134.99	35	7.1	435	55,544	127.71	66.2	32	5.7	356	45,438	127.54	67.7	-18.2	-18.2	2.3	
\$135-149.99	17	5.2	326	45,842	140.69	67.6	19	6.8	415	57,968	139.60	66.6	27.3	26.5	-1.5	
\$150-164.99	2	.6	40	6,232	156.40	72.9	6	1.2	71	11,106	157.04	66.1	77.5	78.2	-9.3	
\$165-179.99	5	2.5	159	27,467	173.14	69.7	6	2.4	145	25,387	174.53	66.9	-8.8	-7.6	-4.0	
\$180+	11	2.5	162	40,431	249.95	71.6	10	2.3	149	38,419	258.48	71.5	-8.0	-5.0	-1.1	
Dallas MD	549	71.8	4,240	391,500	92.33	64.2	557	72.1	4,330	404,327	93.37	65.3	2.1	3.3	1.7	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Fort Worth-Arlington Metropolitan Division CHAIN															
\$ 00- 44.99	61	6.1	335	12,472	37.24	59.7	67	6.2	337	12,950	38.39	59.1	.6	3.8	-1.0
\$ 45- 59.99	40	2.4	130	6,725	51.92	57.7	38	2.7	153	7,726	50.66	61.0	17.7	14.9	5.7
\$ 60- 74.99	40	3.6	197	13,075	66.50	59.6	34	3.0	181	12,136	67.07	65.7	-8.1	-7.2	10.2
\$ 75- 89.99	26	2.1	126	10,417	82.47	65.2	29	2.4	142	11,820	83.06	64.2	12.7	13.5	-1.5
\$ 90-104.99	17	1.8	109	10,677	97.70	64.6	21	2.1	129	12,684	98.33	67.5	18.3	18.8	4.5
\$105-119.99	22	2.5	151	16,954	112.08	65.4	22	2.8	167	18,787	112.45	64.6	10.6	10.8	-1.2
\$120-134.99	20	4.3	260	33,596	129.14	66.1	19	4.0	251	32,413	129.37	68.0	-3.5	-3.5	2.9
\$135-149.99	5	.9	51	7,297	142.59	64.5	6	1.0	54	7,755	144.02	61.1	5.9	6.3	-5.3
\$150-164.99	2	.2	14	2,187	161.55	69.7	1	.1	9	1,309	150.14	71.8	-35.7	-40.1	3.0
\$165-179.99	3	1.4	87	15,196	175.16	66.8	5	1.3	85	14,675	172.43	69.1	-2.3	-3.4	3.4
\$180+	5	2.5	159	32,786	206.19	68.0	5	2.8	188	39,242	208.69	72.3	18.2	19.7	6.3
TOTAL	241	27.9	1,619	161,383	99.71	63.1	247	28.5	1,695	171,499	101.15	64.7	4.7	6.3	2.5
INDEP															
\$ 00- 44.99	36	2.6	122	3,583	29.49	51.6	35	2.8	141	4,469	31.65	55.2	15.6	24.7	7.0
\$ 45- 59.99	9	.8	42	2,107	50.10	57.5	6	.2	11	551	49.73	54.0	-73.8	-73.8	-6.1
\$ 60- 74.99	0	.0	0	0	.00	.0	3	.3	18	1,183	64.07	60.5	.0	.0	.0
\$ 75- 89.99	3	.2	12	990	82.52	59.8	1	.1	4	335	80.29	68.8	-66.7	-66.2	15.1
\$ 90-104.99	1	.0	0	48	100.03	27.6	2	.1	8	767	94.62	66.8	.0	-	142.0
\$135-149.99	2	.6	32	4,647	144.08	56.9	1	.6	34	4,784	142.14	60.5	6.3	2.9	6.3
\$150-164.99	3	.0	1	227	156.34	58.6	2	.0	1	129	152.83	61.0	.0	-43.2	4.1
\$165-179.99	0	.0	0	0	.00	.0	3	.0	1	244	167.61	58.6	.0	.0	.0
\$180+	3	.1	5	1,164	217.21	61.3	2	.1	6	1,183	207.04	68.3	20.0	1.6	11.4
TOTAL	57	4.3	215	12,767	59.35	54.0	55	4.3	225	13,647	60.73	57.2	4.7	6.9	5.9

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Ft W-Arl M																
\$ 00- 44.99	97	8.7	456	16,056	35.18	57.3	102	9.0	479	17,419	36.40	57.9	5.0	8.5	1.0	
\$ 45- 59.99	49	3.2	172	8,833	51.48	57.6	44	2.9	164	8,278	50.59	60.5	-4.7	-6.3	5.0	
\$ 60- 74.99	40	3.6	197	13,075	66.50	59.6	37	3.3	199	13,319	66.79	65.2	1.0	1.9	9.4	
\$ 75- 89.99	29	2.3	138	11,406	82.48	64.7	30	2.5	146	12,156	82.98	64.4	5.8	6.6	-0.5	
\$ 90-104.99	18	1.9	110	10,726	97.71	64.3	23	2.2	137	13,452	98.11	67.4	24.5	25.4	4.8	
\$105-119.99	22	2.5	151	16,954	112.08	65.4	22	2.8	167	18,787	112.45	64.6	10.6	10.8	-1.2	
\$120-134.99	20	4.3	260	33,596	129.14	66.1	19	4.0	251	32,413	129.37	68.0	-3.5	-3.5	2.9	
\$135-149.99	7	1.5	83	11,944	143.16	61.4	7	1.6	88	12,539	143.30	60.9	6.0	5.0	-0.8	
\$150-164.99	5	.2	15	2,415	161.05	68.5	3	.1	10	1,438	150.38	70.7	-33.3	-40.5	3.2	
\$165-179.99	3	1.4	87	15,196	175.16	66.8	8	1.4	87	14,919	172.35	68.9	.0	-1.8	3.1	
\$180+	8	2.6	164	33,950	206.55	67.8	7	2.9	194	40,426	208.64	72.2	18.3	19.1	6.5	
Ft W-Arl M	298	32.2	1,834	174,150	94.98	61.9	302	32.7	1,920	185,146	96.42	63.7	4.7	6.3	2.9	
Dallas/Fort Worth Metro																
CHAIN																
\$ 00- 44.99	181	19.6	1,119	41,734	37.30	62.0	173	18.2	1,031	39,321	38.13	61.5	-7.9	-5.8	-0.8	
\$ 45- 59.99	102	7.6	413	21,474	52.01	59.4	104	8.8	508	26,148	51.43	62.6	23.0	21.8	5.4	
\$ 60- 74.99	106	9.9	553	37,314	67.49	60.7	88	7.7	464	31,299	67.39	65.4	-16.1	-16.1	7.7	
\$ 75- 89.99	76	8.1	492	40,497	82.30	65.6	83	8.2	503	41,261	81.99	67.0	2.2	1.9	2.1	
\$ 90-104.99	60	9.7	587	58,374	99.37	65.7	67	9.1	556	54,813	98.56	66.4	-5.3	-6.1	1.1	
\$105-119.99	75	11.1	661	73,030	110.55	64.5	83	13.9	836	93,010	111.25	65.2	26.5	27.4	1.1	
\$120-134.99	53	11.4	693	88,924	128.26	66.2	50	9.7	606	77,803	128.30	67.9	-12.6	-12.5	2.6	
\$135-149.99	17	5.3	328	46,133	140.44	67.1	21	7.0	426	59,654	139.88	66.5	29.9	29.3	-0.9	
\$150-164.99	3	.6	41	6,373	156.54	71.3	5	.7	46	7,096	153.60	67.4	12.2	11.3	-5.5	
\$165-179.99	7	3.3	209	36,406	174.25	68.0	10	3.5	218	37,929	174.21	67.3	4.3	4.2	-1.0	
\$180+	10	4.1	257	57,666	224.68	68.8	10	4.3	285	64,043	224.84	71.3	10.9	11.1	3.6	
TOTAL	690	90.8	5,353	507,925	94.89	64.1	694	91.3	5,481	532,377	97.13	65.3	2.4	4.8	1.9	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
INDEP																
\$ 00- 44.99	100	7.2	371	11,222	30.22	55.7	105	7.4	415	12,470	30.08	60.7	11.9	11.1	9.0	
\$ 45- 59.99	18	1.4	77	4,020	51.96	58.2	21	1.8	95	4,979	52.36	56.5	23.4	23.9	-2.9	
\$ 60- 74.99	7	.7	38	2,442	63.76	57.3	8	.8	44	2,941	66.15	60.5	15.8	20.4	5.6	
\$ 75- 89.99	4	.2	14	1,114	81.90	60.6	2	.1	5	395	81.11	70.6	-64.3	-64.5	16.5	
\$ 90-104.99	3	.1	7	687	93.11	60.7	5	.3	16	1,560	94.74	66.0	128.6	127.1	8.7	
\$105-119.99	2	.2	10	1,126	108.25	63.5	3	.2	11	1,222	110.84	64.8	10.0	8.5	2.0	
\$120-134.99	2	.0	2	216	120.98	58.9	1	.0	0	49	124.65	32.6	-	-77.3	-44.7	
\$135-149.99	7	1.4	81	11,653	144.29	63.2	5	1.4	76	10,854	142.27	60.7	-6.2	-6.9	-4.0	
\$150-164.99	4	.2	14	2,273	160.93	72.8	4	.6	34	5,448	159.84	65.6	142.9	139.7	-9.9	
\$165-179.99	1	.5	36	6,257	171.58	72.7	4	.2	14	2,376	166.18	73.7	-61.1	-62.0	1.4	
\$180+	9	1.0	69	16,715	240.62	72.7	7	.8	58	14,802	257.18	74.8	-15.9	-11.4	2.9	
TOTAL	157	13.2	721	57,725	80.07	59.4	165	13.6	769	57,095	74.23	61.6	6.7	-1.1	3.7	
DFW																
\$ 00- 44.99	281	26.9	1,490	52,956	35.54	60.3	278	25.6	1,446	51,791	35.82	61.3	-3.0	-2.2	1.7	
\$ 45- 59.99	120	9.0	490	25,493	52.00	59.2	125	10.7	604	31,127	51.58	61.5	23.3	22.1	3.9	
\$ 60- 74.99	113	10.6	591	39,756	67.25	60.5	96	8.5	509	34,240	67.28	65.0	-13.9	-13.9	7.4	
\$ 75- 89.99	80	8.4	506	41,612	82.29	65.5	85	8.2	508	41,655	81.99	67.1	.4	.1	2.4	
\$ 90-104.99	63	9.8	595	59,060	99.29	65.7	72	9.4	573	56,373	98.45	66.4	-3.7	-4.5	1.1	
\$105-119.99	77	11.3	671	74,156	110.51	64.5	86	14.1	847	94,232	111.24	65.2	26.2	27.1	1.1	
\$120-134.99	55	11.4	695	89,140	128.25	66.2	51	9.7	607	77,851	128.30	67.8	-12.7	-12.7	2.4	
\$135-149.99	24	6.7	409	57,786	141.20	66.2	26	8.3	503	70,507	140.24	65.5	23.0	22.0	-1.1	
\$150-164.99	7	.8	55	8,647	157.67	71.6	9	1.3	80	12,544	156.25	66.6	45.5	45.1	-7.0	
\$165-179.99	8	3.9	245	42,663	173.86	68.6	14	3.7	232	40,306	173.72	67.6	-5.3	-5.5	-1.5	
\$180+	19	5.1	326	74,382	228.08	69.6	17	5.2	342	78,845	230.28	71.9	4.9	6.0	3.3	
TOTAL	847	104.0	6,074	565,650	93.13	63.5	859	104.8	6,250	589,472	94.31	64.8	2.9	4.2	2.0	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
El Paso	CHAIN														
\$ 00- 44.99	19	2.1	133	4,735	35.57	68.9	21	2.2	133	4,758	35.85	65.5	.0	.5	-4.9
\$ 45- 59.99	16	1.5	91	4,846	53.45	67.5	12	1.2	71	3,811	53.82	66.0	-22.0	-21.4	-2.2
\$ 60- 74.99	6	.9	57	3,927	69.35	71.0	7	1.0	58	3,748	64.69	65.7	1.8	-4.6	-7.5
\$ 75- 89.99	8	.9	59	4,823	81.38	68.2	7	.8	54	4,349	80.10	69.9	-8.5	-9.8	2.5
\$ 90-104.99	5	.8	53	5,068	96.20	71.4	5	.7	43	4,226	98.48	70.6	-18.9	-16.6	-1.1
\$105-119.99	11	1.3	91	10,496	115.15	73.4	5	.7	43	4,819	112.28	69.9	-52.7	-54.1	-4.8
\$120-134.99	1	.3	20	2,429	123.50	72.2	10	1.4	92	11,750	127.52	69.8	360.0	383.7	-3.3
\$135-149.99	0	.0	0	0	.00	.0	1	.1	7	928	136.30	77.1	.0	.0	.0
TOTAL	66	7.8	503	36,323	72.19	70.0	68	8.0	501	38,389	76.69	67.7	-.4	5.7	-3.3
	INDEP														
\$ 00- 44.99	7	.5	28	678	24.17	59.2	8	.6	31	756	24.41	60.7	10.7	11.5	2.5
\$ 45- 59.99	2	.4	18	861	48.75	47.4	2	.4	20	966	48.05	52.1	11.1	12.2	9.9
TOTAL	9	.9	46	1,539	33.66	54.0	10	1.0	51	1,721	33.71	57.0	10.9	11.8	5.6
El Paso	CHAIN														
\$ 00- 44.99	26	2.6	161	5,413	33.58	67.0	29	2.8	164	5,514	33.68	64.5	1.9	1.9	-3.7
\$ 45- 59.99	18	1.9	108	5,706	52.68	63.2	14	1.6	91	4,776	52.55	62.3	-15.7	-16.3	-1.4
\$ 60- 74.99	6	.9	57	3,927	69.35	71.0	7	1.0	58	3,748	64.69	65.7	1.8	-4.6	-7.5
\$ 75- 89.99	8	.9	59	4,823	81.38	68.2	7	.8	54	4,349	80.10	69.9	-8.5	-9.8	2.5
\$ 90-104.99	5	.8	53	5,068	96.20	71.4	5	.7	43	4,226	98.48	70.6	-18.9	-16.6	-1.1
\$105-119.99	11	1.3	91	10,496	115.15	73.4	5	.7	43	4,819	112.28	69.9	-52.7	-54.1	-4.8
\$120-134.99	1	.3	20	2,429	123.50	72.2	10	1.4	92	11,750	127.52	69.8	360.0	383.7	-3.3
\$135-149.99	0	.0	0	0	.00	.0	1	.1	7	928	136.30	77.1	.0	.0	.0
El Paso	75	8.7	549	37,861	68.98	68.3	78	9.0	552	40,110	72.72	66.6	.5	5.9	-2.5

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate				Sold
Houston-Baytown-Sugar Land CHAIN																
\$ 00- 44.99	104	9.0	502	19,200	38.22	60.8	75	6.6	372	14,312	38.43	61.1	-25.9	-25.5	.5	
\$ 45- 59.99	107	7.5	415	21,334	51.44	60.4	104	7.8	461	23,898	51.84	63.9	11.1	12.0	5.8	
\$ 60- 74.99	65	5.8	322	22,033	68.41	60.0	62	4.4	258	17,295	67.09	63.2	-19.9	-21.5	5.3	
\$ 75- 89.99	78	6.5	382	31,522	82.60	63.9	75	6.3	373	30,660	82.12	64.3	-2.4	-2.7	.6	
\$ 90-104.99	55	5.7	332	32,598	98.04	63.2	69	6.2	381	37,009	97.12	66.8	14.8	13.5	5.7	
\$105-119.99	61	7.0	398	44,699	112.26	62.1	67	7.5	455	51,103	112.42	65.7	14.3	14.3	5.8	
\$120-134.99	44	6.6	395	50,296	127.35	64.8	51	6.3	383	48,997	128.06	66.1	-3.0	-2.6	2.0	
\$135-149.99	39	5.8	360	51,134	142.06	66.9	46	6.4	397	56,541	142.27	67.7	10.3	10.6	1.2	
\$150-164.99	15	2.7	164	25,506	155.06	67.3	21	4.9	312	48,517	155.69	69.8	90.2	90.2	3.7	
\$165-179.99	15	5.5	348	60,462	173.64	69.2	11	2.3	144	24,952	173.40	67.7	-58.6	-58.7	-2.2	
\$180+	18	4.7	284	60,867	214.18	65.3	31	9.1	555	113,712	204.95	66.3	95.4	86.8	1.5	
TOTAL	601	66.8	3,903	419,650	107.51	63.5	612	67.9	4,091	466,996	114.16	65.5	4.8	11.3	3.1	
INDEP																
\$ 00- 44.99	134	6.5	350	11,809	33.75	58.8	118	5.7	333	11,158	33.54	63.6	-4.9	-5.5	8.2	
\$ 45- 59.99	46	1.6	91	4,612	50.52	61.6	70	2.9	162	8,295	51.12	61.1	78.0	79.9	-.8	
\$ 60- 74.99	20	.7	39	2,542	65.60	56.7	27	1.4	81	5,489	68.13	61.1	107.7	115.9	7.8	
\$ 75- 89.99	8	.4	13	1,132	84.76	40.5	9	.4	15	1,242	80.23	43.0	15.4	9.7	6.2	
\$ 90-104.99	6	.6	18	1,662	93.65	33.9	5	.5	17	1,614	94.68	36.3	-5.6	-2.9	7.1	
\$105-119.99	10	.8	24	2,753	113.52	33.5	8	.8	31	3,500	114.42	40.4	29.2	27.1	20.6	
\$120-134.99	3	.1	3	345	130.22	53.4	4	.1	4	489	128.16	37.0	33.3	41.7	-30.7	
\$135-149.99	6	.6	26	3,817	145.76	45.5	7	.3	13	1,849	144.76	41.1	-50.0	-51.6	-9.7	
\$150-164.99	6	.6	29	4,685	160.11	51.7	4	.6	25	3,979	159.39	45.0	-13.8	-15.1	-13.0	
\$165-179.99	3	.6	36	6,067	170.02	68.8	5	.8	48	8,143	169.65	65.6	33.3	34.2	-4.7	
\$180+	9	2.1	109	25,574	234.80	56.1	10	2.1	117	28,079	239.11	60.0	7.3	9.8	7.0	
TOTAL	251	14.5	738	64,999	88.07	55.3	267	15.7	846	73,837	87.32	58.5	14.6	13.6	5.8	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Hou-Bay-Su																
\$ 00- 44.99	238	15.4	852	31,009	36.38	60.0	193	12.3	705	25,471	36.12	62.3	-17.3	-17.9	3.8	
\$ 45- 59.99	153	9.1	506	25,946	51.27	60.6	174	10.7	623	32,192	51.65	63.2	23.1	24.1	4.3	
\$ 60- 74.99	85	6.6	361	24,575	68.11	59.6	89	5.9	338	22,784	67.33	62.7	-6.4	-7.3	5.2	
\$ 75- 89.99	86	6.9	395	32,653	82.67	62.6	84	6.7	389	31,902	82.04	63.0	-1.5	-2.3	.6	
\$ 90-104.99	61	6.3	350	34,260	97.82	60.5	74	6.7	398	38,623	97.01	64.5	13.7	12.7	6.6	
\$105-119.99	71	7.8	422	47,452	112.33	59.2	75	8.3	485	54,604	112.55	63.2	14.9	15.1	6.8	
\$120-134.99	47	6.7	398	50,641	127.37	64.7	55	6.4	386	49,486	128.07	65.6	-3.0	-2.3	1.4	
\$135-149.99	45	6.5	386	54,951	142.31	64.9	53	6.7	410	58,390	142.35	66.3	6.2	6.3	2.2	
\$150-164.99	21	3.3	194	30,190	155.82	64.4	25	5.5	337	52,496	155.96	67.0	73.7	73.9	4.0	
\$165-179.99	18	6.0	384	66,529	173.31	69.2	16	3.1	192	33,095	172.46	67.2	-50.0	-50.3	-2.9	
\$180+	27	6.8	393	86,442	219.90	62.4	41	11.2	672	141,790	210.92	65.1	71.0	64.0	4.3	
Hou-Bay-Su	852	81.3	4,641	484,649	104.42	62.1	879	83.6	4,936	540,832	109.57	64.2	6.4	11.6	3.4	
Killeen-Temple-Fort Hood CHAIN																
\$ 00- 44.99	15	.9	40	1,488	37.24	49.4	12	.7	31	1,164	37.91	48.5	-22.5	-21.8	-1.8	
\$ 45- 59.99	12	.7	33	1,662	50.09	49.6	14	.9	46	2,438	52.52	55.6	39.4	46.7	12.1	
\$ 60- 74.99	10	.7	35	2,338	66.06	51.8	9	.7	39	2,696	68.33	58.5	11.4	15.3	12.9	
\$ 75- 89.99	9	.8	37	2,997	80.99	50.6	6	.4	25	2,056	81.89	61.4	-32.4	-31.4	21.3	
\$ 90-104.99	6	.6	32	3,150	99.23	59.1	9	.8	49	4,692	96.43	63.6	53.1	49.0	7.6	
\$105-119.99	0	.0	0	0	.00	.0	1	.1	6	635	112.27	60.2	.0	.0	.0	
\$120-134.99	1	.1	8	1,002	123.76	66.2	1	.1	7	925	124.47	60.7	-12.5	-7.7	-8.3	
TOTAL	53	3.9	185	12,638	68.17	52.2	52	3.8	203	14,604	71.80	57.6	9.7	15.6	10.3	
INDEP																
\$ 00- 44.99	13	.6	24	878	35.97	45.0	14	.7	29	958	33.34	47.1	20.8	9.1	4.7	
\$ 45- 59.99	3	.1	6	327	52.39	64.6	6	.2	13	649	51.56	59.5	116.7	98.5	-7.9	
\$ 60- 74.99	2	.1	6	403	68.26	60.0	3	.2	7	450	69.02	37.5	16.7	11.7	-37.5	
\$ 75- 89.99	1	.1	2	145	75.32	25.5	0	.0	0	0	.00	.0	-	-	-	
\$105-119.99	1	.0	1	90	106.66	45.9	1	.0	1	93	111.65	45.3	.0	3.3	-1.3	
\$150-164.99	0	.0	0	0	.00	.0	1	.0	0	31	158.15	27.0	.0	.0	.0	
\$165-179.99	1	.0	0	40	166.79	32.3	0	.0	0	0	.00	.0	.0	-	-	
TOTAL	21	.9	40	1,883	47.59	47.2	25	1.1	49	2,181	44.63	47.9	22.5	15.8	1.5	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Kil-Tem-Ft															
\$ 00- 44.99	28	1.5	64	2,367	36.76	47.6	26	1.4	59	2,122	35.70	47.8	-7.8	-10.4	.4
\$ 45- 59.99	15	.8	39	1,989	50.45	51.5	20	1.1	59	3,087	52.32	56.4	51.3	55.2	9.5
\$ 60- 74.99	12	.8	41	2,741	66.37	52.9	12	.9	46	3,146	68.43	54.2	12.2	14.8	2.5
\$ 75- 89.99	10	.9	39	3,141	80.71	48.2	6	.4	25	2,056	81.89	61.4	-35.9	-34.5	27.4
\$ 90-104.99	6	.6	32	3,150	99.23	59.1	9	.8	49	4,692	96.43	63.6	53.1	49.0	7.6
\$105-119.99	1	.0	1	90	106.66	45.9	2	.1	6	728	112.19	57.8	500.0	708.9	25.9
\$120-134.99	1	.1	8	1,002	123.76	66.2	1	.1	7	925	124.47	60.7	-12.5	-7.7	-8.3
\$150-164.99	0	.0	0	0	.00	.0	1	.0	0	31	158.15	27.0	.0	.0	.0
\$165-179.99	1	.0	0	40	166.79	32.3	0	.0	0	0	.00	.0	.0	-	-
Kil-Tem-Ft	74	4.8	225	14,521	64.55	51.2	77	4.9	252	16,786	66.53	55.4	12.0	15.6	8.2
Laredo	CHAIN														
\$ 00- 44.99	1	.1	7	214	29.10	66.2	1	.1	9	323	37.73	76.9	28.6	50.9	16.2
\$ 45- 59.99	3	.3	20	1,146	56.89	69.9	5	.6	36	1,923	53.75	64.0	80.0	67.8	-8.4
\$ 60- 74.99	7	.8	52	3,401	64.87	73.3	7	.8	53	3,595	67.31	74.2	1.9	5.7	1.2
\$ 75- 89.99	1	.2	13	957	75.35	68.0	0	.0	0	0	.00	.0	-	-	-
\$ 90-104.99	5	.5	35	3,414	97.26	72.0	2	.2	15	1,410	92.09	72.4	-57.1	-58.7	.6
\$105-119.99	4	.4	29	3,186	110.26	73.0	8	.8	59	6,640	113.39	76.2	103.4	108.4	4.4
\$120-134.99	1	.1	7	880	120.66	75.5	0	.0	0	0	.00	.0	-	-	-
\$135-149.99	1	.2	11	1,537	143.41	75.7	1	.2	11	1,667	146.51	80.3	.0	8.5	6.1
TOTAL	23	2.6	175	14,736	84.38	72.1	24	2.7	183	15,558	85.02	72.9	4.6	5.6	1.1
	INDEP														
\$ 00- 44.99	8	.5	28	749	26.92	61.7	8	.5	29	733	25.08	64.9	3.6	-2.1	5.2
\$ 45- 59.99	4	.3	22	1,093	50.12	72.3	4	.3	20	1,017	49.65	67.9	-9.1	-7.0	-6.1
\$ 60- 74.99	2	.2	13	838	63.07	68.8	3	.2	16	1,010	62.97	70.9	23.1	20.5	3.1
\$ 75- 89.99	1	.2	11	882	83.24	55.9	1	.2	10	817	78.40	55.0	-9.1	-7.4	-1.6
TOTAL	15	1.2	74	3,563	48.46	64.8	16	1.3	76	3,577	46.95	65.2	2.7	.4	.6

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Laredo																
\$ 00- 44.99	9	.6	35	963	27.38	62.6	9	.6	38	1,056	27.94	67.2	8.6	9.7	7.3	
\$ 45- 59.99	7	.6	42	2,239	53.37	71.1	9	.9	56	2,940	52.26	65.4	33.3	31.3	-8.0	
\$ 60- 74.99	9	1.0	66	4,240	64.51	72.4	10	1.0	69	4,605	66.31	73.4	4.5	8.6	1.4	
\$ 75- 89.99	2	.4	23	1,839	78.94	61.9	1	.2	10	817	78.40	55.0	-56.5	-55.6	-11.1	
\$ 90-104.99	5	.5	35	3,414	97.26	72.0	2	.2	15	1,410	92.09	72.4	-57.1	-58.7	.6	
\$105-119.99	4	.4	29	3,186	110.26	73.0	8	.8	59	6,640	113.39	76.2	103.4	108.4	4.4	
\$120-134.99	1	.1	7	880	120.66	75.5	0	.0	0	0	.00	.0	-	-	-	
\$135-149.99	1	.2	11	1,537	143.41	75.7	1	.2	11	1,667	146.51	80.3	.0	8.5	6.1	
Laredo	38	3.9	248	18,298	73.74	69.8	40	4.0	259	19,135	73.83	70.4	4.4	4.6	.9	
Longview CHAIN																
\$ 00- 44.99	5	.3	14	545	38.47	51.9	5	.3	14	539	39.15	53.3	.0	-1.1	2.7	
\$ 45- 59.99	7	.4	21	1,142	53.91	52.7	6	.5	23	1,205	53.51	54.0	9.5	5.5	2.5	
\$ 60- 74.99	10	.6	33	2,240	68.33	55.2	7	.4	20	1,375	69.14	57.8	-39.4	-38.6	4.7	
\$ 75- 89.99	5	.3	19	1,599	84.46	62.2	5	.4	19	1,547	80.83	58.4	.0	-3.3	-6.1	
\$ 90-104.99	1	.1	4	386	96.50	65.8	4	.2	15	1,407	95.61	65.0	275.0	264.5	-1.2	
\$105-119.99	3	.2	13	1,480	112.55	63.0	2	.1	8	879	116.61	60.2	-38.5	-40.6	-4.4	
\$120-134.99	1	.1	5	669	125.12	63.9	2	.2	9	1,131	123.12	63.6	80.0	69.1	-.5	
\$135-149.99	0	.0	0	0	.00	.0	1	.1	5	738	140.71	62.7	.0	.0	.0	
TOTAL	32	2.1	110	8,062	73.58	56.8	32	2.1	112	8,821	78.76	58.1	1.8	9.4	2.3	
Longview INDEP																
\$ 00- 44.99	9	.4	17	515	30.44	43.2	10	.5	24	742	30.48	51.2	41.2	44.1	18.5	
\$ 45- 59.99	3	.1	6	283	49.46	48.1	3	.1	6	271	48.89	46.7	.0	-4.2	-2.9	
TOTAL	12	.6	23	797	35.24	44.4	13	.6	30	1,013	33.89	50.3	30.4	27.1	13.3	
Longview																
\$ 00- 44.99	14	.7	31	1,060	34.10	46.8	15	.8	38	1,282	33.61	51.9	22.6	20.9	10.9	
\$ 45- 59.99	10	.6	27	1,424	52.96	51.6	9	.6	28	1,476	52.60	52.4	3.7	3.7	1.6	
\$ 60- 74.99	10	.6	33	2,240	68.33	55.2	7	.4	20	1,375	69.14	57.8	-39.4	-38.6	4.7	
\$ 75- 89.99	5	.3	19	1,599	84.46	62.2	5	.4	19	1,547	80.83	58.4	.0	-3.3	-6.1	
\$ 90-104.99	1	.1	4	386	96.50	65.8	4	.2	15	1,407	95.61	65.0	275.0	264.5	-1.2	
\$105-119.99	3	.2	13	1,480	112.55	63.0	2	.1	8	879	116.61	60.2	-38.5	-40.6	-4.4	
\$120-134.99	1	.1	5	669	125.12	63.9	2	.2	9	1,131	123.12	63.6	80.0	69.1	-.5	
\$135-149.99	0	.0	0	0	.00	.0	1	.1	5	738	140.71	62.7	.0	.0	.0	
Longview	44	2.6	132	8,859	67.02	54.2	45	2.7	142	9,834	69.30	56.3	7.6	11.0	3.9	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents).

HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate			
Lubbock	CHAIN														
\$ 00- 44.99	8	.9	50	1,894	38.21	60.7	7	.8	48	1,898	39.59	63.8	-4.0	.2	5.1
\$ 45- 59.99	6	.3	17	948	55.71	57.6	6	.3	16	817	50.58	58.5	-5.9	-13.8	1.6
\$ 60- 74.99	5	.4	21	1,422	68.48	58.2	6	.6	35	2,363	67.16	61.1	66.7	66.2	5.0
\$ 75- 89.99	9	.9	50	4,132	81.84	63.0	3	.2	15	1,150	78.83	65.3	-70.0	-72.2	3.7
\$ 90-104.99	5	.5	28	2,670	96.11	65.2	8	.7	42	4,008	94.71	67.0	50.0	50.1	2.8
\$105-119.99	4	.3	19	2,154	112.65	68.1	5	.4	26	2,853	111.59	68.8	36.8	32.5	1.0
\$120-134.99	2	.2	10	1,218	124.54	66.0	2	.2	10	1,297	129.44	67.2	.0	6.5	1.8
\$135-149.99	3	.2	14	2,025	140.68	67.4	4	.3	22	2,995	139.01	68.3	57.1	47.9	1.3
\$150-164.99	0	.0	0	0	.00	.0	2	.2	10	1,570	156.61	70.8	.0	.0	.0
\$165-179.99	1	.2	11	1,826	168.86	75.4	0	.0	0	0	.00	.0	-	-	-
\$180+	0	.0	0	0	.00	.0	1	.2	11	2,153	188.30	79.7	.0	.0	.0
TOTAL	43	3.8	220	18,289	83.23	63.1	44	3.9	235	21,105	89.89	65.6	6.8	15.4	4.0
	INDEP														
\$ 00- 44.99	7	.5	26	812	31.38	56.8	7	.5	26	829	31.50	57.8	.0	2.1	1.8
\$ 60- 74.99	2	.3	13	844	66.71	43.9	2	.3	17	1,156	67.76	59.3	30.8	37.0	35.1
\$120-134.99	1	.3	19	2,470	133.11	66.6	0	.0	0	0	.00	.0	-	-	-
\$135-149.99	1	.0	0	43	148.32	63.3	1	.3	19	2,815	147.18	68.6	.0	-	8.4
\$165-179.99	0	.0	0	0	.00	.0	1	.0	0	51	169.93	65.9	.0	.0	.0
TOTAL	11	1.1	57	4,169	72.68	55.9	11	1.1	63	4,853	77.24	61.2	10.5	16.4	9.5
Lubbock															
\$ 00- 44.99	15	1.4	75	2,706	35.87	59.3	14	1.3	74	2,728	36.72	61.5	-1.3	.8	3.7
\$ 45- 59.99	6	.3	17	948	55.71	57.6	6	.3	16	817	50.58	58.5	-5.9	-13.8	1.6
\$ 60- 74.99	7	.7	33	2,266	67.81	51.8	8	.9	52	3,520	67.36	60.5	57.6	55.3	16.8
\$ 75- 89.99	9	.9	50	4,132	81.84	63.0	3	.2	15	1,150	78.83	65.3	-70.0	-72.2	3.7
\$ 90-104.99	5	.5	28	2,670	96.11	65.2	8	.7	42	4,008	94.71	67.0	50.0	50.1	2.8
\$105-119.99	4	.3	19	2,154	112.65	68.1	5	.4	26	2,853	111.59	68.8	36.8	32.5	1.0
\$120-134.99	3	.5	28	3,689	130.15	66.4	2	.2	10	1,297	129.44	67.2	-64.3	-64.8	1.2
\$135-149.99	4	.2	15	2,068	140.83	67.4	5	.6	41	5,811	142.85	68.4	173.3	181.0	1.5
\$150-164.99	0	.0	0	0	.00	.0	2	.2	10	1,570	156.61	70.8	.0	.0	.0
\$165-179.99	1	.2	11	1,826	168.86	75.4	1	.0	0	51	169.93	65.9	-	-97.2	-12.6
\$180+	0	.0	0	0	.00	.0	1	.2	11	2,153	188.30	79.7	.0	.0	.0
Lubbock	54	4.9	277	22,459	81.05	61.5	55	5.0	298	25,957	87.22	64.6	7.6	15.6	5.0

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
McAllen-Edinburg-Mission CHAIN																
\$ 00- 44.99	4	.3	18	675	37.21	57.2	4	.3	16	608	37.53	62.3	-11.1	-9.9	8.9	
\$ 45- 59.99	13	.8	49	2,666	54.68	64.4	14	1.0	57	3,074	54.24	63.1	16.3	15.3	-2.0	
\$ 60- 74.99	13	.8	46	3,103	67.09	59.2	10	.6	34	2,312	67.25	67.6	-26.1	-25.5	14.2	
\$ 75- 89.99	11	.9	52	4,310	82.86	63.6	9	.7	48	4,048	84.20	70.0	-7.7	-6.1	10.1	
\$ 90-104.99	4	.4	22	2,177	98.23	67.7	5	.4	26	2,544	96.16	75.3	18.2	16.9	11.2	
\$105-119.99	8	.9	53	6,026	112.66	66.4	7	.6	43	4,864	114.06	71.3	-18.9	-19.3	7.4	
\$120-134.99	2	.2	13	1,579	121.90	64.6	7	.8	53	6,666	125.20	72.4	307.7	322.2	12.1	
\$135-149.99	2	.4	24	3,478	144.10	61.4	2	.4	25	3,587	141.77	64.4	4.2	3.1	4.9	
TOTAL	57	4.8	278	24,013	86.41	63.2	58	4.8	303	27,703	91.44	68.4	9.0	15.4	8.2	
INDEP																
\$ 00- 44.99	16	1.0	41	1,538	37.92	44.6	17	.9	44	1,592	36.24	53.2	7.3	3.5	19.3	
\$ 45- 59.99	14	.8	34	1,819	52.94	46.5	12	.7	34	1,795	53.30	53.0	.0	-1.3	14.0	
\$ 60- 74.99	1	.0	2	143	68.16	61.4	2	.2	12	820	67.59	57.3	500.0	473.4	-6.7	
\$ 75- 89.99	1	.1	3	260	89.18	61.0	1	.1	3	286	87.56	68.2	.0	10.0	11.8	
TOTAL	32	1.9	80	3,760	47.04	46.2	32	1.9	93	4,493	48.31	54.0	16.3	19.5	16.9	
McAl-Ed-Mi																
\$ 00- 44.99	20	1.3	59	2,213	37.70	47.9	21	1.2	60	2,201	36.59	55.4	1.7	-.5	15.7	
\$ 45- 59.99	27	1.6	83	4,485	53.96	55.5	26	1.7	90	4,868	53.89	58.9	8.4	8.5	6.1	
\$ 60- 74.99	14	.9	48	3,245	67.14	59.3	12	.8	46	3,131	67.34	64.6	-4.2	-3.5	8.9	
\$ 75- 89.99	12	.9	55	4,570	83.20	63.4	10	.8	51	4,334	84.41	69.8	-7.3	-5.2	10.1	
\$ 90-104.99	4	.4	22	2,177	98.23	67.7	5	.4	26	2,544	96.16	75.3	18.2	16.9	11.2	
\$105-119.99	8	.9	53	6,026	112.66	66.4	7	.6	43	4,864	114.06	71.3	-18.9	-19.3	7.4	
\$120-134.99	2	.2	13	1,579	121.90	64.6	7	.8	53	6,666	125.20	72.4	307.7	322.2	12.1	
\$135-149.99	2	.4	24	3,478	144.10	61.4	2	.4	25	3,587	141.77	64.4	4.2	3.1	4.9	
McAl-Ed-Mi	89	6.7	358	27,773	77.62	58.4	90	6.7	396	32,195	81.31	64.4	10.6	15.9	10.3	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Occ	Htls	Rooms	000's	Revenue	\$	Occ	Sold	Revs	Occ.
Midland	CHAIN														
\$ 00- 44.99	2	.2	12	480	39.16	77.5	0	.0	0	0	.00	.0	-	-	-
\$ 45- 59.99	2	.2	14	710	52.62	75.6	3	.3	21	1,101	52.28	83.6	50.0	55.1	10.6
\$ 60- 74.99	1	.1	4	293	70.95	74.8	2	.2	18	1,306	72.73	91.6	350.0	345.7	22.5
\$ 75- 89.99	2	.3	21	1,733	83.69	84.3	2	.2	13	1,095	84.22	90.6	-38.1	-36.8	7.5
\$ 90-104.99	1	.1	7	621	95.08	74.0	1	.0	3	354	103.66	88.3	-57.1	-43.0	19.3
\$105-119.99	2	.1	6	694	111.78	62.4	4	.4	30	3,397	112.60	91.9	400.0	389.5	47.3
\$120-134.99	7	.6	46	5,783	125.95	83.2	3	.2	14	1,902	131.59	79.4	-69.6	-67.1	-4.6
\$135-149.99	5	.7	51	7,351	145.03	82.6	3	.3	25	3,527	143.14	89.6	-51.0	-52.0	8.5
\$150-164.99	1	.1	11	1,671	158.80	87.3	7	.9	71	11,162	156.28	88.3	545.5	568.0	1.1
\$165-179.99	1	.1	8	1,406	171.14	95.0	4	.5	38	6,498	170.32	90.7	375.0	362.2	-4.5
TOTAL	24	2.4	179	20,742	116.09	81.3	29	2.9	234	30,342	129.52	88.6	30.7	46.3	9.0
	INDEP														
\$ 00- 44.99	4	.2	15	478	32.03	73.8	3	.2	13	529	39.89	89.5	-13.3	10.7	21.3
\$ 45- 59.99	4	.2	13	648	50.73	75.9	4	.2	14	707	51.29	90.8	7.7	9.1	19.6
\$ 60- 74.99	2	.2	12	816	65.26	77.2	2	.1	10	595	60.62	82.1	-16.7	-27.1	6.3
\$ 90-104.99	2	.2	13	1,259	97.44	78.0	1	.1	9	840	96.87	83.4	-30.8	-33.3	6.9
\$105-119.99	1	.1	8	950	116.52	78.4	0	.0	0	0	.00	.0	-	-	-
\$120-134.99	0	.0	0	0	.00	.0	1	.1	5	625	132.65	93.0	.0	.0	.0
\$150-164.99	0	.0	0	0	.00	.0	2	.3	23	3,714	159.01	94.7	.0	.0	.0
TOTAL	13	.9	61	4,150	67.74	76.4	13	.9	74	7,009	95.25	89.7	21.3	68.9	17.4
Midland															
\$ 00- 44.99	6	.4	27	958	35.25	75.4	3	.2	13	529	39.89	89.5	-51.9	-44.8	18.7
\$ 45- 59.99	6	.4	26	1,359	51.70	75.8	7	.4	35	1,808	51.89	86.3	34.6	33.0	13.9
\$ 60- 74.99	3	.2	17	1,109	66.67	76.6	4	.3	28	1,901	68.45	88.0	64.7	71.4	14.9
\$ 75- 89.99	2	.3	21	1,733	83.69	84.3	2	.2	13	1,095	84.22	90.6	-38.1	-36.8	7.5
\$ 90-104.99	3	.3	19	1,880	96.65	76.6	2	.2	12	1,194	98.79	84.7	-36.8	-36.5	10.6
\$105-119.99	3	.2	14	1,643	114.47	70.6	4	.4	30	3,397	112.60	91.9	114.3	106.8	30.2
\$120-134.99	7	.6	46	5,783	125.95	83.2	4	.3	19	2,527	131.85	82.3	-58.7	-56.3	-1.1
\$135-149.99	5	.7	51	7,351	145.03	82.6	3	.3	25	3,527	143.14	89.6	-51.0	-52.0	8.5
\$150-164.99	1	.1	11	1,671	158.80	87.3	9	1.1	95	14,876	156.95	89.8	763.6	790.2	2.9
\$165-179.99	1	.1	8	1,406	171.14	95.0	4	.5	38	6,498	170.32	90.7	375.0	362.2	-4.5
Midland	37	3.3	240	24,893	103.74	80.0	42	3.8	308	37,352	121.33	88.8	28.3	50.1	11.0

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites Sold	\$ Revs	Occ.	
	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	% Occ	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	% Occ				
Odessa	CHAIN															
\$ 60- 74.99	3	.3	20	1,359	68.93	67.8	1	.1	7	479	72.33	75.0	-65.0	-64.8	10.6	
\$ 75- 89.99	3	.3	19	1,586	82.25	67.2	2	.2	17	1,463	88.14	82.0	-10.5	-7.8	22.0	
\$ 90-104.99	0	.0	0	0	.00	.0	2	.2	12	1,160	93.22	81.4	.0	.0	.0	
\$105-119.99	2	.2	11	1,259	110.42	62.6	2	.2	15	1,775	114.80	77.4	36.4	41.0	23.6	
\$120-134.99	3	.2	18	2,209	125.46	78.7	2	.2	13	1,753	132.45	76.1	-27.8	-20.6	-3.3	
\$135-149.99	3	.3	18	2,529	138.42	75.8	3	.3	19	2,692	144.87	79.8	5.6	6.4	5.3	
\$150-164.99	2	.2	12	1,905	155.60	71.2	4	.3	25	3,799	154.93	77.0	108.3	99.4	8.1	
\$165-179.99	5	.5	31	5,375	170.78	74.7	3	.3	18	3,127	170.46	72.5	-41.9	-41.8	-2.9	
\$180+	0	.0	0	0	.00	.0	5	.5	35	6,480	185.89	78.1	.0	.0	.0	
TOTAL	21	2.0	130	16,222	124.79	71.5	24	2.2	161	22,728	141.46	77.7	23.8	40.1	8.7	
	INDEP															
\$ 00- 44.99	6	.4	28	829	30.04	68.6	3	.2	13	474	37.57	75.8	-53.6	-42.8	10.5	
\$ 45- 59.99	3	.1	7	402	56.47	66.7	4	.2	14	712	52.03	73.0	100.0	77.1	9.4	
\$ 60- 74.99	1	.0	3	168	66.67	72.0	4	.2	15	1,039	71.52	74.8	400.0	518.5	3.9	
\$150-164.99	2	.4	29	4,571	157.72	72.3	1	.2	17	2,796	160.30	77.4	-41.4	-38.8	7.1	
\$165-179.99	0	.0	0	0	.00	.0	1	.2	13	2,217	167.51	75.3	.0	.0	.0	
TOTAL	12	1.0	66	5,969	90.17	70.1	13	1.0	72	7,238	101.20	75.3	9.1	21.3	7.4	
Odessa																
\$ 00- 44.99	6	.4	28	829	30.04	68.6	3	.2	13	474	37.57	75.8	-53.6	-42.8	10.5	
\$ 45- 59.99	3	.1	7	402	56.47	66.7	4	.2	14	712	52.03	73.0	100.0	77.1	9.4	
\$ 60- 74.99	4	.4	22	1,526	68.68	68.2	5	.3	21	1,518	71.77	74.9	-4.5	-.5	9.8	
\$ 75- 89.99	3	.3	19	1,586	82.25	67.2	2	.2	17	1,463	88.14	82.0	-10.5	-7.8	22.0	
\$ 90-104.99	0	.0	0	0	.00	.0	2	.2	12	1,160	93.22	81.4	.0	.0	.0	
\$105-119.99	2	.2	11	1,259	110.42	62.6	2	.2	15	1,775	114.80	77.4	36.4	41.0	23.6	
\$120-134.99	3	.2	18	2,209	125.46	78.7	2	.2	13	1,753	132.45	76.1	-27.8	-20.6	-3.3	
\$135-149.99	3	.3	18	2,529	138.42	75.8	3	.3	19	2,692	144.87	79.8	5.6	6.4	5.3	
\$150-164.99	4	.6	41	6,476	157.09	71.9	5	.6	42	6,595	157.16	77.2	2.4	1.8	7.4	
\$165-179.99	5	.5	31	5,375	170.78	74.7	4	.5	32	5,343	169.22	73.6	3.2	-.6	-1.5	
\$180+	0	.0	0	0	.00	.0	5	.5	35	6,480	185.89	78.1	.0	.0	.0	
Odessa	33	3.0	196	22,191	113.11	71.0	37	3.3	232	29,965	129.06	77.0	18.4	35.0	8.5	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
San Angelo CHAIN																
\$ 45- 59.99	2	.2	10	478	46.72	70.3	2	.2	10	536	55.27	66.8	.0	12.1	-5.0	
\$ 60- 74.99	2	.2	14	984	70.68	76.5	2	.2	11	698	63.87	58.3	-21.4	-29.1	-23.8	
\$ 75- 89.99	1	.1	7	539	76.35	67.8	3	.2	16	1,201	77.07	71.5	128.6	122.8	5.5	
\$ 90-104.99	3	.2	14	1,295	94.70	84.0	3	.3	19	1,771	94.56	65.9	35.7	36.8	-21.5	
\$105-119.99	2	.3	25	2,758	108.30	86.8	1	.1	9	966	110.00	64.5	-64.0	-65.0	-25.7	
\$120-134.99	1	.1	5	659	131.10	84.0	3	.2	15	1,888	127.28	77.1	200.0	186.5	-8.2	
\$135-149.99	0	.0	0	0	.00	.0	1	.1	5	736	149.53	66.9	.0	.0	.0	
\$150-164.99	3	.2	18	2,788	157.01	82.8	3	.2	15	2,289	154.41	69.2	-16.7	-17.9	-16.4	
\$165-179.99	2	.1	12	2,051	175.81	85.7	0	.0	0	0	.00	.0	-	-	-	
TOTAL	16	1.4	105	11,552	110.23	80.7	18	1.6	98	10,086	102.59	67.7	-6.7	-12.7	-16.1	
INDEP																
\$ 00- 44.99	4	.3	24	625	26.16	82.5	5	.4	25	809	32.79	68.7	4.2	29.4	-16.7	
\$ 45- 59.99	3	.3	19	1,020	53.13	74.2	2	.2	12	594	50.82	61.7	-36.8	-41.8	-16.8	
\$ 90-104.99	0	.0	0	0	.00	.0	1	.0	0	47	101.96	83.3	.0	.0	.0	
TOTAL	7	.6	43	1,645	38.18	78.6	8	.6	37	1,450	39.38	66.5	-14.0	-11.9	-15.4	
San Angelo																
\$ 00- 44.99	4	.3	24	625	26.16	82.5	5	.4	25	809	32.79	68.7	4.2	29.4	-16.7	
\$ 45- 59.99	5	.4	29	1,497	50.91	72.8	4	.4	21	1,130	52.84	63.9	-27.6	-24.5	-12.2	
\$ 60- 74.99	2	.2	14	984	70.68	76.5	2	.2	11	698	63.87	58.3	-21.4	-29.1	-23.8	
\$ 75- 89.99	1	.1	7	539	76.35	67.8	3	.2	16	1,201	77.07	71.5	128.6	122.8	5.5	
\$ 90-104.99	3	.2	14	1,295	94.70	84.0	4	.3	19	1,818	94.74	66.2	35.7	40.4	-21.2	
\$105-119.99	2	.3	25	2,758	108.30	86.8	1	.1	9	966	110.00	64.5	-64.0	-65.0	-25.7	
\$120-134.99	1	.1	5	659	131.10	84.0	3	.2	15	1,888	127.28	77.1	200.0	186.5	-8.2	
\$135-149.99	0	.0	0	0	.00	.0	1	.1	5	736	149.53	66.9	.0	.0	.0	
\$150-164.99	3	.2	18	2,788	157.01	82.8	3	.2	15	2,289	154.41	69.2	-16.7	-17.9	-16.4	
\$165-179.99	2	.1	12	2,051	175.81	85.7	0	.0	0	0	.00	.0	-	-	-	
San Angelo	23	2.0	148	13,197	89.24	80.1	26	2.2	135	11,535	85.37	67.4	-8.8	-12.6	-15.9	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
San Antonio	CHAIN														
\$ 00- 44.99	55	5.4	245	9,290	37.95	49.3	52	5.0	227	8,850	38.92	49.4	-7.3	-4.7	.2
\$ 45- 59.99	58	5.0	217	11,467	52.88	46.9	58	4.9	225	11,715	52.17	49.9	3.7	2.2	6.4
\$ 60- 74.99	44	3.8	183	12,334	67.56	51.9	41	3.5	181	11,953	66.06	56.2	-1.1	-3.1	8.3
\$ 75- 89.99	44	4.9	248	20,153	81.28	55.3	42	4.8	270	22,244	82.30	61.5	8.9	10.4	11.2
\$ 90-104.99	29	3.6	197	19,131	97.29	59.3	32	3.8	201	19,367	96.29	58.0	2.0	1.2	-2.2
\$105-119.99	37	4.3	231	26,042	112.49	59.2	35	4.1	233	26,278	112.82	61.7	.9	.9	4.2
\$120-134.99	22	3.7	198	25,339	127.87	58.0	28	3.9	220	27,948	126.92	61.2	11.1	10.3	5.5
\$135-149.99	7	1.2	69	9,841	142.92	61.5	9	2.0	118	16,846	142.88	64.8	71.0	71.2	5.4
\$150-164.99	2	.4	20	3,169	155.48	57.8	7	.9	52	8,090	154.12	64.8	160.0	155.3	12.1
\$165-179.99	2	1.6	99	17,505	177.23	65.7	3	1.6	89	15,130	170.82	61.2	-10.1	-13.6	-6.8
\$180+	12	5.6	306	60,299	197.23	59.9	10	5.1	286	58,308	204.00	60.9	-6.5	-3.3	1.7
TOTAL	312	39.5	2,012	214,571	106.64	55.4	317	39.5	2,102	226,729	107.85	57.9	4.5	5.7	4.5
	INDEP														
\$ 00- 44.99	40	2.0	91	2,801	30.68	48.5	39	2.1	94	2,990	31.66	48.4	3.3	6.7	-.2
\$ 45- 59.99	14	.5	27	1,387	51.94	58.1	17	.5	29	1,489	52.14	61.7	7.4	7.4	6.2
\$ 60- 74.99	8	.3	15	1,001	68.43	56.0	4	.2	11	712	66.40	53.0	-26.7	-28.9	-5.4
\$ 75- 89.99	7	.3	11	929	84.25	46.8	10	.4	21	1,703	80.64	54.3	90.9	83.3	16.0
\$ 90-104.99	7	.5	20	2,015	99.25	43.8	8	.5	23	2,315	99.62	48.5	15.0	14.9	10.7
\$105-119.99	12	.8	43	4,992	117.39	58.4	7	.2	9	1,009	114.12	50.3	-79.1	-79.8	-13.9
\$120-134.99	7	.2	6	792	129.53	38.4	14	1.3	60	7,536	126.39	50.6	900.0	851.5	31.8
\$135-149.99	6	.1	4	512	142.46	42.9	4	.1	5	734	139.50	43.0	25.0	43.4	.2
\$150-164.99	6	.4	12	1,810	152.81	34.2	8	.1	4	597	154.81	44.6	-66.7	-67.0	30.4
\$165-179.99	10	.2	5	913	172.52	31.1	5	.3	3	550	172.40	12.2	-40.0	-39.8	-60.8
\$180+	8	.5	26	5,691	219.20	62.2	14	.7	42	9,073	217.11	66.9	61.5	59.4	7.6
TOTAL	125	5.7	259	22,844	88.10	49.8	130	6.4	301	28,707	95.49	50.7	16.2	25.7	1.8

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
San Antoni															
\$ 00- 44.99	95	7.4	336	12,090	35.98	49.0	91	7.1	322	11,841	36.79	49.1	-4.2	-2.1	.2
\$ 45- 59.99	72	5.5	244	12,855	52.78	47.9	75	5.4	253	13,204	52.17	51.0	3.7	2.7	6.5
\$ 60- 74.99	52	4.1	197	13,336	67.63	52.2	45	3.7	192	12,666	66.08	56.0	-2.5	-5.0	7.3
\$ 75- 89.99	51	5.1	259	21,082	81.41	54.9	52	5.2	291	23,947	82.18	60.9	12.4	13.6	10.9
\$ 90-104.99	36	4.1	217	21,146	97.47	57.4	40	4.3	224	21,682	96.64	56.9	3.2	2.5	-.9
\$105-119.99	49	5.0	274	31,033	113.25	59.0	42	4.3	242	27,286	112.86	61.2	-11.7	-12.1	3.7
\$120-134.99	29	3.9	204	26,132	127.91	57.1	42	5.2	280	35,484	126.80	58.6	37.3	35.8	2.6
\$135-149.99	13	1.3	72	10,353	142.90	60.2	13	2.1	123	17,580	142.74	63.4	70.8	69.8	5.3
\$150-164.99	8	.8	32	4,979	154.50	46.2	15	1.0	56	8,687	154.17	62.9	75.0	74.5	36.1
\$165-179.99	12	1.8	104	18,418	176.99	62.2	8	1.9	92	15,680	170.88	53.7	-11.5	-14.9	-13.7
\$180+	20	6.0	332	65,990	198.95	60.0	24	5.8	328	67,380	205.68	61.6	-1.2	2.1	2.7
San Antoni	437	45.2	2,271	237,415	104.52	54.7	447	45.9	2,403	255,436	106.31	56.9	5.8	7.6	4.0
Shermann/Denison	CHAIN														
\$ 00- 44.99	0	.0	0	0	.00	.0	2	.1	6	254	39.89	64.7	.0	.0	.0
\$ 45- 59.99	4	.3	16	859	52.43	63.2	3	.3	14	719	52.55	59.0	-12.5	-16.3	-6.6
\$ 60- 74.99	3	.3	15	1,091	73.20	62.5	2	.2	12	830	71.33	69.5	-20.0	-23.9	11.2
\$ 75- 89.99	1	.1	4	282	75.66	56.3	2	.1	8	659	82.63	61.5	100.0	133.7	9.2
\$ 90-104.99	3	.2	14	1,437	101.63	66.2	2	.2	10	1,034	99.65	69.2	-28.6	-28.0	4.5
TOTAL	11	.8	49	3,669	74.64	63.2	11	.8	50	3,496	69.86	64.4	2.0	-4.7	1.9
	INDEP														
\$ 00- 44.99	3	.3	18	510	28.38	60.2	4	.3	14	374	26.92	53.4	-22.2	-26.7	-11.3
\$ 45- 59.99	1	.0	2	73	47.96	50.3	0	.0	0	0	.00	.0	-	-	-
\$ 75- 89.99	2	.1	2	191	76.96	52.0	2	.1	3	195	76.70	53.1	50.0	2.1	2.1
\$105-119.99	1	.1	4	421	115.12	34.6	1	.1	3	384	114.98	31.6	-25.0	-8.8	-8.7
\$120-134.99	1	.0	0	40	129.99	22.3	1	.0	0	45	128.64	25.4	.0	12.5	13.9
TOTAL	8	.5	26	1,235	47.63	52.3	8	.5	20	998	49.58	47.0	-23.1	-19.2	-10.1

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites Sold	\$ Revs	Occ.	
	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	% Occ	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	% Occ				
Shermn/Den																
\$ 00- 44.99	3	.3	18	510	28.38	60.2	6	.4	20	628	31.00	56.5	11.1	23.1	-6.1	
\$ 45- 59.99	5	.3	18	933	52.05	61.8	3	.3	14	719	52.55	59.0	-22.2	-22.9	-4.5	
\$ 60- 74.99	3	.3	15	1,091	73.20	62.5	2	.2	12	830	71.33	69.5	-20.0	-23.9	11.2	
\$ 75- 89.99	3	.1	6	473	76.18	54.5	4	.2	11	853	81.20	59.2	83.3	80.3	8.6	
\$ 90-104.99	3	.2	14	1,437	101.63	66.2	2	.2	10	1,034	99.65	69.2	-28.6	-28.0	4.5	
\$105-119.99	1	.1	4	421	115.12	34.6	1	.1	3	384	114.98	31.6	-25.0	-8.8	-8.7	
\$120-134.99	1	.0	0	40	129.99	22.3	1	.0	0	45	128.64	25.4	.0	12.5	13.9	
Shermn/Den	19	1.4	75	4,904	65.31	59.0	19	1.3	70	4,493	64.05	58.2	-6.7	-8.4	-1.4	
Texarkana (TX only)		CHAIN														
\$ 00- 44.99	3	.3	11	389	36.50	39.4	4	.4	14	556	38.75	36.7	27.3	42.9	-6.9	
\$ 45- 59.99	2	.2	8	367	48.48	46.0	2	.1	5	290	56.17	43.5	-37.5	-21.0	-5.4	
\$ 60- 74.99	4	.3	14	972	68.56	52.4	6	.5	21	1,469	69.18	49.2	50.0	51.1	-6.1	
\$ 75- 89.99	3	.2	10	819	85.14	48.4	2	.2	11	998	89.80	56.2	10.0	21.9	16.1	
\$ 90-104.99	2	.2	10	1,006	96.83	46.3	3	.2	13	1,290	97.97	59.4	30.0	28.2	28.3	
\$105-119.99	2	.2	9	1,020	116.71	55.6	0	.0	0	0	.00	.0	-	-	-	
TOTAL	16	1.4	61	4,573	74.79	47.5	17	1.5	65	4,602	70.79	47.8	6.6	.6	.6	
		INDEP														
\$ 00- 44.99	2	.1	3	99	32.15	37.5	2	.1	4	133	36.65	44.3	33.3	34.3	18.1	
\$ 45- 59.99	1	.0	1	40	45.55	40.2	1	.0	1	44	45.71	43.3	.0	10.0	7.7	
TOTAL	3	.1	4	139	35.15	38.1	3	.1	5	177	38.54	44.1	25.0	27.3	15.7	
Texarka (TX)																
\$ 00- 44.99	5	.4	14	487	35.53	38.9	6	.5	18	688	38.33	38.1	28.6	41.3	-2.1	
\$ 45- 59.99	3	.2	8	408	48.18	45.3	3	.2	6	334	54.53	43.5	-25.0	-18.1	-4.0	
\$ 60- 74.99	4	.3	14	972	68.56	52.4	6	.5	21	1,469	69.18	49.2	50.0	51.1	-6.1	
\$ 75- 89.99	3	.2	10	819	85.14	48.4	2	.2	11	998	89.80	56.2	10.0	21.9	16.1	
\$ 90-104.99	2	.2	10	1,006	96.83	46.3	3	.2	13	1,290	97.97	59.4	30.0	28.2	28.3	
\$105-119.99	2	.2	9	1,020	116.71	55.6	0	.0	0	0	.00	.0	-	-	-	
Texarka (TX)	19	1.5	65	4,712	72.38	46.8	20	1.6	70	4,779	68.67	47.5	7.7	1.4	1.5	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Tyler	CHAIN															
\$ 00- 44.99	8	.7	33	1,189	35.97	51.1	8	.7	37	1,373	37.33	56.9	12.1	15.5	11.4	
\$ 60- 74.99	9	.7	40	2,745	68.39	60.9	6	.5	30	1,948	65.48	63.7	-25.0	-29.0	4.6	
\$ 75- 89.99	4	.4	20	1,622	83.04	56.5	4	.4	22	1,901	86.18	61.2	10.0	17.2	8.3	
\$ 90-104.99	2	.1	8	752	95.96	61.2	5	.3	20	1,889	96.00	64.6	150.0	151.2	5.6	
\$105-119.99	2	.2	11	1,235	110.14	70.1	3	.2	13	1,534	116.43	68.5	18.2	24.2	-2.3	
\$120-134.99	0	.0	0	0	.00	.0	1	.1	7	896	128.52	62.6	.0	.0	.0	
\$135-149.99	2	.2	14	1,857	135.41	60.6	1	.1	8	1,154	146.93	68.3	-42.9	-37.9	12.7	
TOTAL	27	2.4	125	9,399	74.91	57.9	28	2.4	136	10,694	78.49	62.0	8.8	13.8	7.1	
	INDEP															
\$ 00- 44.99	7	.3	14	507	35.11	53.6	6	.2	11	377	33.20	51.2	-21.4	-25.6	-4.5	
\$ 45- 59.99	3	.1	6	322	58.09	60.2	3	.1	6	323	49.97	57.6	.0	.3	-4.3	
\$ 60- 74.99	1	.0	3	159	62.56	60.0	3	.1	7	432	65.11	62.2	133.3	171.7	3.7	
\$ 75- 89.99	1	.0	0	27	76.22	47.8	1	.0	0	31	80.92	52.7	.0	14.8	10.3	
\$150-164.99	0	.0	0	0	.00	.0	1	.0	0	46	155.30	64.6	.0	.0	.0	
TOTAL	12	.4	23	1,015	44.35	55.6	14	.5	25	1,210	48.12	55.6	8.7	19.2	.0	
Tyler																
\$ 00- 44.99	15	1.0	47	1,696	35.71	51.8	14	.9	48	1,750	36.35	55.4	2.1	3.2	6.9	
\$ 45- 59.99	3	.1	6	322	58.09	60.2	3	.1	6	323	49.97	57.6	.0	.3	-4.3	
\$ 60- 74.99	10	.8	43	2,904	68.04	60.8	9	.6	36	2,380	65.41	63.4	-16.3	-18.0	4.3	
\$ 75- 89.99	5	.4	20	1,649	82.92	56.3	5	.4	22	1,932	86.09	61.0	10.0	17.2	8.3	
\$ 90-104.99	2	.1	8	752	95.96	61.2	5	.3	20	1,889	96.00	64.6	150.0	151.2	5.6	
\$105-119.99	2	.2	11	1,235	110.14	70.1	3	.2	13	1,534	116.43	68.5	18.2	24.2	-2.3	
\$120-134.99	0	.0	0	0	.00	.0	1	.1	7	896	128.52	62.6	.0	.0	.0	
\$135-149.99	2	.2	14	1,857	135.41	60.6	1	.1	8	1,154	146.93	68.3	-42.9	-37.9	12.7	
\$150-164.99	0	.0	0	0	.00	.0	1	.0	0	46	155.30	64.6	.0	.0	.0	
Tyler	39	2.8	148	10,414	70.20	57.5	42	2.9	161	11,904	73.75	60.9	8.8	14.3	5.9	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Victoria	CHAIN														
\$ 00- 44.99	4	.4	16	554	34.36	49.6	2	.2	16	593	37.79	75.8	.0	7.0	52.8
\$ 45- 59.99	1	.0	3	133	49.52	60.6	2	.1	9	441	49.96	74.9	200.0	231.6	23.6
\$ 60- 74.99	2	.1	7	488	69.32	67.1	0	.0	0	0	.00	.0	-	-	-
\$ 75- 89.99	4	.3	17	1,364	82.14	64.0	3	.2	10	799	80.08	70.4	-41.2	-41.4	10.0
\$ 90-104.99	3	.2	15	1,418	94.26	72.3	6	.5	31	2,990	97.47	73.9	106.7	110.9	2.2
\$105-119.99	3	.3	18	1,957	110.07	70.8	3	.2	15	1,610	108.89	66.4	-16.7	-17.7	-6.2
\$120-134.99	1	.1	7	910	122.53	68.4	4	.4	24	3,055	128.25	66.2	242.9	235.7	-3.2
TOTAL	18	1.4	83	6,823	82.52	63.6	20	1.6	104	9,488	91.43	70.9	25.3	39.1	11.5
	INDEP														
\$ 00- 44.99	12	.5	27	898	33.60	57.7	9	.4	20	637	32.01	60.6	-25.9	-29.1	5.0
\$ 45- 59.99	6	.2	12	638	51.20	57.6	5	.3	18	933	51.30	67.0	50.0	46.2	16.3
\$ 60- 74.99	1	.1	5	322	69.15	73.3	6	.2	14	946	66.20	73.2	180.0	193.8	-.1
\$ 75- 89.99	2	.1	5	385	78.21	73.3	0	.0	0	0	.00	.0	-	-	-
\$ 90-104.99	1	.0	1	76	98.85	40.0	1	.0	1	85	101.13	43.4	.0	11.8	8.5
\$105-119.99	0	.0	0	0	.00	.0	2	.1	5	533	109.66	72.3	.0	.0	.0
\$135-149.99	1	.0	1	168	142.03	75.8	0	.0	0	0	.00	.0	-	-	-
\$150-164.99	0	.0	0	0	.00	.0	1	.0	1	138	152.77	57.8	.0	.0	.0
TOTAL	23	.9	51	2,487	49.05	60.1	24	1.0	59	3,272	55.47	65.8	15.7	31.6	9.5
Victoria															
\$ 00- 44.99	16	.9	43	1,452	33.89	54.4	11	.6	36	1,230	34.56	66.5	-16.3	-15.3	22.2
\$ 45- 59.99	7	.3	15	770	50.90	58.1	7	.4	27	1,374	50.86	69.4	80.0	78.4	19.4
\$ 60- 74.99	3	.2	12	810	69.26	69.4	6	.2	14	946	66.20	73.2	16.7	16.8	5.5
\$ 75- 89.99	6	.4	22	1,749	81.24	65.9	3	.2	10	799	80.08	70.4	-54.5	-54.3	6.8
\$ 90-104.99	4	.2	16	1,494	94.49	69.6	7	.5	32	3,075	97.57	72.6	100.0	105.8	4.3
\$105-119.99	3	.3	18	1,957	110.07	70.8	5	.3	20	2,142	109.08	67.8	11.1	9.5	-4.2
\$120-134.99	1	.1	7	910	122.53	68.4	4	.4	24	3,055	128.25	66.2	242.9	235.7	-3.2
\$135-149.99	1	.0	1	168	142.03	75.8	0	.0	0	0	.00	.0	-	-	-
\$150-164.99	0	.0	0	0	.00	.0	1	.0	1	138	152.77	57.8	.0	.0	.0
Victoria	41	2.3	133	9,311	69.79	62.2	44	2.6	163	12,759	78.40	68.9	22.6	37.0	10.8

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	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Waco CHAIN																
\$ 00- 44.99	12	1.0	50	1,679	33.85	54.7	12	1.0	50	1,650	33.17	55.8	.0	-1.7	2.0	
\$ 45- 59.99	5	.4	24	1,268	53.81	58.2	5	.4	26	1,342	51.91	63.9	8.3	5.8	9.8	
\$ 60- 74.99	4	.3	18	1,144	64.54	60.8	2	.2	10	638	65.13	63.8	-44.4	-44.2	4.9	
\$ 75- 89.99	5	.5	26	2,213	83.94	60.8	4	.3	20	1,669	81.84	67.2	-23.1	-24.6	10.5	
\$ 90-104.99	4	.4	24	2,353	98.19	63.2	5	.5	30	2,838	95.99	69.6	25.0	20.6	10.1	
\$105-119.99	4	.5	27	3,178	115.70	63.2	4	.4	23	2,555	110.12	65.9	-14.8	-19.6	4.3	
\$120-134.99	2	.2	12	1,468	120.56	64.6	4	.5	32	4,045	125.50	69.1	166.7	175.5	7.0	
\$135-149.99	0	.0	0	0	.00	.0	1	.1	6	787	135.19	71.9	.0	.0	.0	
TOTAL	36	3.3	181	13,303	73.55	59.5	37	3.3	197	15,524	78.95	63.9	8.8	16.7	7.4	
Waco INDEP																
\$ 00- 44.99	3	.1	6	221	34.08	50.3	2	.1	5	154	31.77	52.6	-16.7	-30.3	4.6	
\$ 45- 59.99	1	.1	3	140	47.95	50.3	3	.2	10	525	51.64	63.9	233.3	275.0	27.0	
\$ 60- 74.99	1	.1	3	202	60.47	51.8	0	.0	0	0	.00	.0	-	-	-	
TOTAL	5	.3	13	562	44.18	50.7	5	.3	15	679	45.23	59.7	15.4	20.8	17.8	
Waco																
\$ 00- 44.99	15	1.1	56	1,899	33.88	54.2	14	1.1	55	1,804	33.04	55.5	-1.8	-5.0	2.4	
\$ 45- 59.99	6	.5	26	1,408	53.16	57.2	8	.6	36	1,867	51.83	63.9	38.5	32.6	11.7	
\$ 60- 74.99	5	.4	21	1,346	63.90	59.2	2	.2	10	638	65.13	63.8	-52.4	-52.6	7.8	
\$ 75- 89.99	5	.5	26	2,213	83.94	60.8	4	.3	20	1,669	81.84	67.2	-23.1	-24.6	10.5	
\$ 90-104.99	4	.4	24	2,353	98.19	63.2	5	.5	30	2,838	95.99	69.6	25.0	20.6	10.1	
\$105-119.99	4	.5	27	3,178	115.70	63.2	4	.4	23	2,555	110.12	65.9	-14.8	-19.6	4.3	
\$120-134.99	2	.2	12	1,468	120.56	64.6	4	.5	32	4,045	125.50	69.1	166.7	175.5	7.0	
\$135-149.99	0	.0	0	0	.00	.0	1	.1	6	787	135.19	71.9	.0	.0	.0	
Waco	41	3.6	194	13,866	71.62	58.9	42	3.6	212	16,203	76.56	63.5	9.3	16.9	7.8	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Wichita Falls	CHAIN														
\$ 00- 44.99	8	.7	27	932	34.62	41.4	8	.6	27	927	33.78	46.2	.0	-.5	11.6
\$ 45- 59.99	5	.4	18	938	53.23	49.6	7	.6	32	1,606	50.58	56.8	77.8	71.2	14.5
\$ 60- 74.99	5	.5	23	1,567	67.06	56.3	4	.3	14	958	66.27	60.9	-39.1	-38.9	8.2
\$ 75- 89.99	0	.0	0	0	.00	.0	1	.1	4	400	89.76	64.5	.0	.0	.0
\$ 90-104.99	2	.2	9	917	99.00	65.3	1	.1	5	474	103.51	62.2	-44.4	-48.3	-4.7
\$105-119.99	1	.1	5	601	110.26	63.8	2	.2	10	1,088	108.14	65.5	100.0	81.0	2.7
\$120-134.99	1	.1	5	638	129.50	73.4	0	.0	0	0	.00	.0	-	-	-
\$135-149.99	0	.0	0	0	.00	.0	1	.1	5	643	139.54	68.6	.0	.0	.0
TOTAL	22	1.9	88	5,594	63.89	51.1	24	1.9	97	6,095	62.62	55.5	10.2	9.0	8.6
	INDEP														
\$ 00- 44.99	4	.2	10	287	29.69	48.6	2	.1	5	148	27.51	46.3	-50.0	-48.4	-4.7
\$ 45- 59.99	1	.1	4	230	57.33	48.4	1	.1	4	167	47.44	47.7	.0	-27.4	-1.4
\$ 60- 74.99	1	.0	1	42	63.86	35.9	1	.0	1	58	63.67	49.6	.0	38.1	38.2
TOTAL	6	.3	14	559	39.00	47.8	4	.2	10	373	38.03	47.1	-28.6	-33.3	-1.5
Wichita Fa															
\$ 00- 44.99	12	.9	37	1,219	33.32	43.1	10	.8	33	1,075	32.76	46.3	-10.8	-11.8	7.4
\$ 45- 59.99	6	.5	22	1,168	53.99	49.4	8	.7	35	1,773	50.27	55.7	59.1	51.8	12.8
\$ 60- 74.99	6	.5	24	1,610	66.97	55.5	5	.3	15	1,016	66.12	60.1	-37.5	-36.9	8.3
\$ 75- 89.99	0	.0	0	0	.00	.0	1	.1	4	400	89.76	64.5	.0	.0	.0
\$ 90-104.99	2	.2	9	917	99.00	65.3	1	.1	5	474	103.51	62.2	-44.4	-48.3	-4.7
\$105-119.99	1	.1	5	601	110.26	63.8	2	.2	10	1,088	108.14	65.5	100.0	81.0	2.7
\$120-134.99	1	.1	5	638	129.50	73.4	0	.0	0	0	.00	.0	-	-	-
\$135-149.99	0	.0	0	0	.00	.0	1	.1	5	643	139.54	68.6	.0	.0	.0
Wichita Fa	28	2.2	102	6,153	60.39	50.6	28	2.1	107	6,468	60.37	54.6	4.9	5.1	7.9

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate			
Non-Metro	CHAIN														
\$ 00- 44.99	86	5.4	238	8,860	37.23	48.0	71	4.5	204	7,468	36.66	49.0	-14.3	-15.7	2.1
\$ 45- 59.99	98	5.6	264	13,822	52.37	51.1	98	5.6	280	14,573	52.13	54.5	6.1	5.4	6.7
\$ 60- 74.99	77	4.6	240	16,181	67.41	56.6	78	4.8	257	17,267	67.29	58.5	7.1	6.7	3.4
\$ 75- 89.99	73	4.5	252	20,841	82.60	60.4	56	3.3	191	15,685	81.97	62.4	-24.2	-24.7	3.3
\$ 90-104.99	52	3.3	203	19,650	96.74	66.6	61	4.0	238	23,260	97.60	65.4	17.2	18.4	-1.8
\$105-119.99	41	2.5	154	17,315	112.32	65.7	41	2.5	152	17,034	111.81	66.1	-1.3	-1.6	.6
\$120-134.99	17	1.1	72	9,059	126.34	70.8	37	2.4	147	18,449	125.38	66.7	104.2	103.7	-5.8
\$135-149.99	12	.8	55	7,930	144.45	77.4	14	.9	64	8,990	140.16	74.1	16.4	13.4	-4.3
\$150-164.99	8	.5	36	5,694	156.17	78.2	7	.5	35	5,496	157.63	73.6	-2.8	-3.5	-5.9
\$165-179.99	7	.7	40	6,951	174.04	65.3	14	.8	58	10,072	173.72	75.7	45.0	44.9	15.9
\$180+	2	.2	13	2,448	185.43	78.0	8	.8	49	9,657	197.03	64.1	276.9	294.5	-17.8
TOTAL	473	29.3	1,568	128,751	82.13	58.2	485	30.2	1,675	147,951	88.33	60.3	6.8	14.9	3.6
	INDEP														
\$ 00- 44.99	163	8.1	365	11,827	32.38	49.2	168	8.1	372	12,242	32.88	49.7	1.9	3.5	1.0
\$ 45- 59.99	80	2.6	137	7,133	51.99	56.5	80	2.8	146	7,531	51.51	56.8	6.6	5.6	.5
\$ 60- 74.99	42	1.9	87	5,796	66.92	49.3	45	2.1	103	6,851	66.65	53.9	18.4	18.2	9.3
\$ 75- 89.99	45	1.7	95	7,747	81.20	59.8	42	1.6	88	7,245	82.08	60.9	-7.4	-6.5	1.8
\$ 90-104.99	30	.9	45	4,346	96.85	53.8	33	1.0	53	5,064	95.09	55.3	17.8	16.5	2.8
\$105-119.99	21	.8	43	4,777	110.57	56.2	30	1.0	55	6,225	112.23	59.1	27.9	30.3	5.2
\$120-134.99	19	.6	32	4,082	125.89	57.0	19	.9	51	6,523	127.35	64.1	59.4	59.8	12.5
\$135-149.99	13	.3	15	2,100	142.31	54.0	23	.6	33	4,646	141.39	62.3	120.0	121.2	15.4
\$150-164.99	9	.4	22	3,460	154.63	62.7	10	.3	19	3,020	156.22	60.0	-13.6	-12.7	-4.3
\$165-179.99	12	.3	12	2,102	170.28	49.7	15	.5	23	3,868	169.40	54.5	91.7	84.0	9.7
\$180+	27	.5	22	5,039	227.61	46.0	27	.6	29	6,742	230.65	57.2	31.8	33.8	24.3
TOTAL	461	18.2	877	58,409	66.63	52.4	492	19.5	974	69,956	71.84	54.4	11.1	19.8	3.8

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Non-Metro															
\$ 00- 44.99	249	13.5	603	20,687	34.29	48.7	239	12.7	576	19,710	34.22	49.5	-4.5	-4.7	1.6
\$ 45- 59.99	178	8.3	401	20,954	52.24	52.8	178	8.4	426	22,104	51.92	55.3	6.2	5.5	4.7
\$ 60- 74.99	119	6.5	327	21,977	67.28	54.5	123	6.8	359	24,118	67.11	57.1	9.8	9.7	4.8
\$ 75- 89.99	118	6.3	348	28,588	82.21	60.2	98	4.9	280	22,930	82.00	61.9	-19.5	-19.8	2.8
\$ 90-104.99	82	4.2	248	23,996	96.76	63.9	94	5.0	292	28,324	97.15	63.3	17.7	18.0	-.9
\$105-119.99	62	3.4	197	22,093	111.94	63.4	71	3.5	208	23,259	111.92	64.1	5.6	5.3	1.1
\$120-134.99	36	1.7	104	13,141	126.20	65.8	56	3.3	198	24,972	125.89	66.0	90.4	90.0	.3
\$135-149.99	25	1.1	70	10,030	144.00	70.9	37	1.5	97	13,637	140.58	69.6	38.6	36.0	-1.8
\$150-164.99	17	.9	59	9,154	155.58	71.5	17	.9	54	8,516	157.13	68.1	-8.5	-7.0	-4.8
\$165-179.99	19	.9	52	9,053	173.16	60.8	29	1.3	81	13,940	172.50	68.2	55.8	54.0	12.2
\$180+	29	.7	35	7,487	211.86	54.3	35	1.4	78	16,398	209.59	61.4	122.9	119.0	13.1
Non-Metro	934	47.4	2,444	187,160	76.57	56.0	977	49.6	2,649	217,907	82.27	58.0	8.4	16.4	3.6

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	% ²	Nites Sold	\$ Revs	Occ.	
	Htls	Rooms	000's	Revenue	\$		Htls	Rooms	000's	Revenue	\$					Rate
TOTAL TEXAS CHAIN																
\$ 00- 44.99	583	53.8	2,851	106,492	37.35	57.6	512	47.0	2,502	94,391	37.73	57.8	-12.2	-11.4	.3	
\$ 45- 59.99	542	39.8	2,081	108,796	52.28	56.9	535	41.3	2,286	118,984	52.06	60.2	9.9	9.4	5.8	
\$ 60- 74.99	457	37.1	2,015	136,296	67.65	59.0	419	32.9	1,895	127,212	67.12	62.6	-6.0	-6.7	6.1	
\$ 75- 89.99	401	36.2	2,061	169,532	82.27	61.8	365	31.7	1,886	155,331	82.34	64.6	-8.5	-8.4	4.5	
\$ 90-104.99	301	32.1	1,917	187,832	98.00	64.8	359	34.5	2,096	203,830	97.25	66.0	9.3	8.5	1.9	
\$105-119.99	318	35.8	2,122	237,541	111.93	64.4	324	37.8	2,301	257,674	111.99	66.2	8.4	8.5	2.8	
\$120-134.99	197	29.5	1,771	225,565	127.40	65.2	253	32.2	1,982	252,488	127.41	66.8	11.9	11.9	2.5	
\$135-149.99	113	18.5	1,155	163,838	141.89	67.9	142	22.5	1,409	199,165	141.35	68.2	22.0	21.6	.4	
\$150-164.99	39	6.1	397	61,734	155.66	70.3	69	11.1	720	112,379	156.01	70.8	81.4	82.0	.7	
\$165-179.99	46	13.3	853	148,599	174.11	69.7	47	9.3	591	102,318	173.13	69.0	-30.7	-31.1	-1.0	
\$180+	54	18.7	1,164	250,730	215.38	67.5	82	25.5	1,619	347,577	214.64	69.1	39.1	38.6	2.4	
TOTAL	3,051	321.1	18,386	1,796,955	97.73	62.2	3,107	325.7	19,288	1,971,349	102.21	64.4	4.9	9.7	3.5	
INDEP																
\$ 00- 44.99	623	35.0	1,717	54,869	31.95	53.4	612	34.1	1,761	56,297	31.97	56.0	2.6	2.6	4.9	
\$ 45- 59.99	240	11.0	561	29,055	51.76	55.6	271	13.1	692	35,551	51.35	57.6	23.4	22.4	3.6	
\$ 60- 74.99	107	5.7	272	17,973	66.09	51.6	136	7.5	388	25,920	66.84	55.9	42.6	44.2	8.3	
\$ 75- 89.99	87	4.0	183	14,991	81.70	49.6	84	4.1	194	15,927	81.98	51.8	6.0	6.2	4.4	
\$ 90-104.99	66	2.9	130	12,566	96.43	48.6	71	2.9	136	13,032	96.07	50.2	4.6	3.7	3.3	
\$105-119.99	70	3.7	156	17,764	113.70	45.8	76	3.1	139	15,658	112.71	48.6	-10.9	-11.9	6.1	
\$120-134.99	54	2.1	92	11,922	128.94	48.8	65	2.9	146	18,543	127.28	53.9	58.7	55.5	10.5	
\$135-149.99	49	2.9	143	20,579	143.71	53.2	57	3.8	186	26,427	142.31	52.6	30.1	28.4	-1.1	
\$150-164.99	43	2.8	134	21,129	157.33	51.9	46	2.6	144	22,799	158.76	60.8	7.5	7.9	17.1	
\$165-179.99	28	1.6	93	15,928	170.76	62.6	39	2.1	107	18,162	168.97	56.1	15.1	14.0	-10.4	
\$180+	74	5.0	282	67,495	239.19	61.1	80	5.1	307	75,531	245.70	65.0	8.9	11.9	6.4	
TOTAL	1,441	76.7	3,766	284,272	75.48	53.3	1,537	81.4	4,200	323,847	77.12	56.1	11.5	13.9	5.3	

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HOTEL/MOTEL PERFORMANCE BY METRO, FOURTH QUARTER

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	% ²	Nites Sold	\$ Revs	Occ.	
	Htls	Rooms	000's	Revenue	\$		Htls	Rooms	000's	Revenue	\$					Rate
TOTAL TEXAS																
\$ 00- 44.99	1,206	88.7	4,568	161,361	35.32	56.0	1,124	81.2	4,263	150,688	35.35	57.1	-6.7	-6.6	2.0	
\$ 45- 59.99	782	50.8	2,642	137,852	52.17	56.6	806	54.3	2,978	154,534	51.89	59.6	12.7	12.1	5.3	
\$ 60- 74.99	564	42.8	2,287	154,268	67.47	58.0	555	40.4	2,283	153,132	67.07	61.4	-.2	-.7	5.9	
\$ 75- 89.99	488	40.3	2,244	184,523	82.22	60.6	449	35.8	2,081	171,258	82.31	63.2	-7.3	-7.2	4.3	
\$ 90-104.99	367	35.1	2,047	200,398	97.90	63.5	430	37.5	2,232	216,862	97.17	64.7	9.0	8.2	1.9	
\$105-119.99	388	39.5	2,279	255,305	112.05	62.6	400	40.9	2,440	273,333	112.03	64.9	7.1	7.1	3.7	
\$120-134.99	251	31.6	1,863	237,487	127.47	64.1	318	35.2	2,127	271,031	127.40	65.8	14.2	14.1	2.7	
\$135-149.99	162	21.4	1,298	184,417	142.09	65.9	199	26.3	1,595	225,592	141.46	65.9	22.9	22.3	.0	
\$150-164.99	82	8.9	531	82,864	156.08	64.5	115	13.6	864	135,178	156.47	68.9	62.7	63.1	6.8	
\$165-179.99	74	14.9	947	164,527	173.78	68.9	86	11.4	698	120,480	172.49	66.6	-26.3	-26.8	-3.3	
\$180+	128	23.8	1,446	318,225	220.02	66.1	162	30.6	1,927	423,107	219.59	68.4	33.3	33.0	3.5	
TOTAL TEXAS	4,492	397.8	22,152	2,081,226	93.95	60.5	4,644	407.2	23,487	2,295,195	97.72	62.7	6.0	10.3	3.6	
2012																
Total Texas	4,440	392.8	21,250	1,903,148	89.56	58.8										

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Metro Areas																
Abilene	35	3.0	580	44,578	76.90	53.6	36	3.0	623	50,010	80.27	57.6	7.4	12.2	7.5	
Amarillo	64	6.0	1,345	92,401	68.68	61.4	65	5.9	1,358	95,839	70.58	63.2	1.0	3.7	2.9	
Austin-R Ro	305	30.7	8,122	947,935	116.71	72.5	317	31.3	8,414	1,046,164	124.34	73.8	3.6	10.4	1.8	
Beaumont-PT A	75	5.8	1,115	71,968	64.55	52.3	78	6.0	1,314	87,079	66.25	59.9	17.8	21.0	14.5	
Browns/Harl	101	6.8	1,346	126,216	93.79	53.9	104	6.9	1,386	136,359	98.35	55.2	3.0	8.0	2.4	
ColSt-Bryan	52	4.1	1,003	87,692	87.41	66.9	53	4.3	1,155	109,414	94.75	74.3	15.2	24.8	11.1	
Corpus Chri	180	11.9	2,453	246,181	100.34	56.4	180	12.0	2,463	256,333	104.06	56.2	.4	4.1	-.4	
Dallas MD	551	71.7	17,171	1,558,408	90.76	65.6	557	72.0	18,023	1,690,019	93.77	68.5	5.0	8.4	4.4	
Ft W-Arl MD	298	32.1	7,232	710,835	98.30	61.7	302	32.8	7,624	774,581	101.60	63.8	5.4	9.0	3.4	
TOTAL	849	103.8	24,403	2,269,243	92.99	64.4	860	104.8	25,647	2,464,600	96.10	67.0	5.1	8.6	4.0	
El Paso	75	8.7	2,068	147,746	71.46	64.9	77	8.9	2,133	160,544	75.27	65.7	3.1	8.7	1.2	
Hou-Bay-Sug	865	81.8	19,874	2,069,208	104.11	66.6	889	83.5	20,952	2,293,648	109.47	68.7	5.4	10.8	3.2	
Kil-Tem-FtH	73	4.7	957	64,525	67.41	55.5	76	4.9	1,042	71,307	68.42	58.3	8.9	10.5	5.0	
Laredo	38	3.9	950	69,716	73.42	67.3	40	4.0	966	70,145	72.58	66.9	1.7	.6	-.6	
Longview	44	2.7	556	37,920	68.26	57.4	44	2.7	584	40,371	69.10	59.9	5.0	6.5	4.4	
Lubbock	54	4.9	1,182	94,281	79.80	66.7	54	4.9	1,209	100,749	83.36	67.2	2.3	6.9	.7	
McAl-Ed-Mi	89	6.6	1,381	103,292	74.79	57.0	89	6.7	1,512	118,761	78.57	62.2	9.5	15.0	9.1	
Midland	36	3.1	931	100,770	108.21	81.2	41	3.5	1,100	135,634	123.27	85.3	18.2	34.6	5.0	
Odessa	32	2.9	810	93,586	115.49	77.5	35	3.1	891	110,988	124.59	78.1	10.0	18.6	.8	
San Angelo	24	2.0	598	53,750	89.81	81.4	26	2.1	596	53,477	89.78	76.1	-.3	-.5	-6.5	
San Antonio	452	45.5	10,421	1,075,205	103.17	62.7	457	45.9	10,805	1,144,435	105.92	64.5	3.7	6.4	2.9	
Shermn/Deni	22	1.4	283	19,947	70.55	54.8	22	1.4	292	21,058	72.14	58.5	3.2	5.6	6.8	
Texarka (TX)	19	1.5	286	21,012	73.59	52.7	20	1.5	275	19,637	71.39	49.0	-3.8	-6.5	-7.0	
Tyler	41	2.9	618	45,590	73.76	59.3	42	2.9	650	48,976	75.29	62.0	5.2	7.4	4.6	
Victoria	41	2.3	535	41,224	77.07	64.6	44	2.5	613	48,401	78.91	68.1	14.6	17.4	5.4	
Waco	41	3.6	811	57,107	70.44	62.1	41	3.6	868	64,054	73.83	66.4	7.0	12.2	6.9	
Wichita Fal	28	2.2	441	27,183	61.64	54.7	28	2.2	470	28,850	61.40	59.1	6.6	6.1	8.0	
Non-Metro	959	47.4	10,135	796,377	78.58	58.6	1,005	49.6	10,572	881,839	83.41	58.4	4.3	10.7	-.3	
TOTAL TEXAS	4,593	400.1	93,204	8,804,652	94.47	63.8	4,721	407.9	97,890	9,658,673	98.67	65.7	5.0	9.7	3.0	
2012																
Total Texas	4,526	395.5	90,184	8,102,992	89.85	62.5										

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Abilene	CHAIN														
\$ 00- 44.99	1	.2	35	1,403	40.59	57.3	2	.2	32	1,341	41.33	49.5	-8.6	-4.4	-13.6
\$ 45- 59.99	5	.4	68	3,496	51.54	48.3	3	.3	60	3,000	49.67	57.5	-11.8	-14.2	19.0
\$ 60- 74.99	6	.4	80	5,542	69.11	55.1	4	.3	65	4,469	68.66	59.9	-18.8	-19.4	8.7
\$ 75- 89.99	3	.2	45	3,569	79.79	59.0	5	.3	67	5,341	80.16	63.5	48.9	49.6	7.6
\$ 90-104.99	3	.2	52	5,152	98.94	58.9	2	.2	36	3,428	96.43	63.8	-30.8	-33.5	8.3
\$105-119.99	5	.5	108	12,441	114.83	62.1	3	.3	67	7,475	111.97	64.9	-38.0	-39.9	4.5
\$120-134.99	2	.2	53	6,583	124.25	62.9	5	.5	120	15,414	128.07	63.6	126.4	134.1	1.1
\$135-149.99	0	.0	0	0	.00	.0	1	.1	16	2,265	141.24	67.0	.0	.0	.0
TOTAL	26	2.1	441	38,187	86.64	57.3	25	2.1	463	42,733	92.24	61.3	5.0	11.9	7.0
	INDEP														
\$ 00- 44.99	5	.5	73	2,318	31.68	40.4	6	.5	80	2,378	29.79	47.1	9.6	2.6	16.6
\$ 45- 59.99	2	.2	32	1,597	49.47	49.6	3	.3	49	2,411	49.64	50.8	53.1	51.0	2.4
\$ 60- 74.99	1	.2	33	2,200	67.48	51.5	1	.1	23	1,602	70.87	51.4	-30.3	-27.2	-.2
\$ 75- 89.99	0	.0	0	0	.00	.0	0	.0	8	602	75.82	53.6	.0	.0	.0
\$180+	1	.0	1	276	320.72	59.0	1	.0	1	283	360.54	53.7	.0	2.5	-9.0
TOTAL	10	.9	139	6,391	46.01	44.6	11	.9	160	7,276	45.55	49.1	15.1	13.8	10.1
Abilene															
\$ 00- 44.99	7	.7	108	3,721	34.54	44.6	8	.6	112	3,719	33.12	47.8	3.7	-.1	7.2
\$ 45- 59.99	7	.6	100	5,093	50.87	48.7	6	.5	109	5,411	49.65	54.3	9.0	6.2	11.5
\$ 60- 74.99	7	.6	113	7,743	68.63	54.0	5	.4	88	6,072	69.23	57.5	-22.1	-21.6	6.5
\$ 75- 89.99	3	.2	45	3,569	79.79	59.0	5	.3	75	5,943	79.70	62.3	66.7	66.5	5.6
\$ 90-104.99	3	.2	52	5,152	98.94	58.9	2	.2	36	3,428	96.43	63.8	-30.8	-33.5	8.3
\$105-119.99	5	.5	108	12,441	114.83	62.1	3	.3	67	7,475	111.97	64.9	-38.0	-39.9	4.5
\$120-134.99	2	.2	53	6,583	124.25	62.9	5	.5	120	15,414	128.07	63.6	126.4	134.1	1.1
\$135-149.99	0	.0	0	0	.00	.0	1	.1	16	2,265	141.24	67.0	.0	.0	.0
\$180+	1	.0	1	276	320.72	59.0	1	.0	1	283	360.54	53.7	.0	2.5	-9.0
Abilene	35	3.0	580	44,578	76.90	53.6	36	3.0	623	50,010	80.27	57.6	7.4	12.2	7.5

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Amarillo CHAIN																
\$ 00- 44.99	12	1.2	263	9,750	37.05	59.2	11	1.1	224	8,012	35.75	56.0	-14.8	-17.8	-5.4	
\$ 45- 59.99	9	.8	168	8,915	52.99	60.5	10	1.1	244	12,707	52.07	61.8	45.2	42.5	2.1	
\$ 60- 74.99	8	.9	191	12,306	64.44	60.7	7	.6	146	9,551	65.43	64.8	-23.6	-22.4	6.8	
\$ 75- 89.99	6	.5	113	9,144	80.99	65.8	5	.3	84	7,052	83.60	67.4	-25.7	-22.9	2.4	
\$ 90-104.99	6	.5	128	12,643	98.49	69.1	6	.4	118	11,720	98.91	72.7	-7.8	-7.3	5.2	
\$105-119.99	5	.6	150	16,779	111.94	72.5	5	.6	155	17,283	111.85	74.4	3.3	3.0	2.6	
\$120-134.99	4	.3	94	11,901	126.39	74.4	4	.4	102	12,856	126.30	76.6	8.5	8.0	3.0	
\$135-149.99	0	.0	4	598	135.65	69.4	3	.2	53	7,408	139.36	76.5	-	-	10.2	
TOTAL	50	4.8	1,112	82,035	73.77	64.1	50	4.7	1,126	86,589	76.87	65.6	1.3	5.6	2.3	
INDEP																
\$ 00- 44.99	9	.8	155	5,167	33.32	53.2	10	.9	170	5,339	31.39	52.1	9.7	3.3	-2.1	
\$ 45- 59.99	1	.1	19	1,080	55.98	54.9	2	.1	24	1,304	54.73	58.7	26.3	20.7	6.9	
\$ 60- 74.99	2	.3	56	3,839	68.94	45.3	2	.2	36	2,474	69.09	58.3	-35.7	-35.6	28.7	
\$ 75- 89.99	2	.0	3	280	84.46	47.7	1	.0	2	134	82.43	57.6	-33.3	-52.1	20.8	
TOTAL	14	1.3	233	10,366	44.42	51.1	15	1.2	231	9,251	39.99	53.6	-.9	-10.8	4.9	
Amarillo																
\$ 00- 44.99	21	2.0	418	14,917	35.67	56.8	21	2.0	394	13,351	33.87	54.3	-5.7	-10.5	-4.4	
\$ 45- 59.99	10	.9	188	9,996	53.30	59.9	12	1.2	268	14,011	52.30	61.5	42.6	40.2	2.7	
\$ 60- 74.99	10	1.2	247	16,145	65.46	56.3	9	.8	182	12,025	66.15	63.4	-26.3	-25.5	12.6	
\$ 75- 89.99	8	.5	116	9,424	81.09	65.1	5	.4	86	7,186	83.58	67.2	-25.9	-23.7	3.2	
\$ 90-104.99	6	.5	128	12,643	98.49	69.1	6	.4	118	11,720	98.91	72.7	-7.8	-7.3	5.2	
\$105-119.99	5	.6	150	16,779	111.94	72.5	5	.6	155	17,283	111.85	74.4	3.3	3.0	2.6	
\$120-134.99	4	.3	94	11,901	126.39	74.4	4	.4	102	12,856	126.30	76.6	8.5	8.0	3.0	
\$135-149.99	0	.0	4	598	135.65	69.4	3	.2	53	7,408	139.36	76.5	-	-	10.2	
Amarillo	64	6.0	1,345	92,401	68.68	61.4	65	5.9	1,358	95,839	70.58	63.2	1.0	3.7	2.9	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Austin-Round Rock CHAIN																
\$ 00- 44.99	20	2.1	537	20,656	38.49	70.7	14	1.3	320	12,380	38.74	68.9	-40.4	-40.1	-2.5	
\$ 45- 59.99	41	3.6	923	48,372	52.42	70.2	35	3.2	846	44,323	52.40	72.8	-8.3	-8.4	3.7	
\$ 60- 74.99	36	3.0	775	51,935	66.99	71.1	38	3.2	842	56,318	66.91	71.8	8.6	8.4	1.0	
\$ 75- 89.99	28	2.5	667	54,917	82.37	73.3	26	2.4	641	53,122	82.91	74.7	-3.9	-3.3	1.9	
\$ 90-104.99	22	2.5	674	65,631	97.37	73.8	25	2.6	699	67,918	97.19	73.3	3.7	3.5	-.7	
\$105-119.99	22	2.9	791	88,985	112.47	73.6	20	2.6	703	79,134	112.54	74.9	-11.1	-11.1	1.8	
\$120-134.99	17	2.3	611	77,887	127.40	74.1	22	2.8	765	97,210	127.02	75.2	25.2	24.8	1.5	
\$135-149.99	13	2.1	579	82,231	141.98	76.1	14	2.0	569	80,502	141.41	77.7	-1.7	-2.1	2.1	
\$150-164.99	4	1.2	306	47,814	156.21	72.4	8	1.8	484	75,885	156.88	74.2	58.2	58.7	2.5	
\$165-179.99	6	1.5	422	73,303	173.64	75.7	4	1.0	262	45,115	172.01	75.2	-37.9	-38.5	-.7	
\$180+	10	3.7	1,037	239,701	231.22	77.5	15	5.0	1,414	329,512	233.01	78.0	36.4	37.5	.6	
TOTAL	219	27.3	7,322	851,431	116.28	73.5	222	27.7	7,545	941,419	124.78	74.6	3.0	10.6	1.5	
INDEP																
\$ 00- 44.99	22	1.4	324	11,114	34.32	64.5	23	1.5	369	12,872	34.91	65.3	13.9	15.8	1.2	
\$ 45- 59.99	6	.2	44	2,196	49.67	63.7	6	.2	42	2,057	48.78	68.6	-4.5	-6.3	7.7	
\$ 60- 74.99	2	.0	4	314	69.85	48.1	3	.1	17	1,195	70.16	58.7	325.0	280.6	22.0	
\$ 75- 89.99	5	.1	18	1,528	83.45	51.7	5	.1	30	2,545	83.50	61.7	66.7	66.6	19.3	
\$ 90-104.99	3	.1	34	3,229	94.98	68.4	2	.1	14	1,308	95.16	70.2	-58.8	-59.5	2.6	
\$105-119.99	3	.1	15	1,685	113.05	56.7	3	.0	6	735	114.24	39.9	-60.0	-56.4	-29.6	
\$120-134.99	9	.2	36	4,585	128.59	58.4	11	.3	61	7,871	128.06	64.1	69.4	71.7	9.8	
\$135-149.99	6	.1	13	1,783	138.33	58.6	7	.1	29	3,945	137.77	62.7	123.1	121.3	7.0	
\$150-164.99	6	.2	36	5,587	155.62	54.3	6	.2	33	5,251	158.52	53.8	-8.3	-6.0	-.9	
\$165-179.99	4	.3	72	12,358	170.61	64.3	4	.2	37	6,460	175.20	66.3	-48.6	-47.7	3.1	
\$180+	19	.8	204	52,125	255.97	74.1	23	.8	230	60,506	262.65	77.7	12.7	16.1	4.9	
TOTAL	86	3.4	800	96,504	120.59	65.1	95	3.6	869	104,745	120.53	67.1	8.6	8.5	3.1	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Austin-R Ro															
\$ 00- 44.99	43	3.5	860	31,770	36.92	68.2	37	2.8	688	25,252	36.69	66.9	-20.0	-20.5	-1.9
\$ 45- 59.99	46	3.8	967	50,568	52.29	69.8	41	3.4	888	46,381	52.23	72.6	-8.2	-8.3	4.0
\$ 60- 74.99	37	3.0	780	52,249	67.00	70.9	41	3.3	859	57,513	66.98	71.4	10.1	10.1	.7
\$ 75- 89.99	33	2.6	685	56,445	82.40	72.5	32	2.5	671	55,668	82.94	74.0	-2.0	-1.4	2.1
\$ 90-104.99	25	2.6	708	68,860	97.25	73.5	28	2.7	713	69,226	97.15	73.2	.7	.5	-.4
\$105-119.99	25	3.0	806	90,669	112.48	73.2	23	2.6	710	79,869	112.56	74.3	-11.9	-11.9	1.5
\$120-134.99	26	2.4	647	82,473	127.47	73.0	33	3.0	827	105,080	127.10	74.3	27.8	27.4	1.8
\$135-149.99	19	2.1	592	84,014	141.90	75.6	21	2.1	598	84,446	141.23	76.8	1.0	.5	1.6
\$150-164.99	11	1.3	342	53,401	156.14	69.9	14	2.0	517	81,136	156.99	72.5	51.2	51.9	3.7
\$165-179.99	10	1.8	495	85,661	173.19	73.8	8	1.1	299	51,574	172.40	74.0	-39.6	-39.8	.3
\$180+	30	4.4	1,240	291,826	235.29	76.9	39	5.8	1,645	390,018	237.16	78.0	32.7	33.6	1.4
Austin-R Ro	305	30.7	8,122	947,935	116.71	72.5	317	31.3	8,414	1,046,164	124.34	73.8	3.6	10.4	1.8
Beaumont-Port Arthur															
			CHAIN												
\$ 00- 44.99	17	1.4	224	8,072	36.06	43.9	13	1.1	203	7,321	36.08	50.3	-9.4	-9.3	14.6
\$ 45- 59.99	16	1.1	195	10,145	51.92	50.8	15	1.1	239	12,460	52.15	58.8	22.6	22.8	15.7
\$ 60- 74.99	10	.6	127	8,601	67.70	55.0	10	.6	143	9,829	68.58	63.2	12.6	14.3	14.9
\$ 75- 89.99	6	.6	139	11,509	82.89	59.3	6	.7	156	13,168	84.20	65.2	12.2	14.4	9.9
\$ 90-104.99	5	.6	134	12,961	96.62	64.7	7	.6	158	15,601	99.00	66.6	17.9	20.4	2.9
\$105-119.99	4	.3	79	8,806	111.17	66.8	3	.3	69	7,810	113.95	66.6	-12.7	-11.3	-.3
\$120-134.99	0	.0	11	1,312	124.44	64.7	2	.1	36	4,434	124.82	68.3	227.3	238.0	5.6
\$135-149.99	0	.0	4	582	135.00	65.8	1	.0	10	1,447	137.85	72.6	150.0	148.6	10.3
TOTAL	59	4.7	913	61,988	67.87	53.5	58	4.6	1,014	72,070	71.10	60.3	11.1	16.3	12.7
			INDEP												
\$ 00- 44.99	11	.7	116	4,006	34.52	45.4	12	.7	139	4,441	31.94	53.7	19.8	10.9	18.3
\$ 45- 59.99	4	.2	27	1,314	48.72	47.9	6	.4	91	4,531	49.67	65.8	237.0	244.8	37.4
\$ 60- 74.99	0	.0	2	125	68.50	45.1	1	.0	5	307	66.49	67.9	150.0	145.6	50.6
\$ 75- 89.99	1	.3	57	4,535	79.86	52.2	1	.2	50	4,241	84.97	59.6	-12.3	-6.5	14.2
\$ 90-104.99	0	.0	0	0	.00	.0	0	.1	16	1,490	93.27	63.6	.0	.0	.0
TOTAL	16	1.2	202	9,980	49.49	47.5	20	1.4	301	15,009	49.90	58.6	49.0	50.4	23.4

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Beaumont-PT A																
\$ 00- 44.99	28	2.1	340	12,078	35.53	44.4	25	1.8	342	11,762	34.39	51.6	.6	-2.6	16.2	
\$ 45- 59.99	20	1.2	222	11,459	51.53	50.4	22	1.5	330	16,991	51.47	60.6	48.6	48.3	20.2	
\$ 60- 74.99	10	.6	129	8,726	67.72	54.8	11	.6	148	10,136	68.51	63.3	14.7	16.2	15.5	
\$ 75- 89.99	7	.9	196	16,044	82.01	57.1	8	.9	206	17,409	84.39	63.8	5.1	8.5	11.7	
\$ 90-104.99	5	.6	134	12,961	96.62	64.7	8	.7	174	17,091	98.47	66.3	29.9	31.9	2.5	
\$105-119.99	4	.3	79	8,806	111.17	66.8	3	.3	69	7,810	113.95	66.6	-12.7	-11.3	-.3	
\$120-134.99	0	.0	11	1,312	124.44	64.7	2	.1	36	4,434	124.82	68.3	227.3	238.0	5.6	
\$135-149.99	0	.0	4	582	135.00	65.8	1	.0	10	1,447	137.85	72.6	150.0	148.6	10.3	
Beaumont-PT A	75	5.8	1,115	71,968	64.55	52.3	78	6.0	1,314	87,079	66.25	59.9	17.8	21.0	14.5	
Brownsville/Harlingen CHAIN																
\$ 00- 44.99	9	.8	165	5,595	33.95	57.2	7	.7	151	5,135	34.02	60.9	-8.5	-8.2	6.5	
\$ 45- 59.99	7	.4	84	4,402	52.71	53.1	7	.5	104	5,621	53.90	54.2	23.8	27.7	2.1	
\$ 60- 74.99	6	.4	82	5,367	65.70	56.0	3	.2	41	2,856	69.09	52.8	-50.0	-46.8	-5.7	
\$ 75- 89.99	6	.4	87	7,382	84.71	58.1	4	.2	51	4,121	81.26	60.3	-41.4	-44.2	3.8	
\$ 90-104.99	6	.5	132	12,467	94.23	66.1	7	.6	154	14,803	96.09	65.2	16.7	18.7	-1.4	
\$105-119.99	3	.2	53	6,050	114.22	59.4	3	.3	67	7,306	109.85	62.4	26.4	20.8	5.1	
\$120-134.99	2	.2	42	5,223	124.46	59.4	3	.3	81	10,593	130.04	69.2	92.9	102.8	16.5	
\$135-149.99	1	.1	25	3,559	141.29	57.3	1	.1	23	3,299	140.80	49.4	-8.0	-7.3	-13.8	
\$150-164.99	0	.0	8	1,246	150.65	58.9	0	.1	15	2,333	152.96	64.6	87.5	87.2	9.7	
\$165-179.99	1	.1	19	3,207	169.98	70.1	0	.0	9	1,591	170.22	69.9	-52.6	-50.4	-.3	
\$180+	1	.1	22	4,136	188.64	76.8	1	.1	21	4,111	200.36	74.0	-4.5	-.6	-3.6	
TOTAL	40	3.3	719	58,634	81.59	59.1	37	3.2	718	61,769	86.05	61.1	-.1	5.3	3.4	
INDEP																
\$ 00- 44.99	13	.7	128	3,772	29.44	49.2	14	.7	134	3,919	29.32	49.1	4.7	3.9	-.2	
\$ 45- 59.99	5	.2	26	1,234	48.01	41.7	6	.3	46	2,377	51.60	48.9	76.9	92.6	17.3	
\$ 60- 74.99	3	.1	22	1,528	68.14	42.7	3	.1	18	1,207	67.84	35.4	-18.2	-21.0	-17.1	
\$ 75- 89.99	6	.3	45	3,730	82.45	41.6	5	.2	41	3,374	82.21	45.5	-8.9	-9.5	9.4	
\$ 90-104.99	7	.4	61	5,941	96.82	45.1	7	.3	54	5,109	95.18	46.5	-11.5	-14.0	3.1	
\$105-119.99	6	.3	50	5,553	111.24	48.1	7	.3	61	6,740	110.88	53.9	22.0	21.4	12.1	
\$120-134.99	7	.4	73	9,325	127.43	49.1	4	.2	27	3,449	127.16	48.6	-63.0	-63.0	-1.0	
\$135-149.99	8	.4	68	9,597	140.59	51.0	7	.5	77	10,866	141.61	45.1	13.2	13.2	-11.6	
\$150-164.99	3	.3	56	8,727	155.41	50.8	6	.3	71	11,034	154.85	56.3	26.8	26.4	10.8	
\$165-179.99	2	.3	57	9,868	172.74	55.0	5	.4	65	11,119	170.61	48.9	14.0	12.7	-11.1	
\$180+	2	.2	40	8,307	209.33	65.0	4	.3	75	15,397	204.33	64.6	87.5	85.3	-.6	
TOTAL	62	3.5	627	67,582	107.76	48.9	67	3.7	669	74,590	111.55	50.0	6.7	10.4	2.2	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents).

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Browns/Harl																
\$ 00- 44.99	22	1.5	293	9,366	31.98	53.4	21	1.4	285	9,053	31.81	54.7	-2.7	-3.3	2.4	
\$ 45- 59.99	11	.6	109	5,636	51.60	49.9	14	.8	150	7,998	53.19	52.5	37.6	41.9	5.2	
\$ 60- 74.99	9	.5	104	6,895	66.22	52.4	6	.4	59	4,064	68.71	46.0	-43.3	-41.1	-12.2	
\$ 75- 89.99	11	.7	132	11,112	83.94	51.2	8	.5	92	7,494	81.69	52.7	-30.3	-32.6	2.9	
\$ 90-104.99	13	.9	194	18,407	95.05	57.6	14	1.0	208	19,911	95.85	59.1	7.2	8.2	2.6	
\$105-119.99	9	.5	103	11,603	112.78	53.3	10	.6	127	14,046	110.34	58.1	23.3	21.1	9.0	
\$120-134.99	9	.6	115	14,549	126.35	52.4	7	.5	109	14,042	129.32	62.6	-5.2	-3.5	19.5	
\$135-149.99	9	.5	93	13,157	140.78	52.5	8	.6	100	14,166	141.42	46.0	7.5	7.7	-12.4	
\$150-164.99	4	.3	64	9,973	154.80	51.7	6	.4	87	13,367	154.52	57.6	35.9	34.0	11.4	
\$165-179.99	2	.4	76	13,076	172.06	58.1	5	.4	75	12,710	170.56	50.8	-1.3	-2.8	-12.6	
\$180+	3	.2	62	12,443	201.97	68.7	4	.4	96	19,508	203.48	66.4	54.8	56.8	-3.3	
Browns/Harl	101	6.8	1,346	126,216	93.79	53.9	104	6.9	1,386	136,359	98.35	55.2	3.0	8.0	2.4	
College Station-Bryan																
CHAIN																
\$ 00- 44.99	4	.3	70	2,791	39.74	56.5	3	.2	56	2,280	40.38	62.8	-20.0	-18.3	11.2	
\$ 45- 59.99	8	.7	150	7,746	51.59	61.9	6	.5	143	7,580	52.99	73.6	-4.7	-2.1	18.9	
\$ 60- 74.99	2	.2	48	3,329	68.77	69.6	4	.3	92	5,955	64.84	75.2	91.7	78.9	8.0	
\$ 75- 89.99	5	.4	102	8,373	81.85	71.1	2	.3	79	6,541	83.09	76.8	-22.5	-21.9	8.0	
\$ 90-104.99	5	.4	92	8,943	97.51	70.3	3	.2	69	6,928	99.80	77.5	-25.0	-22.5	10.2	
\$105-119.99	5	.4	112	12,544	112.27	70.0	7	.5	142	16,153	113.46	74.3	26.8	28.8	6.1	
\$120-134.99	4	.4	101	12,815	126.29	72.7	4	.4	107	13,521	126.30	76.5	5.9	5.5	5.2	
\$135-149.99	3	.4	98	13,885	142.10	74.6	6	.7	200	28,676	143.05	78.8	104.1	106.5	5.6	
\$150-164.99	1	.2	45	7,042	155.12	71.5	2	.2	55	8,617	157.26	80.7	22.2	22.4	12.9	
TOTAL	36	3.3	819	77,468	94.58	68.0	36	3.4	944	96,252	101.94	75.4	15.3	24.2	10.9	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
INDEP																
\$ 00- 44.99	5	.3	65	1,843	28.23	59.8	4	.3	56	1,631	29.13	61.4	-13.8	-11.5	2.7	
\$ 45- 59.99	4	.3	81	4,451	54.77	64.0	4	.2	63	3,426	54.63	71.7	-22.2	-23.0	12.0	
\$ 60- 74.99	1	.0	7	456	65.35	63.0	2	.2	43	2,732	64.16	77.0	514.3	499.1	22.2	
\$ 75- 89.99	0	.0	5	461	87.33	56.9	1	.1	15	1,186	79.56	77.9	200.0	157.3	36.9	
\$ 90-104.99	2	.1	19	1,823	93.99	68.5	1	.1	17	1,605	94.53	75.6	-10.5	-12.0	10.4	
\$105-119.99	0	.0	0	0	.00	.0	1	.0	11	1,218	113.81	70.7	.0	.0	.0	
\$120-134.99	0	.0	0	0	.00	.0	1	.0	1	163	132.35	60.9	.0	.0	.0	
\$135-149.99	2	.0	4	576	143.14	53.8	1	.0	2	342	141.07	56.7	-50.0	-40.6	5.4	
\$150-164.99	0	.0	1	114	154.06	80.8	0	.0	1	174	158.97	75.1	.0	52.6	-7.1	
\$165-179.99	0	.0	0	0	.00	.0	0	.0	1	137	176.27	84.3	.0	.0	.0	
\$180+	1	.0	1	499	458.83	51.8	1	.0	1	549	448.53	55.8	.0	10.0	7.7	
TOTAL	16	.8	184	10,224	55.55	62.3	17	.8	211	13,162	62.49	69.8	14.7	28.7	12.0	
ColSt-Bryan																
\$ 00- 44.99	9	.6	136	4,635	34.20	58.0	7	.5	112	3,911	34.78	62.1	-17.6	-15.6	7.1	
\$ 45- 59.99	12	1.0	231	12,198	52.71	62.7	9	.8	206	11,006	53.49	73.0	-10.8	-9.8	16.4	
\$ 60- 74.99	3	.2	55	3,785	68.34	68.7	7	.5	134	8,687	64.62	75.7	143.6	129.5	10.2	
\$ 75- 89.99	5	.4	108	8,834	82.12	70.3	3	.3	94	7,727	82.53	77.0	-13.0	-12.5	9.5	
\$ 90-104.99	6	.4	111	10,766	96.89	70.0	4	.3	86	8,534	98.76	77.1	-22.5	-20.7	10.1	
\$105-119.99	5	.4	112	12,544	112.27	70.0	7	.6	153	17,371	113.48	74.1	36.6	38.5	5.9	
\$120-134.99	4	.4	101	12,815	126.29	72.7	4	.4	108	13,684	126.37	76.3	6.9	6.8	5.0	
\$135-149.99	5	.4	102	14,461	142.14	73.5	7	.7	203	29,017	143.03	78.4	99.0	100.7	6.7	
\$150-164.99	1	.2	46	7,157	155.11	71.6	2	.2	56	8,791	157.29	80.6	21.7	22.8	12.6	
\$165-179.99	0	.0	0	0	.00	.0	0	.0	1	137	176.27	84.3	.0	.0	.0	
\$180+	1	.0	1	499	458.83	51.8	1	.0	1	549	448.53	55.8	.0	10.0	7.7	
ColSt-Bryan	52	4.1	1,003	87,692	87.41	66.9	53	4.3	1,155	109,414	94.75	74.3	15.2	24.8	11.1	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Corpus Christi	CHAIN														
\$ 00- 44.99	6	.7	153	6,101	39.75	59.9	5	.6	137	5,435	39.56	59.4	-10.5	-10.9	-.8
\$ 45- 59.99	8	.6	129	6,611	51.07	61.2	8	.6	128	6,633	51.68	59.7	-.8	.3	-2.5
\$ 60- 74.99	15	1.0	207	14,129	68.18	59.0	11	.7	156	10,537	67.76	59.9	-24.6	-25.4	1.5
\$ 75- 89.99	13	1.0	217	18,069	83.12	60.6	15	1.1	256	21,195	82.84	61.3	18.0	17.3	1.2
\$ 90-104.99	13	.9	222	21,727	97.80	65.5	12	.8	200	19,465	97.20	65.7	-9.9	-10.4	.3
\$105-119.99	10	.8	188	21,121	112.38	61.1	10	.8	178	19,943	111.99	64.9	-5.3	-5.6	6.2
\$120-134.99	11	1.1	256	32,304	126.12	63.7	13	1.2	268	34,202	127.60	62.3	4.7	5.9	-2.2
\$135-149.99	3	.4	86	12,134	141.83	54.3	5	.6	143	20,006	139.46	62.0	66.3	64.9	14.2
\$150-164.99	2	.3	88	13,709	155.87	71.2	3	.4	100	15,872	159.52	63.5	13.6	15.8	-10.8
\$165-179.99	1	.1	15	2,554	171.02	73.1	1	.2	42	6,966	166.99	67.7	180.0	172.7	-7.4
\$180+	1	.0	8	1,556	184.98	74.9	1	.1	23	4,268	182.94	73.7	187.5	174.3	-1.6
TOTAL	81	7.0	1,571	150,016	95.51	61.9	83	7.2	1,631	164,522	100.84	62.4	3.8	9.7	.8
	INDEP														
\$ 00- 44.99	14	.6	113	3,623	32.00	49.4	14	.7	119	3,968	33.41	47.0	5.3	9.5	-4.9
\$ 45- 59.99	12	.7	132	6,650	50.55	49.8	10	.6	102	5,065	49.62	46.8	-22.7	-23.8	-6.0
\$ 60- 74.99	8	.3	64	4,334	67.47	52.6	9	.4	76	4,915	64.79	49.4	18.8	13.4	-6.1
\$ 75- 89.99	8	.3	46	3,867	83.35	44.4	8	.4	59	4,910	83.52	42.4	28.3	27.0	-4.5
\$ 90-104.99	9	.4	77	7,432	97.02	47.8	9	.4	70	6,924	99.33	44.7	-9.1	-6.8	-6.5
\$105-119.99	9	.6	104	11,995	115.42	48.4	7	.5	77	8,606	112.44	45.4	-26.0	-28.3	-6.2
\$120-134.99	9	.3	49	6,209	126.95	47.1	8	.3	49	6,156	126.18	50.2	.0	-.9	6.6
\$135-149.99	9	.3	58	8,164	140.96	51.8	7	.2	43	6,211	143.90	48.5	-25.9	-23.9	-6.4
\$150-164.99	7	.3	51	8,033	156.78	48.6	5	.2	36	5,611	157.21	55.1	-29.4	-30.2	13.4
\$165-179.99	10	.8	137	23,319	170.32	46.9	11	.7	124	21,370	172.88	45.2	-9.5	-8.4	-3.6
\$180+	6	.3	52	12,539	241.85	52.4	8	.4	79	18,077	229.21	50.0	51.9	44.2	-4.6
TOTAL	99	4.9	883	96,165	108.94	48.9	97	4.8	832	91,811	110.38	47.0	-5.8	-4.5	-3.9

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Corpus Chri																
\$ 00- 44.99	20	1.3	267	9,725	36.46	54.9	20	1.3	256	9,402	36.71	52.9	-4.1	-3.3	-3.6	
\$ 45- 59.99	19	1.3	261	13,261	50.81	54.8	17	1.2	230	11,697	50.77	53.2	-11.9	-11.8	-2.9	
\$ 60- 74.99	22	1.3	271	18,463	68.01	57.3	20	1.1	231	15,452	66.79	56.0	-14.8	-16.3	-2.3	
\$ 75- 89.99	21	1.3	264	21,936	83.16	57.0	23	1.5	315	26,105	82.97	56.6	19.3	19.0	-.7	
\$ 90-104.99	22	1.4	299	29,159	97.60	59.9	21	1.3	270	26,389	97.75	58.6	-9.7	-9.5	-2.2	
\$105-119.99	19	1.4	292	33,116	113.46	55.8	17	1.2	255	28,549	112.12	57.5	-12.7	-13.8	3.0	
\$120-134.99	19	1.4	305	38,513	126.26	60.3	21	1.4	317	40,357	127.38	60.1	3.9	4.8	-.3	
\$135-149.99	12	.7	143	20,299	141.48	53.2	13	.9	187	26,218	140.49	58.3	30.8	29.2	9.6	
\$150-164.99	8	.6	139	21,742	156.21	60.8	8	.6	135	21,483	158.91	61.0	-2.9	-1.2	.3	
\$165-179.99	10	.9	152	25,873	170.39	48.6	11	.9	165	28,335	171.40	49.4	8.6	9.5	1.6	
\$180+	6	.3	60	14,095	233.91	54.7	9	.5	102	22,345	218.65	54.0	70.0	58.5	-1.3	
Corpus Chri	180	11.9	2,453	246,181	100.34	56.4	180	12.0	2,463	256,333	104.06	56.2	.4	4.1	-.4	

Dallas Metropolitan Division	CHAIN														
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
\$ 00- 44.99	123	13.6	3,173	115,790	36.49	64.1	107	12.0	2,914	107,950	37.04	66.5	-8.2	-6.8	3.7
\$ 45- 59.99	65	5.5	1,266	65,946	52.09	62.6	67	6.1	1,491	76,811	51.51	66.5	17.8	16.5	6.2
\$ 60- 74.99	66	6.4	1,515	103,389	68.23	64.8	55	5.0	1,254	84,576	67.46	68.3	-17.2	-18.2	5.4
\$ 75- 89.99	47	5.8	1,412	116,606	82.55	66.5	53	5.8	1,503	123,192	81.99	71.0	6.4	5.6	6.8
\$ 90-104.99	46	7.1	1,775	174,878	98.54	68.4	43	6.2	1,596	157,400	98.61	70.1	-10.1	-10.0	2.5
\$105-119.99	49	9.3	2,255	250,394	111.05	66.6	57	10.5	2,665	298,548	112.03	69.2	18.2	19.2	3.9
\$120-134.99	30	6.1	1,532	194,200	126.78	68.9	34	6.3	1,635	206,943	126.60	71.1	6.7	6.6	3.2
\$135-149.99	11	5.0	1,247	174,950	140.28	67.7	18	5.8	1,483	209,644	141.32	70.5	18.9	19.8	4.1
\$150-164.99	3	.8	214	33,897	158.07	69.8	3	1.2	319	49,987	156.73	70.6	49.1	47.5	1.1
\$165-179.99	3	1.5	380	65,528	172.52	70.9	3	1.4	359	62,146	173.02	71.9	-5.5	-5.2	1.4
\$180+	5	1.6	399	97,087	243.61	69.0	7	2.3	588	136,728	232.41	71.4	47.4	40.8	3.5
TOTAL	448	62.7	15,168	1,392,665	91.82	66.2	447	62.7	15,807	1,513,925	95.77	69.1	4.2	8.7	4.4

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
INDEP																
\$ 00- 44.99	63	4.6	977	28,889	29.55	58.8	69	4.6	1,097	32,312	29.46	64.8	12.3	11.8	10.2	
\$ 45- 59.99	12	.9	184	9,378	51.05	55.4	14	1.4	309	16,432	53.19	59.0	67.9	75.2	6.5	
\$ 60- 74.99	7	.7	154	10,038	65.32	60.5	6	.6	132	8,523	64.67	62.6	-14.3	-15.1	3.5	
\$ 75- 89.99	2	.1	23	2,001	85.54	66.9	2	.1	19	1,498	79.85	73.8	-17.4	-25.1	10.3	
\$ 90-104.99	2	.1	32	3,107	96.57	67.1	4	.1	31	2,922	94.40	66.1	-3.1	-6.0	-1.5	
\$105-119.99	2	.1	21	2,303	109.13	60.7	3	.2	46	5,157	110.94	66.3	119.0	123.9	9.2	
\$120-134.99	2	.0	4	500	124.46	56.2	1	.0	2	293	131.48	46.9	-50.0	-41.4	-16.5	
\$135-149.99	5	.8	196	27,971	142.49	65.6	4	.7	157	22,202	141.27	63.3	-19.9	-20.6	-3.5	
\$150-164.99	2	.6	146	22,810	155.73	68.3	2	.5	124	19,539	157.83	68.4	-15.1	-14.3	.1	
\$165-179.99	1	.2	59	10,140	172.49	72.3	1	.3	86	14,596	169.63	74.5	45.8	43.9	3.0	
\$180+	6	.8	206	48,606	236.28	70.3	5	.8	213	52,620	247.40	73.4	3.4	8.3	4.4	
TOTAL	104	8.9	2,003	165,743	82.76	61.4	110	9.3	2,216	176,094	79.48	65.0	10.6	6.2	5.9	
Dallas MD																
\$ 00- 44.99	186	18.1	4,151	144,679	34.86	62.8	177	16.7	4,011	140,262	34.97	66.0	-3.4	-3.1	5.1	
\$ 45- 59.99	76	6.4	1,450	75,324	51.96	61.6	81	7.6	1,800	93,243	51.80	65.1	24.1	23.8	5.7	
\$ 60- 74.99	74	7.1	1,669	113,427	67.96	64.4	61	5.6	1,385	93,099	67.20	67.7	-17.0	-17.9	5.1	
\$ 75- 89.99	50	5.9	1,436	118,606	82.60	66.5	54	5.9	1,521	124,690	81.96	71.0	5.9	5.1	6.8	
\$ 90-104.99	48	7.2	1,807	177,985	98.50	68.4	47	6.4	1,627	160,322	98.53	70.0	-10.0	-9.9	2.3	
\$105-119.99	51	9.4	2,276	252,697	111.04	66.5	61	10.7	2,711	303,705	112.01	69.1	19.1	20.2	3.9	
\$120-134.99	31	6.1	1,536	194,700	126.78	68.8	35	6.3	1,637	207,236	126.61	71.0	6.6	6.4	3.2	
\$135-149.99	17	5.9	1,443	202,921	140.58	67.4	22	6.4	1,641	231,846	141.32	69.7	13.7	14.3	3.4	
\$150-164.99	4	1.4	361	56,707	157.12	69.2	5	1.7	443	69,526	157.04	70.0	22.7	22.6	1.2	
\$165-179.99	3	1.7	439	75,667	172.51	71.1	4	1.7	445	76,743	172.37	72.4	1.4	1.4	1.8	
\$180+	11	2.4	604	145,693	241.11	69.5	12	3.1	801	189,348	236.39	71.9	32.6	30.0	3.5	
Dallas MD	551	71.7	17,171	1,558,408	90.76	65.6	557	72.0	18,023	1,690,019	93.77	68.5	5.0	8.4	4.4	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Fort Worth-Arlington Metropolitan Division CHAIN															
\$ 00- 44.99	54	5.4	1,180	44,229	37.48	59.5	56	5.4	1,200	46,002	38.33	60.4	1.7	4.0	1.5
\$ 45- 59.99	43	2.9	606	31,307	51.68	57.9	43	3.0	656	33,594	51.18	60.3	8.3	7.3	4.1
\$ 60- 74.99	39	3.4	739	50,004	67.65	59.8	33	2.8	658	44,671	67.87	63.4	-11.0	-10.7	6.0
\$ 75- 89.99	25	2.0	469	38,545	82.23	63.9	25	2.1	511	42,073	82.26	65.4	9.0	9.2	2.3
\$ 90-104.99	18	1.8	418	40,736	97.41	64.7	21	1.9	476	46,089	96.90	67.0	13.9	13.1	3.6
\$105-119.99	20	2.3	552	61,857	112.06	66.5	22	2.4	589	66,329	112.61	66.6	6.7	7.2	.2
\$120-134.99	18	3.3	779	99,618	127.85	64.9	19	3.2	793	102,171	128.78	67.3	1.8	2.6	3.7
\$135-149.99	9	1.7	409	57,994	141.95	66.7	10	1.8	430	61,327	142.62	67.5	5.1	5.7	1.2
\$150-164.99	4	.9	206	31,909	154.68	65.5	5	1.1	271	42,360	156.04	68.3	31.6	32.8	4.3
\$165-179.99	4	1.2	281	49,230	175.16	66.1	5	1.2	289	49,995	172.83	67.2	2.8	1.6	1.7
\$180+	6	3.0	727	148,957	204.86	66.1	7	3.4	844	179,212	212.41	68.1	16.1	20.3	3.0
TOTAL	240	27.7	6,366	654,386	102.79	62.9	246	28.4	6,719	713,822	106.25	64.8	5.5	9.1	3.0
INDEP															
\$ 00- 44.99	34	2.4	440	12,973	29.47	50.4	33	2.4	475	14,572	30.69	53.9	8.0	12.3	6.9
\$ 45- 59.99	10	.9	193	9,586	49.77	59.7	8	.6	142	7,079	49.90	62.7	-26.4	-26.2	5.0
\$ 60- 74.99	1	.1	23	1,561	66.48	57.4	3	.3	58	3,817	65.96	54.2	152.2	144.5	-5.6
\$ 75- 89.99	3	.2	42	3,565	83.98	54.9	2	.1	20	1,629	80.50	46.9	-52.4	-54.3	-14.6
\$ 90-104.99	0	.0	0	48	100.03	27.6	1	.1	26	2,512	96.08	70.6	.0	-	155.8
\$105-119.99	1	.0	2	268	114.95	44.9	1	.0	10	1,170	112.31	60.9	400.0	336.6	35.6
\$120-134.99	0	.0	1	69	120.17	58.0	0	.0	1	106	127.52	36.7	.0	53.6	-36.7
\$135-149.99	1	.2	32	4,647	144.08	56.9	0	.2	34	4,784	142.14	60.5	6.3	2.9	6.3
\$150-164.99	3	.2	37	5,872	159.78	59.0	2	.0	3	441	156.99	54.1	-91.9	-92.5	-8.3
\$165-179.99	1	.2	43	7,553	174.75	71.9	3	.3	82	13,791	168.19	69.8	90.7	82.6	-2.9
\$180+	4	.2	51	10,307	201.13	56.5	3	.2	55	10,859	198.93	60.3	7.8	5.4	6.7
TOTAL	58	4.4	866	56,449	65.22	54.4	56	4.3	905	60,759	67.13	57.2	4.5	7.6	5.1

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Ft W-Arl MD																
\$ 00- 44.99	88	7.8	1,620	57,202	35.31	56.7	89	7.9	1,675	60,574	36.17	58.4	3.4	5.9	3.0	
\$ 45- 59.99	53	3.8	798	40,894	51.22	58.3	51	3.6	798	40,673	50.96	60.7	.0	- .5	4.1	
\$ 60- 74.99	40	3.5	763	51,565	67.61	59.7	36	3.1	716	48,488	67.72	62.5	-6.2	-6.0	4.7	
\$ 75- 89.99	28	2.2	511	42,109	82.38	63.1	27	2.3	532	43,701	82.19	64.4	4.1	3.8	2.1	
\$ 90-104.99	18	1.8	419	40,784	97.42	64.6	23	2.0	502	48,602	96.86	67.2	19.8	19.2	4.0	
\$105-119.99	21	2.3	554	62,125	112.07	66.4	22	2.5	599	67,498	112.60	66.5	8.1	8.6	.2	
\$120-134.99	19	3.3	780	99,687	127.85	64.9	19	3.2	794	102,277	128.78	67.3	1.8	2.6	3.7	
\$135-149.99	9	1.8	441	62,641	142.11	65.9	10	1.9	464	66,112	142.59	66.9	5.2	5.5	1.5	
\$150-164.99	7	1.0	243	37,781	155.45	64.4	7	1.1	274	42,800	156.05	68.1	12.8	13.3	5.7	
\$165-179.99	5	1.3	324	56,783	175.10	66.9	8	1.5	371	63,786	171.80	67.7	14.5	12.3	1.2	
\$180+	10	3.3	778	159,265	204.61	65.3	10	3.6	898	190,070	211.59	67.6	15.4	19.3	3.5	
Ft W-Arl MD	298	32.1	7,232	710,835	98.30	61.7	302	32.8	7,624	774,581	101.60	63.8	5.4	9.0	3.4	
Dallas Fort Worth Metro																
CHAIN																
\$ 00- 44.99	177	19.0	4,353	160,019	36.76	62.8	163	17.5	4,114	153,952	37.42	64.6	-5.5	-3.8	75.7	
\$ 45- 59.99	107	8.4	1,872	97,253	51.96	61.0	110	9.1	2,147	110,405	51.41	64.5	14.7	13.5	24.1	
\$ 60- 74.99	105	9.8	2,255	153,394	68.04	63.1	89	7.9	1,912	129,247	67.60	66.5	-15.2	-15.7	-2.3	
\$ 75- 89.99	72	7.8	1,881	155,150	82.48	65.9	78	7.9	2,014	165,265	82.06	69.5	7.1	6.5	-15.7	
\$ 90-104.99	64	8.9	2,193	215,614	98.32	67.7	65	8.2	2,072	203,489	98.22	69.4	-5.5	-5.6	-29.4	
\$105-119.99	69	11.5	2,807	312,251	111.25	66.6	79	13.0	3,254	364,877	112.13	68.7	15.9	16.9	-38.2	
\$120-134.99	48	9.4	2,311	293,818	127.14	67.5	52	9.5	2,428	309,114	127.31	69.8	5.1	5.2	-45.1	
\$135-149.99	20	6.7	1,656	232,944	140.69	67.5	28	7.5	1,913	270,971	141.61	69.8	15.5	16.3	-50.4	
\$150-164.99	7	1.7	421	65,806	156.41	67.6	9	2.3	590	92,347	156.41	69.5	40.1	40.3	-55.6	
\$165-179.99	6	2.6	661	114,758	173.64	68.8	8	2.5	648	112,141	172.93	69.7	-2.0	-2.3	-59.9	
\$180+	11	4.6	1,126	246,044	218.58	67.1	13	5.7	1,432	315,939	220.63	69.4	27.2	28.4	-68.2	
TOTAL	687	90.5	21,534	2,047,051	95.06	65.2	694	91.1	22,526	2,227,747	98.90	67.7	4.6	8.8	3.8	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
INDEP																
\$ 00- 44.99	97	6.9	1,418	41,862	29.53	55.9	102	7.1	1,572	46,884	29.83	61.1	10.9	12.0	106.9	
\$ 45- 59.99	22	1.8	376	18,965	50.40	57.6	22	2.1	451	23,511	52.16	60.1	19.9	24.0	19.2	
\$ 60- 74.99	9	.8	177	11,599	65.47	60.0	8	.9	190	12,340	65.07	59.8	7.3	6.4	-8.7	
\$ 75- 89.99	5	.3	66	5,565	84.54	58.6	3	.2	39	3,127	80.19	56.8	-40.9	-43.8	-32.8	
\$ 90-104.99	3	.1	33	3,155	96.62	65.7	5	.2	57	5,434	95.17	68.1	72.7	72.2	-29.5	
\$105-119.99	2	.1	23	2,571	109.71	58.7	4	.2	57	6,327	111.19	65.2	147.8	146.1	-40.6	
\$120-134.99	2	.0	5	569	123.92	56.4	1	.0	3	398	130.40	43.6	-40.0	-30.1	-64.8	
\$135-149.99	6	1.0	229	32,619	142.72	64.2	4	.8	191	26,986	141.43	62.8	-16.6	-17.3	-56.0	
\$150-164.99	4	.8	183	28,682	156.54	66.2	4	.5	127	19,980	157.81	68.0	-30.6	-30.3	-56.6	
\$165-179.99	2	.4	102	17,693	173.45	72.2	4	.6	168	28,388	168.92	72.1	64.7	60.4	-58.4	
\$180+	9	1.0	257	58,913	229.27	67.1	8	1.0	267	63,479	237.50	70.3	3.9	7.8	-69.3	
TOTAL	162	13.3	2,868	222,192	77.46	59.1	166	13.7	3,121	236,852	75.90	62.5	8.8	6.6	5.8	
DFW																
\$ 00- 44.99	274	25.9	5,771	201,881	34.98	61.0	265	24.5	5,686	200,835	35.32	63.6	-1.5	-.5	4.3	
\$ 45- 59.99	129	10.2	2,248	116,218	51.70	60.4	132	11.2	2,598	133,916	51.54	63.7	15.6	15.2	5.5	
\$ 60- 74.99	114	10.6	2,432	164,992	67.85	62.9	97	8.8	2,102	141,586	67.37	65.8	-13.6	-14.2	4.6	
\$ 75- 89.99	77	8.1	1,947	160,715	82.54	65.6	81	8.1	2,053	168,392	82.02	69.2	5.4	4.8	5.5	
\$ 90-104.99	67	9.0	2,226	218,769	98.30	67.6	69	8.4	2,129	208,923	98.14	69.3	-4.4	-4.5	2.5	
\$105-119.99	72	11.7	2,830	314,822	111.24	66.5	83	13.2	3,311	371,203	112.12	68.6	17.0	17.9	3.2	
\$120-134.99	50	9.4	2,316	294,387	127.14	67.4	54	9.5	2,431	309,513	127.32	69.7	5.0	5.1	3.4	
\$135-149.99	26	7.7	1,884	265,563	140.94	67.0	32	8.3	2,104	297,958	141.60	69.1	11.7	12.2	3.1	
\$150-164.99	11	2.5	604	94,488	156.45	67.2	12	2.8	717	112,326	156.66	69.2	18.7	18.9	3.0	
\$165-179.99	9	3.0	763	132,450	173.61	69.2	12	3.2	817	140,529	172.11	70.2	7.1	6.1	1.4	
\$180+	21	5.7	1,383	304,957	220.56	67.1	22	6.7	1,699	379,418	223.28	69.6	22.8	24.4	3.7	
TOTAL	849	103.8	24,403	2,269,243	92.99	64.4	860	104.8	25,647	2,464,600	96.10	67.0	5.1	8.6	4.0	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites Sold	\$ Revs	Occ.	
	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	Occ	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	Occ				
El Paso	CHAIN															
\$ 00- 44.99	18	1.9	450	15,932	35.44	64.4	18	1.8	424	15,125	35.69	63.3	-5.8	-5.1	-1.7	
\$ 45- 59.99	14	1.4	334	17,700	53.03	65.3	13	1.4	333	17,519	52.66	65.8	-.3	-1.0	.8	
\$ 60- 74.99	8	.9	214	14,753	69.10	65.2	8	1.0	234	15,454	65.96	64.7	9.3	4.8	-.8	
\$ 75- 89.99	9	1.1	259	20,938	80.85	63.4	7	.9	220	18,075	82.23	69.2	-15.1	-13.7	9.1	
\$ 90-104.99	4	.7	166	16,166	97.13	68.9	4	.5	132	13,035	98.55	70.5	-20.5	-19.4	2.3	
\$105-119.99	8	1.0	249	28,501	114.46	70.5	6	.8	189	21,214	112.07	69.1	-24.1	-25.6	-2.0	
\$120-134.99	6	.9	221	27,758	125.62	70.3	9	1.2	327	42,018	128.31	72.0	48.0	51.4	2.4	
\$135-149.99	0	.0	0	0	.00	.0	3	.3	82	11,387	138.63	68.1	.0	.0	.0	
TOTAL	66	7.8	1,892	141,748	74.91	66.3	67	7.9	1,942	153,827	79.22	67.2	2.6	8.5	1.4	
	INDEP															
\$ 00- 44.99	7	.5	116	2,949	25.52	61.5	8	.5	117	2,966	25.35	59.9	.9	.6	-2.6	
\$ 45- 59.99	2	.4	60	3,049	50.99	41.5	2	.4	73	3,623	49.93	48.7	21.7	18.8	17.3	
\$ 75- 89.99	0	.0	0	0	.00	.0	0	.0	2	128	83.06	16.5	.0	.0	.0	
TOTAL	9	.9	175	5,998	34.20	52.8	10	1.0	191	6,717	35.15	54.1	9.1	12.0	2.5	
El Paso	El Paso															
\$ 00- 44.99	25	2.4	565	18,881	33.41	63.8	25	2.4	541	18,090	33.45	62.6	-4.2	-4.2	-1.9	
\$ 45- 59.99	16	1.8	394	20,749	52.72	60.1	15	1.8	405	21,142	52.17	61.9	2.8	1.9	3.0	
\$ 60- 74.99	8	.9	214	14,753	69.10	65.2	8	1.0	234	15,454	65.96	64.7	9.3	4.8	-.8	
\$ 75- 89.99	9	1.1	259	20,938	80.85	63.4	7	.9	221	18,204	82.24	67.7	-14.7	-13.1	6.8	
\$ 90-104.99	4	.7	166	16,166	97.13	68.9	4	.5	132	13,035	98.55	70.5	-20.5	-19.4	2.3	
\$105-119.99	8	1.0	249	28,501	114.46	70.5	6	.8	189	21,214	112.07	69.1	-24.1	-25.6	-2.0	
\$120-134.99	6	.9	221	27,758	125.62	70.3	9	1.2	327	42,018	128.31	72.0	48.0	51.4	2.4	
\$135-149.99	0	.0	0	0	.00	.0	3	.3	82	11,387	138.63	68.1	.0	.0	.0	
El Paso	75	8.7	2,068	147,746	71.46	64.9	77	8.9	2,133	160,544	75.27	65.7	3.1	8.7	1.2	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Houston-Baytown-Sugar Land CHAIN																
\$ 00- 44.99	107	9.6	2,271	86,130	37.92	65.0	78	6.8	1,673	63,925	38.20	67.4	-26.3	-25.8	3.7	
\$ 45- 59.99	103	7.0	1,651	85,740	51.94	64.3	102	7.7	1,924	99,454	51.70	68.7	16.5	16.0	6.8	
\$ 60- 74.99	66	5.4	1,292	88,643	68.63	65.0	65	4.7	1,186	80,267	67.70	68.7	-8.2	-9.4	5.7	
\$ 75- 89.99	83	7.3	1,851	153,318	82.84	69.1	71	6.0	1,529	125,946	82.35	69.6	-17.4	-17.9	.7	
\$ 90-104.99	54	5.7	1,438	140,201	97.49	68.5	65	5.9	1,548	150,590	97.29	71.4	7.6	7.4	4.2	
\$105-119.99	54	6.5	1,617	181,700	112.37	68.2	65	7.0	1,798	201,961	112.33	70.4	11.2	11.2	3.2	
\$120-134.99	48	7.0	1,788	227,676	127.35	69.6	50	6.5	1,690	216,812	128.27	71.0	-5.5	-4.8	2.0	
\$135-149.99	38	6.0	1,546	219,050	141.70	70.8	47	6.7	1,782	253,689	142.39	72.4	15.3	15.8	2.3	
\$150-164.99	13	2.5	662	103,946	156.97	71.7	21	4.2	1,119	174,243	155.71	73.6	69.0	67.6	2.6	
\$165-179.99	12	3.9	1,008	174,842	173.49	70.7	14	3.2	811	141,020	173.79	69.7	-19.5	-19.3	-1.4	
\$180+	18	5.6	1,459	303,679	208.13	71.2	28	8.3	2,180	448,966	205.94	71.8	49.4	47.8	.8	
TOTAL	598	66.7	16,582	1,764,926	106.44	68.1	607	67.1	17,240	1,956,873	113.51	70.4	4.0	10.9	3.4	
INDEP																
\$ 00- 44.99	137	6.6	1,461	48,778	33.40	60.9	129	6.2	1,487	49,940	33.59	65.3	1.8	2.4	7.2	
\$ 45- 59.99	50	1.8	412	20,748	50.39	64.0	66	2.6	625	31,944	51.12	65.1	51.7	54.0	1.7	
\$ 60- 74.99	18	.7	147	9,610	65.41	59.8	25	1.1	252	17,070	67.68	60.7	71.4	77.6	1.5	
\$ 75- 89.99	8	.4	78	6,497	83.68	48.0	8	.8	155	13,287	85.53	52.6	98.7	104.5	9.6	
\$ 90-104.99	5	.4	55	5,284	95.78	40.2	5	.4	65	6,296	97.58	49.5	18.2	19.2	23.1	
\$105-119.99	8	.6	99	11,302	114.46	46.1	7	.5	102	11,672	114.29	52.4	3.0	3.3	13.7	
\$120-134.99	5	.2	46	5,836	126.16	55.3	5	.2	35	4,485	127.46	41.2	-23.9	-23.1	-25.5	
\$135-149.99	10	.5	102	14,579	143.13	52.3	9	.5	80	11,614	144.53	48.5	-21.6	-20.3	-7.3	
\$150-164.99	7	1.1	234	36,737	157.28	60.8	8	.7	157	25,029	159.61	57.5	-32.9	-31.9	-5.4	
\$165-179.99	6	.6	125	21,557	172.38	58.9	7	.8	164	28,193	172.05	59.4	31.2	30.8	.8	
\$180+	13	2.3	535	123,354	230.72	63.7	15	2.5	589	137,245	232.87	63.5	10.1	11.3	-.3	
TOTAL	267	15.1	3,292	304,282	92.42	59.7	282	16.4	3,712	336,775	90.74	61.9	12.8	10.7	3.7	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Hou-Bay-Sug																
\$ 00- 44.99	243	16.2	3,732	134,908	36.15	63.3	207	13.0	3,160	113,865	36.03	66.4	-15.3	-15.6	4.9	
\$ 45- 59.99	154	8.8	2,063	106,488	51.63	64.3	168	10.3	2,548	131,398	51.56	67.8	23.5	23.4	5.4	
\$ 60- 74.99	84	6.1	1,438	98,253	68.30	64.4	90	5.9	1,438	97,338	67.70	67.2	.0	-.9	4.3	
\$ 75- 89.99	91	7.8	1,928	159,815	82.87	67.9	79	6.8	1,685	139,234	82.65	67.6	-12.6	-12.9	-.4	
\$ 90-104.99	59	6.1	1,493	145,485	97.43	66.8	70	6.3	1,612	156,885	97.30	70.2	8.0	7.8	5.1	
\$105-119.99	63	7.1	1,716	193,002	112.49	66.4	72	7.5	1,900	213,633	112.44	69.1	10.7	10.7	4.1	
\$120-134.99	53	7.3	1,834	233,512	127.32	69.1	55	6.8	1,726	221,297	128.25	70.0	-5.9	-5.2	1.3	
\$135-149.99	48	6.5	1,648	233,629	141.79	69.3	56	7.2	1,862	265,303	142.48	70.9	13.0	13.6	2.3	
\$150-164.99	20	3.6	896	140,683	157.05	68.5	29	4.9	1,276	199,272	156.19	71.2	42.4	41.6	3.9	
\$165-179.99	19	4.5	1,133	196,399	173.37	69.2	21	3.9	975	169,212	173.50	67.7	-13.9	-13.8	-2.2	
\$180+	31	7.9	1,994	427,033	214.18	69.0	43	10.9	2,769	586,212	211.67	69.9	38.9	37.3	1.3	
Hou-Bay-Sug	865	81.8	19,874	2,069,208	104.11	66.6	889	83.5	20,952	2,293,648	109.47	68.7	5.4	10.8	3.2	
Killeen-Temple-Fort Hood CHAIN																
\$ 00- 44.99	14	.8	145	5,442	37.62	49.2	11	.6	126	4,748	37.53	53.5	-13.1	-12.8	8.7	
\$ 45- 59.99	12	.7	147	7,650	52.03	55.5	13	.8	173	8,907	51.56	57.8	17.7	16.4	4.1	
\$ 60- 74.99	9	.7	142	9,656	67.82	56.2	9	.7	158	10,672	67.73	59.6	11.3	10.5	6.0	
\$ 75- 89.99	9	.8	163	13,399	82.25	59.0	7	.6	143	11,660	81.80	63.1	-12.3	-13.0	6.9	
\$ 90-104.99	6	.5	115	11,321	98.06	60.9	8	.6	151	14,642	97.18	64.4	31.3	29.3	5.7	
\$105-119.99	2	.2	42	4,684	110.85	64.7	2	.3	64	7,190	112.24	67.7	52.4	53.5	4.6	
\$120-134.99	1	.1	23	2,836	124.78	67.2	1	.2	36	4,519	125.94	65.0	56.5	59.3	-3.3	
\$135-149.99	0	.0	8	1,167	139.65	69.1	0	.0	0	0	.00	.0	-	-	-	
TOTAL	52	3.8	786	56,156	71.47	56.6	52	3.9	850	62,337	73.34	60.3	8.1	11.0	6.5	
INDEP																
\$ 00- 44.99	12	.5	97	3,546	36.62	49.0	14	.6	117	4,132	35.25	51.2	20.6	16.5	4.5	
\$ 45- 59.99	5	.2	39	2,007	51.77	64.3	5	.2	41	2,165	53.04	62.5	5.1	7.9	-2.8	
\$ 60- 74.99	2	.1	22	1,600	71.35	54.6	2	.1	15	1,006	67.02	38.6	-31.8	-37.1	-29.3	
\$ 75- 89.99	1	.1	10	798	80.60	35.5	1	.1	13	962	75.65	46.9	30.0	20.6	32.1	
\$ 90-104.99	0	.0	1	54	93.43	32.3	1	.0	4	342	93.20	34.9	300.0	533.3	8.0	
\$105-119.99	1	.0	1	158	109.13	39.3	1	.0	1	164	113.50	39.2	.0	3.8	-.3	
\$120-134.99	0	.0	1	95	124.87	41.6	0	.0	0	0	.00	.0	-	-	-	
\$135-149.99	0	.0	0	0	.00	.0	0	.0	1	95	140.02	37.1	.0	.0	.0	
\$150-164.99	0	.0	0	31	157.76	26.8	1	.0	0	66	156.65	28.7	.0	112.9	7.1	
\$165-179.99	1	.0	0	81	172.79	32.0	0	.0	0	0	.00	.0	.0	-	-	
\$180+	0	.0	0	0	.00	.0	0	.0	0	37	189.38	26.8	.0	.0	.0	
TOTAL	21	.9	171	8,369	48.84	51.0	24	1.0	192	8,969	46.67	50.8	12.3	7.2	-.4	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents).

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Kil-Tem-FtH																
\$ 00- 44.99	26	1.3	241	8,988	37.22	49.1	25	1.3	244	8,880	36.43	52.4	1.2	-1.2	6.7	
\$ 45- 59.99	17	.9	186	9,656	51.97	57.2	18	1.0	214	11,072	51.85	58.6	15.1	14.7	2.4	
\$ 60- 74.99	11	.8	165	11,256	68.30	56.0	11	.8	173	11,678	67.67	56.9	4.8	3.7	1.6	
\$ 75- 89.99	10	.8	173	14,197	82.16	56.8	9	.7	155	12,622	81.30	61.4	-10.4	-11.1	8.1	
\$ 90-104.99	6	.5	116	11,376	98.03	60.6	8	.7	154	14,984	97.09	63.1	32.8	31.7	4.1	
\$105-119.99	2	.2	44	4,842	110.80	63.3	3	.3	66	7,354	112.27	66.6	50.0	51.9	5.2	
\$120-134.99	1	.1	23	2,931	124.78	65.9	1	.2	36	4,519	125.94	65.0	56.5	54.2	-1.4	
\$135-149.99	0	.0	8	1,167	139.65	69.1	0	.0	1	95	140.02	37.1	-87.5	-91.9	-46.3	
\$150-164.99	0	.0	0	31	157.76	26.8	1	.0	0	66	156.65	28.7	.0	112.9	7.1	
\$165-179.99	1	.0	0	81	172.79	32.0	0	.0	0	0	.00	.0	.0	-	-	
\$180+	0	.0	0	0	.00	.0	0	.0	0	37	189.38	26.8	.0	.0	.0	
Kil-Tem-FtH	73	4.7	957	64,525	67.41	55.5	76	4.9	1,042	71,307	68.42	58.3	8.9	10.5	5.0	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites Sold	\$ Revs	Occ.	
	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	% Occ	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	% Occ				
Laredo	CHAIN															
\$ 00- 44.99	1	.1	31	967	31.71	69.1	1	.1	33	1,117	34.04	74.3	6.5	15.5	7.5	
\$ 45- 59.99	4	.5	124	6,652	53.74	67.4	6	.7	165	8,977	54.46	63.7	33.1	35.0	-5.5	
\$ 60- 74.99	5	.6	155	10,110	65.38	66.6	6	.7	164	11,044	67.48	67.8	5.8	9.2	1.8	
\$ 75- 89.99	1	.2	47	3,659	78.44	69.5	1	.1	17	1,484	87.80	68.8	-63.8	-59.4	-1.0	
\$ 90-104.99	4	.4	94	9,149	96.87	69.8	3	.3	83	7,885	95.02	74.8	-11.7	-13.8	7.2	
\$105-119.99	5	.5	141	15,527	110.39	72.0	6	.7	178	19,776	111.11	73.0	26.2	27.4	1.4	
\$120-134.99	2	.2	66	8,495	127.78	74.7	0	.0	7	872	122.71	75.2	-89.4	-89.7	.7	
\$135-149.99	0	.0	11	1,537	143.41	75.7	1	.2	44	6,288	142.42	78.5	300.0	309.1	3.7	
TOTAL	23	2.6	668	56,097	83.99	69.5	24	2.7	690	57,443	83.20	69.8	3.3	2.4	.4	
	INDEP															
\$ 00- 44.99	9	.6	118	3,440	29.12	58.8	8	.5	113	3,034	26.93	60.7	-4.2	-11.8	3.2	
\$ 45- 59.99	4	.4	89	4,485	50.64	67.0	4	.4	92	4,553	49.66	63.7	3.4	1.5	-4.9	
\$ 60- 74.99	1	.1	30	1,869	62.62	70.9	2	.1	35	2,204	63.33	69.3	16.7	17.9	-2.3	
\$ 75- 89.99	1	.2	45	3,826	84.82	60.0	1	.2	37	2,910	78.92	49.0	-17.8	-23.9	-18.3	
TOTAL	15	1.2	282	13,620	48.36	62.5	16	1.2	276	12,702	46.02	60.7	-2.1	-6.7	-2.9	
Laredo	Laredo															
\$ 00- 44.99	10	.7	149	4,407	29.65	60.7	9	.6	145	4,151	28.54	63.3	-2.7	-5.8	4.3	
\$ 45- 59.99	8	.9	212	11,137	52.44	67.2	10	1.1	257	13,531	52.74	63.7	21.2	21.5	-5.2	
\$ 60- 74.99	7	.8	184	11,979	64.93	67.2	8	.8	198	13,248	66.76	68.1	7.6	10.6	1.3	
\$ 75- 89.99	2	.4	92	7,485	81.58	64.5	2	.3	54	4,395	81.71	53.9	-41.3	-41.3	-16.4	
\$ 90-104.99	4	.4	94	9,149	96.87	69.8	3	.3	83	7,885	95.02	74.8	-11.7	-13.8	7.2	
\$105-119.99	5	.5	141	15,527	110.39	72.0	6	.7	178	19,776	111.11	73.0	26.2	27.4	1.4	
\$120-134.99	2	.2	66	8,495	127.78	74.7	0	.0	7	872	122.71	75.2	-89.4	-89.7	.7	
\$135-149.99	0	.0	11	1,537	143.41	75.7	1	.2	44	6,288	142.42	78.5	300.0	309.1	3.7	
Laredo	38	3.9	950	69,716	73.42	67.3	40	4.0	966	70,145	72.58	66.9	1.7	.6	-.6	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Longview	CHAIN															
\$ 00- 44.99	4	.3	54	2,104	38.76	55.5	5	.3	60	2,366	39.30	54.2	11.1	12.5	-2.3	
\$ 45- 59.99	6	.4	74	3,876	52.61	53.9	6	.4	94	4,925	52.22	57.8	27.0	27.1	7.2	
\$ 60- 74.99	10	.7	150	10,331	68.72	61.3	7	.4	92	6,262	68.01	63.7	-38.7	-39.4	3.9	
\$ 75- 89.99	5	.3	74	6,161	82.87	63.0	7	.4	106	8,684	82.04	66.9	43.2	41.0	6.2	
\$ 90-104.99	2	.2	41	3,984	96.11	67.4	3	.2	40	3,843	95.89	67.7	-2.4	-3.5	.4	
\$105-119.99	2	.1	27	3,101	114.28	67.1	2	.1	31	3,485	114.17	67.3	14.8	12.4	.3	
\$120-134.99	2	.1	32	4,085	125.81	63.4	2	.2	39	4,890	125.09	67.6	21.9	19.7	6.6	
\$135-149.99	0	.0	6	800	143.39	67.4	1	.1	17	2,361	139.89	67.5	183.3	195.1	.1	
TOTAL	32	2.1	459	34,442	74.99	60.5	32	2.1	479	36,817	76.86	62.7	4.4	6.9	3.6	
	INDEP															
\$ 00- 44.99	9	.4	74	2,335	31.59	46.0	10	.5	91	2,858	31.32	49.7	23.0	22.4	8.0	
\$ 45- 59.99	3	.1	19	958	49.47	46.3	2	.1	14	697	49.70	51.7	-26.3	-27.2	11.7	
\$ 60- 74.99	0	.0	3	184	62.00	46.9	0	.0	0	0	.00	.0	-	-	-	
TOTAL	12	.6	96	3,477	36.13	46.1	12	.6	105	3,554	33.77	50.0	9.4	2.2	8.5	
Longview	CHAIN															
\$ 00- 44.99	13	.7	128	4,439	34.63	49.6	15	.8	151	5,224	34.50	51.4	18.0	17.7	3.6	
\$ 45- 59.99	9	.5	93	4,835	51.95	52.1	8	.5	108	5,622	51.89	56.9	16.1	16.3	9.2	
\$ 60- 74.99	11	.7	153	10,516	68.59	61.0	7	.4	92	6,262	68.01	63.7	-39.9	-40.5	4.4	
\$ 75- 89.99	5	.3	74	6,161	82.87	63.0	7	.4	106	8,684	82.04	66.9	43.2	41.0	6.2	
\$ 90-104.99	2	.2	41	3,984	96.11	67.4	3	.2	40	3,843	95.89	67.7	-2.4	-3.5	.4	
\$105-119.99	2	.1	27	3,101	114.28	67.1	2	.1	31	3,485	114.17	67.3	14.8	12.4	.3	
\$120-134.99	2	.1	32	4,085	125.81	63.4	2	.2	39	4,890	125.09	67.6	21.9	19.7	6.6	
\$135-149.99	0	.0	6	800	143.39	67.4	1	.1	17	2,361	139.89	67.5	183.3	195.1	.1	
Longview	44	2.7	556	37,920	68.26	57.4	44	2.7	584	40,371	69.10	59.9	5.0	6.5	4.4	

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 Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Lubbock	CHAIN														
\$ 00- 44.99	8	.9	211	7,960	37.75	65.6	7	.8	200	7,766	38.88	67.3	-5.2	-2.4	2.6
\$ 45- 59.99	6	.3	71	3,752	53.11	63.5	6	.4	79	4,064	51.51	60.9	11.3	8.3	-4.1
\$ 60- 74.99	6	.7	161	11,076	68.66	65.0	6	.6	142	9,670	68.27	64.7	-11.8	-12.7	-.5
\$ 75- 89.99	8	.8	203	16,839	82.78	69.4	6	.6	148	12,335	83.21	71.0	-27.1	-26.7	2.3
\$ 90-104.99	5	.4	106	10,254	96.83	70.5	6	.5	129	12,469	96.63	70.4	21.7	21.6	-.1
\$105-119.99	3	.2	64	7,218	112.78	70.6	4	.3	82	9,147	112.05	71.5	28.1	26.7	1.3
\$120-134.99	3	.2	57	7,128	125.01	72.9	3	.2	52	6,642	128.44	70.4	-8.8	-6.8	-3.4
\$135-149.99	3	.2	49	6,955	141.34	73.5	3	.2	60	8,491	141.82	73.1	22.4	22.1	-.5
\$150-164.99	0	.1	22	3,509	157.23	79.0	1	.1	31	4,947	157.66	75.2	40.9	41.0	-4.8
\$165-179.99	1	.1	23	3,902	172.86	78.6	1	.1	23	4,157	179.52	81.1	.0	6.5	3.2
\$180+	0	.0	0	0	.00	.0	0	.0	11	2,153	188.30	79.7	.0	.0	.0
TOTAL	43	3.9	967	78,593	81.25	68.3	43	3.8	957	81,841	85.54	68.8	-1.0	4.1	.7
	INDEP														
\$ 00- 44.99	7	.5	103	3,298	32.06	56.8	7	.5	107	3,384	31.57	59.3	3.9	2.6	4.4
\$ 60- 74.99	2	.2	35	2,331	67.13	56.6	2	.3	66	4,426	67.36	57.5	88.6	89.9	1.6
\$120-134.99	1	.2	55	7,168	129.30	67.0	0	.1	18	2,239	125.74	65.3	-67.3	-68.8	-2.5
\$135-149.99	1	.1	21	2,835	135.88	71.4	1	.2	60	8,688	144.52	71.8	185.7	206.5	.6
\$150-164.99	0	.0	0	56	158.29	76.7	0	.0	0	0	.00	.0	.0	-	-
\$165-179.99	0	.0	0	0	.00	.0	1	.0	1	171	168.23	74.0	.0	.0	.0
TOTAL	11	1.0	214	15,688	73.22	60.4	11	1.1	252	18,908	75.09	61.8	17.8	20.5	2.3
Lubbock															
\$ 00- 44.99	15	1.4	314	11,258	35.88	62.4	14	1.3	307	11,150	36.33	64.3	-2.2	-1.0	3.0
\$ 45- 59.99	6	.3	71	3,752	53.11	63.5	6	.4	79	4,064	51.51	60.9	11.3	8.3	-4.1
\$ 60- 74.99	8	.8	196	13,407	68.39	63.4	8	.9	207	14,095	67.98	62.2	5.6	5.1	-1.9
\$ 75- 89.99	8	.8	203	16,839	82.78	69.4	6	.6	148	12,335	83.21	71.0	-27.1	-26.7	2.3
\$ 90-104.99	5	.4	106	10,254	96.83	70.5	6	.5	129	12,469	96.63	70.4	21.7	21.6	-.1
\$105-119.99	3	.2	64	7,218	112.78	70.6	4	.3	82	9,147	112.05	71.5	28.1	26.7	1.3
\$120-134.99	3	.4	112	14,295	127.13	69.9	3	.3	70	8,881	127.75	69.1	-37.5	-37.9	-1.1
\$135-149.99	4	.3	70	9,790	139.72	72.9	4	.5	120	17,179	143.17	72.4	71.4	75.5	-.7
\$150-164.99	1	.1	23	3,565	157.25	79.0	1	.1	31	4,947	157.66	75.2	34.8	38.8	-4.8
\$165-179.99	1	.1	23	3,902	172.86	78.6	1	.1	24	4,328	179.05	80.8	4.3	10.9	2.8
\$180+	0	.0	0	0	.00	.0	0	.0	11	2,153	188.30	79.7	.0	.0	.0
Lubbock	54	4.9	1,182	94,281	79.80	66.7	54	4.9	1,209	100,749	83.36	67.2	2.3	6.9	.7

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
McAllen-Edinburg-Mission	CHAIN														
\$ 00- 44.99	4	.4	67	2,492	37.44	49.6	5	.4	87	3,295	38.07	61.4	29.9	32.2	23.8
\$ 45- 59.99	15	1.0	216	11,559	53.53	58.4	14	.9	201	10,544	52.49	61.0	-6.9	-8.8	4.5
\$ 60- 74.99	14	.9	216	14,531	67.25	62.5	10	.6	146	9,815	67.20	64.8	-32.4	-32.5	3.7
\$ 75- 89.99	9	.8	178	14,752	82.83	62.9	11	.9	218	17,835	81.98	67.9	22.5	20.9	7.9
\$ 90-104.99	4	.4	97	9,576	98.91	67.7	4	.4	92	8,927	96.52	72.1	-5.2	-6.8	6.5
\$105-119.99	7	.8	185	20,593	111.30	66.2	8	.9	222	25,267	114.07	71.4	20.0	22.7	7.9
\$120-134.99	2	.3	69	8,919	129.15	64.0	3	.4	102	12,658	124.56	73.5	47.8	41.9	14.8
\$135-149.99	1	.2	49	6,889	141.28	62.1	2	.4	102	14,480	142.09	65.4	108.2	110.2	5.3
TOTAL	57	4.8	1,076	89,312	82.98	61.8	57	4.8	1,169	102,821	87.99	66.8	8.6	15.1	8.1
	INDEP														
\$ 00- 44.99	16	1.0	154	5,702	36.95	43.7	17	1.0	171	6,236	36.48	48.3	11.0	9.4	10.5
\$ 45- 59.99	14	.7	126	6,523	51.59	46.2	13	.7	133	6,927	52.11	51.9	5.6	6.2	12.3
\$ 60- 74.99	1	.1	13	839	64.53	36.9	2	.1	28	1,854	66.28	52.8	115.4	121.0	43.1
\$ 75- 89.99	1	.1	11	917	82.64	58.4	1	.1	11	924	83.34	58.4	.0	.8	.0
TOTAL	32	1.9	305	13,981	45.86	44.8	32	1.9	343	15,940	46.48	50.3	12.5	14.0	12.3
McAl-Ed-Mi															
\$ 00- 44.99	20	1.3	221	8,194	37.10	45.4	21	1.4	258	9,531	37.01	52.0	16.7	16.3	14.5
\$ 45- 59.99	29	1.8	342	18,082	52.81	53.2	27	1.6	334	17,471	52.34	57.0	-2.3	-3.4	7.1
\$ 60- 74.99	15	1.0	229	15,370	67.09	60.1	12	.8	174	11,669	67.05	62.5	-24.0	-24.1	4.0
\$ 75- 89.99	10	.8	189	15,669	82.82	62.6	12	.9	229	18,758	82.04	67.4	21.2	19.7	7.7
\$ 90-104.99	4	.4	97	9,576	98.91	67.7	4	.4	92	8,927	96.52	72.1	-5.2	-6.8	6.5
\$105-119.99	7	.8	185	20,593	111.30	66.2	8	.9	222	25,267	114.07	71.4	20.0	22.7	7.9
\$120-134.99	2	.3	69	8,919	129.15	64.0	3	.4	102	12,658	124.56	73.5	47.8	41.9	14.8
\$135-149.99	1	.2	49	6,889	141.28	62.1	2	.4	102	14,480	142.09	65.4	108.2	110.2	5.3
McAl-Ed-Mi	89	6.6	1,381	103,292	74.79	57.0	89	6.7	1,512	118,761	78.57	62.2	9.5	15.0	9.1

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites Sold	\$ Revs	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate				
Midland	CHAIN															
\$ 00- 44.99	1	.1	24	966	39.93	78.9	0	.0	13	550	41.78	85.0	-45.8	-43.1	7.7	
\$ 45- 59.99	2	.1	39	1,942	49.75	78.1	2	.2	56	3,011	54.16	84.4	43.6	55.0	8.1	
\$ 60- 74.99	2	.2	70	4,552	65.29	80.4	2	.2	63	4,313	68.35	85.5	-10.0	-5.3	6.3	
\$ 75- 89.99	1	.1	39	3,189	82.32	83.1	2	.1	46	3,817	82.50	86.8	17.9	19.7	4.5	
\$ 90-104.99	1	.1	25	2,429	97.94	69.8	1	.1	27	2,673	97.44	80.8	8.0	10.0	15.8	
\$105-119.99	3	.2	60	6,711	112.18	76.0	2	.2	68	7,612	112.75	86.8	13.3	13.4	14.2	
\$120-134.99	4	.3	105	13,322	127.00	84.1	3	.2	67	8,443	126.50	81.7	-36.2	-36.6	-2.9	
\$135-149.99	4	.4	128	18,388	143.48	85.1	4	.4	117	16,745	143.69	86.0	-8.6	-8.9	1.1	
\$150-164.99	3	.4	108	16,994	158.02	83.0	4	.4	142	22,294	156.51	87.2	31.5	31.2	5.1	
\$165-179.99	2	.2	67	11,412	169.64	87.7	4	.4	131	22,579	171.70	85.9	95.5	97.9	-2.1	
\$180+	1	.1	17	3,098	187.17	80.0	3	.3	110	21,031	191.38	87.8	547.1	578.9	9.7	
TOTAL	23	2.3	681	83,002	121.93	82.0	27	2.7	840	113,068	134.57	85.8	23.3	36.2	4.6	
	INDEP															
\$ 00- 44.99	4	.2	59	1,975	33.59	77.2	3	.2	49	1,890	38.69	83.1	-16.9	-4.3	7.6	
\$ 45- 59.99	4	.2	57	2,996	52.84	79.4	5	.2	58	3,088	52.82	82.3	1.8	3.1	3.7	
\$ 60- 74.99	1	.1	39	2,733	69.24	86.7	2	.2	46	3,107	67.59	83.3	17.9	13.7	-3.9	
\$ 75- 89.99	1	.1	22	1,781	79.97	81.1	0	.0	0	0	.00	.0	-	-	-	
\$ 90-104.99	1	.1	32	3,043	96.03	80.3	0	.1	16	1,596	100.28	77.4	-50.0	-47.6	-3.6	
\$105-119.99	1	.1	24	2,795	118.02	77.3	1	.1	33	3,718	112.51	84.1	37.5	33.0	8.8	
\$120-134.99	0	.0	8	1,002	133.03	72.5	1	.0	9	1,203	133.06	89.8	12.5	20.1	23.9	
\$135-149.99	0	.0	10	1,442	139.16	68.0	0	.0	4	629	142.58	87.1	-60.0	-56.4	28.1	
\$150-164.99	0	.0	0	0	.00	.0	1	.1	23	3,714	159.01	94.7	.0	.0	.0	
\$165-179.99	0	.0	0	0	.00	.0	1	.1	21	3,621	171.82	79.0	.0	.0	.0	
TOTAL	13	.9	251	17,768	70.92	79.2	14	.9	260	22,566	86.75	83.6	3.6	27.0	5.6	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Midland															
\$ 00- 44.99	5	.3	83	2,941	35.44	77.7	3	.2	62	2,439	39.34	83.5	-25.3	-17.1	7.5
\$ 45- 59.99	6	.3	96	4,938	51.58	78.9	7	.4	114	6,100	53.47	83.3	18.8	23.5	5.6
\$ 60- 74.99	4	.4	109	7,285	66.72	82.5	4	.4	109	7,420	68.03	84.5	.0	1.9	2.4
\$ 75- 89.99	2	.2	61	4,970	81.46	82.4	2	.1	46	3,817	82.50	86.8	-24.6	-23.2	5.3
\$ 90-104.99	2	.2	56	5,471	96.87	75.3	1	.2	43	4,269	98.48	79.5	-23.2	-22.0	5.6
\$105-119.99	4	.3	84	9,506	113.84	76.4	3	.3	101	11,330	112.67	85.9	20.2	19.2	12.4
\$120-134.99	5	.4	112	14,325	127.40	83.2	3	.3	76	9,646	127.28	82.6	-32.1	-32.7	-.7
\$135-149.99	4	.5	139	19,829	143.15	83.5	5	.4	121	17,374	143.65	86.0	-12.9	-12.4	3.0
\$150-164.99	3	.4	108	16,994	158.02	83.0	5	.5	166	26,008	156.86	88.2	53.7	53.0	6.3
\$165-179.99	2	.2	67	11,412	169.64	87.7	4	.5	153	26,200	171.72	84.9	128.4	129.6	-3.2
\$180+	1	.1	17	3,098	187.17	80.0	3	.3	110	21,031	191.38	87.8	547.1	578.9	9.7
Midland	36	3.1	931	100,770	108.21	81.2	41	3.5	1,100	135,634	123.27	85.3	18.2	34.6	5.0

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Odessa	CHAIN														
\$ 45- 59.99	0	.1	19	1,021	55.09	82.6	0	.0	0	0	.00	.0	-	-	-
\$ 60- 74.99	2	.2	39	2,744	70.82	70.0	1	.2	42	2,952	70.66	76.3	7.7	7.6	9.0
\$ 75- 89.99	3	.3	84	6,951	82.27	76.7	2	.2	57	4,756	83.87	82.0	-32.1	-31.6	6.9
\$ 90-104.99	1	.1	25	2,262	90.57	77.1	2	.2	62	5,954	96.11	80.4	148.0	163.2	4.3
\$105-119.99	1	.1	30	3,401	113.97	68.0	1	.1	43	4,806	112.43	78.6	43.3	41.3	15.6
\$120-134.99	2	.2	51	6,319	123.40	75.4	2	.2	48	6,212	129.70	78.8	-5.9	-1.7	4.5
\$135-149.99	3	.3	85	11,909	140.05	82.9	2	.2	63	9,020	144.13	80.3	-25.9	-24.3	-3.1
\$150-164.99	2	.2	54	8,334	153.28	76.7	4	.4	109	17,062	156.18	79.8	101.9	104.7	4.0
\$165-179.99	4	.3	90	15,589	172.81	80.3	3	.2	65	11,281	173.12	77.4	-27.8	-27.6	-3.6
\$180+	1	.1	46	8,719	187.82	88.6	4	.4	111	20,922	187.84	79.3	141.3	140.0	-10.5
TOTAL	20	1.8	524	67,249	128.38	78.1	22	2.1	599	82,967	138.40	79.4	14.3	23.4	1.7
	INDEP														
\$ 00- 44.99	6	.4	115	3,662	31.78	72.2	4	.3	78	2,793	35.75	77.7	-32.2	-23.7	7.6
\$ 45- 59.99	2	.1	23	1,300	56.85	75.5	4	.2	50	2,698	54.50	76.1	117.4	107.5	.8
\$ 60- 74.99	2	.1	21	1,307	63.52	79.4	3	.1	34	2,301	68.39	74.3	61.9	76.1	-6.4
\$ 75- 89.99	0	.0	0	0	.00	.0	1	.0	12	893	75.16	78.7	.0	.0	.0
\$135-149.99	0	.1	30	4,399	147.01	86.6	0	.0	0	0	.00	.0	-	-	-
\$150-164.99	1	.3	81	12,917	158.83	79.7	1	.3	77	12,428	162.19	75.2	-4.9	-3.8	-5.6
\$165-179.99	0	.1	17	2,751	165.99	73.5	1	.2	42	6,908	166.10	72.7	147.1	151.1	-1.1
TOTAL	12	1.0	286	26,336	91.93	76.4	13	1.1	291	28,022	96.17	75.7	1.7	6.4	-.9
Odessa															
\$ 00- 44.99	6	.4	115	3,662	31.78	72.2	4	.3	78	2,793	35.75	77.7	-32.2	-23.7	7.6
\$ 45- 59.99	3	.1	41	2,321	56.06	78.5	4	.2	50	2,698	54.50	76.1	22.0	16.2	-3.1
\$ 60- 74.99	3	.2	59	4,052	68.29	73.0	4	.3	75	5,253	69.65	75.4	27.1	29.6	3.3
\$ 75- 89.99	3	.3	84	6,951	82.27	76.7	2	.2	69	5,649	82.36	81.4	-17.9	-18.7	6.1
\$ 90-104.99	1	.1	25	2,262	90.57	77.1	2	.2	62	5,954	96.11	80.4	148.0	163.2	4.3
\$105-119.99	1	.1	30	3,401	113.97	68.0	1	.1	43	4,806	112.43	78.6	43.3	41.3	15.6
\$120-134.99	2	.2	51	6,319	123.40	75.4	2	.2	48	6,212	129.70	78.8	-5.9	-1.7	4.5
\$135-149.99	3	.4	115	16,308	141.86	83.8	2	.2	63	9,020	144.13	80.3	-45.2	-44.7	-4.2
\$150-164.99	4	.5	136	21,251	156.61	78.5	6	.7	186	29,490	158.66	77.8	36.8	38.8	-.9
\$165-179.99	4	.4	107	18,340	171.75	79.2	3	.4	107	18,190	170.39	75.5	.0	-.8	-4.7
\$180+	1	.1	46	8,719	187.82	88.6	4	.4	111	20,922	187.84	79.3	141.3	140.0	-10.5
Odessa	32	2.9	810	93,586	115.49	77.5	35	3.1	891	110,988	124.59	78.1	10.0	18.6	.8

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
San Angelo	CHAIN														
\$ 00- 44.99	0	.0	11	460	42.42	76.3	0	.0	6	240	43.44	78.7	-45.5	-47.8	3.1
\$ 45- 59.99	2	.1	34	1,637	48.81	77.2	2	.1	39	2,105	54.56	76.2	14.7	28.6	-1.3
\$ 60- 74.99	2	.2	51	3,531	69.53	79.2	1	.1	32	2,213	69.01	70.3	-37.3	-37.3	-11.2
\$ 75- 89.99	2	.2	50	4,217	83.64	78.5	4	.3	80	6,511	81.25	74.9	60.0	54.4	-4.6
\$ 90-104.99	3	.2	75	7,097	94.90	83.0	2	.2	49	4,703	95.62	73.8	-34.7	-33.7	-11.1
\$105-119.99	2	.2	66	7,243	109.07	87.3	3	.3	86	9,683	112.75	76.7	30.3	33.7	-12.1
\$120-134.99	1	.1	20	2,691	131.56	79.9	2	.1	31	3,837	125.56	78.1	55.0	42.6	-2.3
\$135-149.99	1	.0	15	2,145	140.16	86.7	0	.0	5	736	149.53	66.9	-66.7	-65.7	-22.8
\$150-164.99	1	.1	30	4,758	156.78	82.7	3	.2	57	8,845	155.62	78.6	90.0	85.9	-5.0
\$165-179.99	3	.2	67	11,632	173.56	87.5	2	.1	39	6,799	173.54	82.8	-41.8	-41.5	-5.4
\$180+	0	.0	5	1,002	182.54	88.7	0	.0	5	846	182.76	79.5	.0	-15.6	-10.4
TOTAL	16	1.4	425	46,413	109.11	82.6	18	1.5	428	46,519	108.81	76.2	.7	.2	-7.7
	INDEP														
\$ 00- 44.99	4	.3	95	2,720	28.70	77.9	4	.3	93	2,827	30.45	76.2	-2.1	3.9	-2.2
\$ 45- 59.99	2	.2	51	2,746	53.94	77.5	3	.3	72	3,805	52.89	75.2	41.2	38.6	-3.0
\$ 60- 74.99	1	.1	26	1,708	66.81	84.5	0	.0	0	.00	.0	.0	-	-	-
\$ 75- 89.99	0	.0	1	95	84.39	69.2	0	.0	1	45	81.69	67.7	.0	-52.6	-2.2
\$ 90-104.99	0	.0	1	68	95.06	86.0	1	.0	2	225	98.58	82.9	100.0	230.9	-3.6
\$105-119.99	0	.0	0	0	.00	.0	0	.0	1	56	110.01	92.9	.0	.0	.0
TOTAL	8	.6	173	7,337	42.39	78.6	9	.6	168	6,958	41.38	75.9	-2.9	-5.2	-3.4
San Angelo															
\$ 00- 44.99	5	.4	106	3,180	30.11	77.7	4	.4	98	3,067	31.18	76.3	-7.5	-3.6	-1.8
\$ 45- 59.99	4	.3	84	4,383	51.90	77.4	5	.4	111	5,910	53.47	75.5	32.1	34.8	-2.5
\$ 60- 74.99	2	.3	76	5,238	68.62	80.9	1	.1	32	2,213	69.01	70.3	-57.9	-57.8	-13.1
\$ 75- 89.99	2	.2	52	4,312	83.66	78.3	4	.3	81	6,556	81.25	74.8	55.8	52.0	-4.5
\$ 90-104.99	3	.2	75	7,165	94.90	83.0	3	.2	51	4,928	95.75	74.2	-32.0	-31.2	-10.6
\$105-119.99	2	.2	66	7,243	109.07	87.3	3	.3	86	9,739	112.74	76.8	30.3	34.5	-12.0
\$120-134.99	1	.1	20	2,691	131.56	79.9	2	.1	31	3,837	125.56	78.1	55.0	42.6	-2.3
\$135-149.99	1	.0	15	2,145	140.16	86.7	0	.0	5	736	149.53	66.9	-66.7	-65.7	-22.8
\$150-164.99	1	.1	30	4,758	156.78	82.7	3	.2	57	8,845	155.62	78.6	90.0	85.9	-5.0
\$165-179.99	3	.2	67	11,632	173.56	87.5	2	.1	39	6,799	173.54	82.8	-41.8	-41.5	-5.4
\$180+	0	.0	5	1,002	182.54	88.7	0	.0	5	846	182.76	79.5	.0	-15.6	-10.4
San Angelo	24	2.0	598	53,750	89.81	81.4	26	2.1	596	53,477	89.78	76.1	-.3	-.5	-6.5

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
San Antonio CHAIN																
\$ 00- 44.99	53	5.2	1,131	42,848	37.89	59.5	53	5.1	1,128	43,191	38.29	60.1	-.3	.8	1.0	
\$ 45- 59.99	54	4.6	961	50,776	52.83	56.9	54	4.6	1,004	53,273	53.03	59.4	4.5	4.9	4.4	
\$ 60- 74.99	43	3.7	820	54,820	66.82	61.5	42	3.4	790	52,893	66.99	63.7	-3.7	-3.5	3.6	
\$ 75- 89.99	46	5.4	1,286	104,933	81.58	64.8	44	5.1	1,262	103,733	82.20	67.6	-1.9	-1.1	4.3	
\$ 90-104.99	32	4.0	966	93,838	97.14	66.2	32	3.6	891	86,599	97.22	67.5	-7.8	-7.7	2.0	
\$105-119.99	33	3.9	940	106,235	113.02	65.8	34	3.9	947	106,352	112.36	67.2	.7	.1	2.1	
\$120-134.99	23	3.7	879	111,539	126.84	65.3	29	4.3	1,067	135,082	126.61	67.5	21.4	21.1	3.4	
\$135-149.99	7	1.4	360	51,440	142.90	67.9	8	1.7	422	59,742	141.66	69.8	17.2	16.1	2.8	
\$150-164.99	4	.8	190	29,951	157.39	68.3	6	1.2	302	47,528	157.14	68.8	58.9	58.7	.7	
\$165-179.99	4	1.5	359	62,503	174.20	63.8	4	1.6	383	66,151	172.82	65.9	6.7	5.8	3.3	
\$180+	10	5.1	1,252	252,934	201.98	67.6	9	4.7	1,183	246,877	208.66	68.5	-5.5	-2.4	1.3	
TOTAL	308	39.4	9,145	961,817	105.17	63.7	315	39.3	9,378	1,001,423	106.78	65.4	2.5	4.1	2.7	
INDEP																
\$ 00- 44.99	41	2.1	423	13,032	30.83	55.1	40	2.1	449	13,838	30.79	58.3	6.1	6.2	5.8	
\$ 45- 59.99	15	.6	137	7,201	52.41	60.7	15	.5	120	6,276	52.38	66.2	-12.4	-12.8	9.1	
\$ 60- 74.99	8	.3	55	3,677	67.40	55.1	8	.3	70	4,660	66.80	60.3	27.3	26.7	9.4	
\$ 75- 89.99	12	.4	87	7,205	82.57	55.7	10	.4	75	6,110	81.56	56.1	-13.8	-15.2	.7	
\$ 90-104.99	10	.6	108	10,598	97.86	50.9	7	.6	107	10,542	98.62	51.9	-.9	-.5	2.0	
\$105-119.99	10	.6	145	16,505	113.76	62.4	9	.4	75	8,601	115.10	58.6	-48.3	-47.9	-6.1	
\$120-134.99	10	.3	62	7,831	126.30	56.7	9	.7	145	18,173	125.58	57.5	133.9	132.1	1.4	
\$135-149.99	11	.3	66	9,592	144.79	54.6	10	.2	35	4,928	142.25	47.7	-47.0	-48.6	-12.6	
\$150-164.99	8	.2	34	5,353	156.10	46.5	8	.2	48	7,456	156.71	60.0	41.2	39.3	29.0	
\$165-179.99	10	.2	46	8,127	174.93	53.3	10	.3	43	7,465	173.53	46.1	-6.5	-8.1	-13.5	
\$180+	10	.4	112	24,265	216.98	68.4	15	1.1	261	54,964	210.19	66.7	133.0	126.5	-2.5	
TOTAL	144	6.2	1,276	113,388	88.85	56.7	142	6.6	1,427	143,013	100.22	58.9	11.8	26.1	3.9	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
San Antonio	94	7.3	1,553	55,880	35.97	58.2	93	7.3	1,577	57,030	36.16	59.5	1.5	2.1	2.2
\$ 00- 44.99	69	5.2	1,098	57,977	52.78	57.4	70	5.1	1,124	59,549	52.96	60.0	2.4	2.7	4.5
\$ 45- 59.99	51	3.9	875	58,497	66.86	61.1	50	3.7	859	57,553	66.98	63.4	-1.8	-1.6	3.8
\$ 60- 74.99	59	5.9	1,374	112,138	81.64	64.1	53	5.5	1,337	109,844	82.16	66.9	-2.7	-2.0	4.4
\$ 75- 89.99	41	4.6	1,074	104,437	97.21	64.3	39	4.2	998	97,141	97.37	65.4	-7.1	-7.0	1.7
\$ 90-104.99	42	4.5	1,085	122,740	113.12	65.4	43	4.2	1,021	114,953	112.56	66.5	-5.9	-6.3	1.7
\$105-119.99	33	4.0	941	119,370	126.81	64.7	38	5.0	1,212	153,255	126.49	66.1	28.8	28.4	2.2
\$120-134.99	18	1.8	426	61,032	143.19	65.4	18	1.9	456	64,670	141.70	67.4	7.0	6.0	3.1
\$135-149.99	12	1.0	225	35,304	157.19	63.7	14	1.4	350	54,984	157.08	67.4	55.6	55.7	5.8
\$150-164.99	14	1.8	405	70,630	174.29	62.4	14	1.8	426	73,617	172.89	63.2	5.2	4.2	1.3
\$165-179.99	19	5.5	1,364	277,199	203.21	67.6	24	5.8	1,445	301,840	208.94	68.1	5.9	8.9	.7
\$180+	452	45.5	10,421	1,075,205	103.17	62.7	457	45.9	10,805	1,144,435	105.92	64.5	3.7	6.4	2.9
San Antonio															

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
Sherman/Denison CHAIN																
\$ 00- 44.99	1	.1	12	458	39.26	52.9	2	.1	18	766	41.61	62.8	50.0	67.2	18.7	
\$ 45- 59.99	3	.2	43	2,229	51.80	59.6	3	.2	44	2,304	52.63	59.3	2.3	3.4	-.5	
\$ 60- 74.99	3	.2	46	3,325	72.97	58.6	2	.2	46	3,219	69.52	65.5	.0	-3.2	11.8	
\$ 75- 89.99	2	.1	28	2,297	81.64	55.3	2	.1	31	2,478	80.93	61.7	10.7	7.9	11.6	
\$ 90-104.99	2	.2	40	3,928	98.42	63.4	2	.2	44	4,387	99.12	69.4	10.0	11.7	9.5	
\$105-119.99	1	.0	8	900	107.16	62.0	0	.0	9	1,083	116.27	66.9	12.5	20.3	7.9	
\$120-134.99	0	.0	4	512	120.25	59.2	0	.0	5	561	124.34	62.7	25.0	9.6	5.9	
TOTAL	11	.8	181	13,648	75.42	59.0	11	.8	197	14,798	75.04	63.9	8.8	8.4	8.3	
INDEP																
\$ 00- 44.99	3	.3	60	1,534	25.38	51.1	4	.3	57	1,527	26.95	54.5	-5.0	-.5	6.7	
\$ 45- 59.99	1	.0	6	276	48.37	47.4	0	.0	3	153	51.00	50.1	-50.0	-44.6	5.7	
\$ 60- 74.99	1	.0	3	219	70.03	42.3	0	.0	1	101	68.47	38.7	-66.7	-53.9	-8.5	
\$ 75- 89.99	1	.0	5	380	80.05	53.9	2	.0	7	510	77.88	49.1	40.0	34.2	-8.9	
\$ 90-104.99	1	.0	5	496	98.23	39.0	1	.0	5	491	98.76	35.9	.0	-1.0	-7.9	
\$105-119.99	1	.0	7	750	114.25	40.7	1	.0	5	529	114.95	33.7	-28.6	-29.5	-17.2	
\$120-134.99	1	.0	5	635	129.45	59.4	1	.0	2	282	127.35	42.4	-60.0	-55.6	-28.6	
\$135-149.99	0	.0	1	100	137.73	53.4	1	.0	3	452	148.22	55.7	200.0	352.0	4.3	
\$150-164.99	0	.0	1	116	158.19	53.0	0	.0	2	296	154.37	69.5	100.0	155.2	31.1	
\$165-179.99	1	.0	5	943	174.97	45.1	1	.0	6	1,074	167.52	53.7	20.0	13.9	19.1	
\$180+	0	.0	4	850	194.40	41.8	0	.0	4	846	217.05	37.2	.0	-.5	-11.0	
TOTAL	11	.6	102	6,299	61.88	48.7	11	.5	95	6,260	66.08	49.7	-6.9	-.6	2.1	
Shermn/Deni																
\$ 00- 44.99	4	.4	72	1,993	27.63	51.4	5	.4	75	2,293	30.55	56.3	4.2	15.1	9.5	
\$ 45- 59.99	4	.2	49	2,505	51.39	57.8	3	.2	47	2,457	52.53	58.6	-4.1	-1.9	1.4	
\$ 60- 74.99	3	.2	49	3,545	72.78	57.2	3	.2	48	3,320	69.48	64.1	-2.0	-6.3	12.1	
\$ 75- 89.99	3	.2	33	2,677	81.41	55.1	4	.2	37	2,987	80.39	59.0	12.1	11.6	7.1	
\$ 90-104.99	3	.2	45	4,423	98.40	59.3	3	.2	49	4,878	99.09	63.4	8.9	10.3	6.9	
\$105-119.99	2	.1	15	1,650	110.27	50.4	2	.1	14	1,612	115.84	50.4	-6.7	-2.3	.0	
\$120-134.99	1	.0	9	1,147	125.17	59.3	1	.0	7	842	125.33	54.2	-22.2	-26.6	-8.6	
\$135-149.99	0	.0	1	100	137.73	53.4	1	.0	3	452	148.22	55.7	200.0	352.0	4.3	
\$150-164.99	0	.0	1	116	158.19	53.0	0	.0	2	296	154.37	69.5	100.0	155.2	31.1	
\$165-179.99	1	.0	5	943	174.97	45.1	1	.0	6	1,074	167.52	53.7	20.0	13.9	19.1	
\$180+	0	.0	4	850	194.40	41.8	0	.0	4	846	217.05	37.2	.0	-.5	-11.0	
Shermn/Deni	22	1.4	283	19,947	70.55	54.8	22	1.4	292	21,058	72.14	58.5	3.2	5.6	6.8	

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents).

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	sold	Revenue	\$	Rate	Htls	Rooms	sold	Revenue	\$	Rate	Sold	Revs	Occ.
Texarkana (TX only)	CHAIN														
\$ 00- 44.99	3	.3	47	1,740	36.98	43.9	3	.4	51	1,965	38.59	38.6	8.5	12.9	-12.1
\$ 45- 59.99	2	.2	36	1,763	49.23	51.9	2	.2	26	1,419	54.86	44.3	-27.8	-19.5	-14.6
\$ 60- 74.99	3	.2	45	3,089	69.34	57.6	4	.3	54	3,670	68.17	51.1	20.0	18.8	-11.3
\$ 75- 89.99	3	.3	56	4,650	83.40	58.4	3	.2	46	3,843	84.44	53.5	-17.9	-17.4	-8.4
\$ 90-104.99	1	.1	25	2,344	94.85	52.9	3	.3	58	5,494	95.52	57.5	132.0	134.4	8.7
\$105-119.99	2	.3	55	6,150	112.64	56.8	1	.1	18	1,969	111.65	56.7	-67.3	-68.0	-.2
\$120-134.99	0	.0	5	636	126.53	60.7	0	.0	4	550	124.55	53.3	-20.0	-13.5	-12.2
TOTAL	16	1.4	268	20,371	76.15	53.5	17	1.4	256	18,911	73.95	49.2	-4.5	-7.2	-8.0
	INDEP														
\$ 00- 44.99	3	.1	17	600	35.05	43.9	3	.1	18	683	37.10	47.2	5.9	13.8	7.5
\$ 45- 59.99	0	.0	1	40	45.55	40.2	0	.0	1	44	45.71	43.3	.0	10.0	7.7
TOTAL	3	.1	18	641	35.56	43.7	3	.1	19	727	37.52	47.0	5.6	13.4	7.6
Texarka (TX)															
\$ 00- 44.99	6	.4	64	2,341	36.46	43.9	6	.5	69	2,648	38.19	40.6	7.8	13.1	-7.5
\$ 45- 59.99	3	.2	37	1,803	49.14	51.5	2	.2	27	1,463	54.53	44.3	-27.0	-18.9	-14.0
\$ 60- 74.99	3	.2	45	3,089	69.34	57.6	4	.3	54	3,670	68.17	51.1	20.0	18.8	-11.3
\$ 75- 89.99	3	.3	56	4,650	83.40	58.4	3	.2	46	3,843	84.44	53.5	-17.9	-17.4	-8.4
\$ 90-104.99	1	.1	25	2,344	94.85	52.9	3	.3	58	5,494	95.52	57.5	132.0	134.4	8.7
\$105-119.99	2	.3	55	6,150	112.64	56.8	1	.1	18	1,969	111.65	56.7	-67.3	-68.0	-.2
\$120-134.99	0	.0	5	636	126.53	60.7	0	.0	4	550	124.55	53.3	-20.0	-13.5	-12.2
Texarka (TX)	19	1.5	286	21,012	73.59	52.7	20	1.5	275	19,637	71.39	49.0	-3.8	-6.5	-7.0

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites Sold	\$ Revs	Occ.	
	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	% Occ	Htls	Rooms 000's	000's	Revenue 000's	\$ Rate	% Occ				
Tyler	CHAIN															
\$ 00- 44.99	8	.7	124	4,556	36.87	50.4	8	.7	144	5,480	37.97	57.1	16.1	20.3	13.3	
\$ 45- 59.99	0	.0	8	417	50.74	49.6	0	.0	9	504	55.47	57.9	12.5	20.9	16.7	
\$ 60- 74.99	7	.5	118	8,030	67.79	61.5	4	.4	94	6,404	68.06	64.5	-20.3	-20.2	4.9	
\$ 75- 89.99	6	.5	120	9,934	82.99	63.0	5	.4	93	7,670	82.61	64.9	-22.5	-22.8	3.0	
\$ 90-104.99	2	.2	40	3,820	96.65	63.8	5	.4	95	9,228	97.12	67.1	137.5	141.6	5.2	
\$105-119.99	2	.2	41	4,543	112.15	73.1	2	.1	36	4,059	113.47	70.6	-12.2	-10.7	-3.4	
\$120-134.99	1	.1	22	2,833	125.95	74.4	1	.1	30	3,763	126.04	66.1	36.4	32.8	-11.2	
\$135-149.99	1	.1	21	2,950	140.21	61.6	2	.2	47	6,702	144.00	68.7	123.8	127.2	11.5	
\$150-164.99	1	.1	26	3,931	153.56	76.4	0	.0	0	0	.00	.0	-	-	-	
TOTAL	27	2.4	519	41,012	79.01	60.4	27	2.4	548	43,810	80.01	63.5	5.6	6.8	5.1	
	INDEP															
\$ 00- 44.99	7	.3	56	1,970	34.99	52.3	6	.3	47	1,644	34.65	49.8	-16.1	-16.5	-4.8	
\$ 45- 59.99	4	.1	30	1,596	53.49	59.4	2	.1	22	1,116	50.75	63.6	-26.7	-30.1	7.1	
\$ 60- 74.99	1	.0	8	521	62.17	59.9	3	.1	28	1,831	65.44	62.2	250.0	251.4	3.8	
\$ 75- 89.99	1	.0	2	173	80.04	47.6	1	.0	3	247	79.84	49.3	50.0	42.8	3.6	
\$105-119.99	1	.0	1	92	112.52	29.7	1	.0	1	120	114.79	38.1	.0	30.4	28.3	
\$135-149.99	1	.0	1	162	142.72	46.3	0	.0	0	34	148.25	28.2	-	-79.0	-39.1	
\$150-164.99	0	.0	0	0	.00	.0	1	.0	1	173	153.66	44.1	.0	.0	.0	
\$165-179.99	0	.0	0	64	166.79	84.6	0	.0	0	0	.00	.0	.0	-	-	
TOTAL	14	.5	99	4,578	46.24	54.4	15	.5	103	5,167	50.19	55.0	4.0	12.9	1.1	
Tyler																
\$ 00- 44.99	15	1.0	180	6,526	36.28	51.0	14	1.0	192	7,125	37.14	55.1	6.7	9.2	8.0	
\$ 45- 59.99	4	.2	38	2,012	52.90	57.0	3	.1	31	1,621	52.13	61.8	-18.4	-19.4	8.4	
\$ 60- 74.99	8	.6	127	8,551	67.42	61.4	8	.5	122	8,235	67.46	63.9	-3.9	-3.7	4.1	
\$ 75- 89.99	7	.5	122	10,107	82.94	62.6	6	.4	96	7,917	82.52	64.2	-21.3	-21.7	2.6	
\$ 90-104.99	2	.2	40	3,820	96.65	63.8	5	.4	95	9,228	97.12	67.1	137.5	141.6	5.2	
\$105-119.99	2	.2	41	4,635	112.16	71.1	2	.1	37	4,179	113.51	69.0	-9.8	-9.8	-3.0	
\$120-134.99	1	.1	22	2,833	125.95	74.4	1	.1	30	3,763	126.04	66.1	36.4	32.8	-11.2	
\$135-149.99	2	.1	22	3,112	140.33	60.6	2	.2	47	6,736	144.02	68.2	113.6	116.5	12.5	
\$150-164.99	1	.1	26	3,931	153.56	76.4	1	.0	1	173	153.66	44.1	-96.2	-95.6	-42.3	
\$165-179.99	0	.0	0	64	166.79	84.6	0	.0	0	0	.00	.0	.0	-	-	
Tyler	41	2.9	618	45,590	73.76	59.3	42	2.9	650	48,976	75.29	62.0	5.2	7.4	4.6	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Victoria	CHAIN														
\$ 00- 44.99	3	.2	45	1,624	35.93	58.3	2	.2	56	2,006	35.54	62.1	24.4	23.5	6.5
\$ 45- 59.99	2	.2	34	1,778	51.90	61.5	2	.1	34	1,699	50.38	72.2	.0	-4.4	17.4
\$ 60- 74.99	2	.1	24	1,666	68.34	69.0	0	.0	4	294	67.56	98.5	-83.3	-82.4	42.8
\$ 75- 89.99	2	.1	28	2,337	83.50	66.4	3	.2	47	3,851	81.90	71.4	67.9	64.8	7.5
\$ 90-104.99	4	.3	77	7,366	96.28	69.6	5	.4	94	9,286	98.37	72.2	22.1	26.1	3.7
\$105-119.99	2	.2	45	5,135	113.29	72.6	3	.3	69	7,654	111.55	73.1	53.3	49.1	.7
\$120-134.99	2	.1	34	4,213	125.72	69.5	3	.2	60	7,763	128.99	70.7	76.5	84.3	1.7
\$135-149.99	1	.1	25	3,499	142.09	60.4	1	.1	21	2,977	141.31	73.9	-16.0	-14.9	22.4
\$150-164.99	0	.0	9	1,411	151.46	54.9	0	.0	0	0	.00	.0	-	-	-
TOTAL	17	1.3	321	29,027	90.40	65.7	20	1.5	386	35,529	92.09	70.7	20.2	22.4	7.6
	INDEP														
\$ 00- 44.99	9	.4	80	2,840	35.29	59.3	9	.4	87	2,955	33.84	60.3	8.8	4.0	1.7
\$ 45- 59.99	6	.3	66	3,382	51.46	65.6	6	.3	64	3,324	51.69	65.2	-3.0	-1.7	-.6
\$ 60- 74.99	3	.1	29	2,022	68.78	67.2	5	.2	43	2,954	67.93	70.7	48.3	46.1	5.2
\$ 75- 89.99	1	.1	14	1,090	78.10	73.2	1	.0	5	440	82.92	62.8	-64.3	-59.6	-14.2
\$ 90-104.99	1	.0	7	632	96.04	46.6	1	.1	11	1,114	98.70	61.7	57.1	76.3	32.4
\$105-119.99	1	.0	10	1,065	108.32	72.2	2	.0	7	829	111.45	71.7	-30.0	-22.2	-.7
\$120-134.99	0	.0	0	0	.00	.0	1	.0	2	327	133.44	63.7	.0	.0	.0
\$135-149.99	1	.0	4	601	143.58	64.3	0	.0	1	114	146.44	53.3	-75.0	-81.0	-17.1
\$150-164.99	1	.0	4	566	153.82	60.4	1	.0	4	619	153.08	66.0	.0	9.4	9.3
\$165-179.99	0	.0	0	0	.00	.0	0	.0	1	196	171.84	73.9	.0	.0	.0
TOTAL	24	.9	214	12,197	57.05	63.0	25	1.0	228	12,872	56.57	64.1	6.5	5.5	1.7
Victoria															
\$ 00- 44.99	12	.6	126	4,463	35.52	58.9	12	.6	144	4,961	34.51	61.0	14.3	11.2	3.6
\$ 45- 59.99	7	.4	100	5,160	51.61	64.1	8	.4	98	5,022	51.24	67.4	-2.0	-2.7	5.1
\$ 60- 74.99	5	.2	54	3,687	68.58	68.0	5	.2	48	3,248	67.89	72.6	-11.1	-11.9	6.8
\$ 75- 89.99	3	.2	42	3,427	81.70	68.5	4	.2	52	4,292	82.01	70.4	23.8	25.2	2.8
\$ 90-104.99	6	.3	83	7,998	96.26	67.0	6	.4	106	10,400	98.40	70.9	27.7	30.0	5.8
\$105-119.99	4	.2	55	6,199	112.40	72.5	5	.3	76	8,483	111.54	73.0	38.2	36.8	.7
\$120-134.99	2	.1	34	4,213	125.72	69.5	3	.2	63	8,089	129.16	70.4	85.3	92.0	1.3
\$135-149.99	2	.1	29	4,100	142.31	61.0	1	.1	22	3,090	141.49	72.9	-24.1	-24.6	19.5
\$150-164.99	1	.1	13	1,977	152.13	56.3	1	.0	4	619	153.08	66.0	-69.2	-68.7	17.2
\$165-179.99	0	.0	0	0	.00	.0	0	.0	1	196	171.84	73.9	.0	.0	.0
Victoria	41	2.3	535	41,224	77.07	64.6	44	2.5	613	48,401	78.91	68.1	14.6	17.4	5.4

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents).

HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$	Est.	%	#	#	Nites	\$	Est.	%	Nites	\$	%	
	Htls	Rooms	000's	Revenue	\$	Occ	Htls	Rooms	000's	Revenue	\$	Occ				Sold
Waco																
CHAIN																
\$ 00- 44.99	12	1.0	203	6,799	33.47	56.5	12	1.0	216	7,196	33.26	60.9	6.4	5.8	7.8	
\$ 45- 59.99	6	.5	115	6,091	53.00	62.5	5	.4	94	4,926	52.29	60.9	-18.3	-19.1	-2.6	
\$ 60- 74.99	4	.3	63	4,170	66.44	62.9	4	.4	88	6,000	68.48	67.6	39.7	43.9	7.5	
\$ 75- 89.99	5	.5	117	9,746	83.34	65.3	4	.3	84	7,084	83.95	71.3	-28.2	-27.3	9.2	
\$ 90-104.99	4	.4	104	10,169	97.55	69.2	4	.4	104	9,965	95.83	71.4	.0	-2.0	3.2	
\$105-119.99	4	.5	118	13,453	114.26	66.3	4	.5	126	14,225	113.26	71.7	6.8	5.7	8.1	
\$120-134.99	1	.1	33	3,984	122.47	70.5	3	.3	81	10,208	125.83	72.5	145.5	156.2	2.8	
\$135-149.99	0	.0	0	0	.00	.0	1	.0	12	1,650	137.78	74.4	.0	.0	.0	
TOTAL	36	3.3	752	54,411	72.33	62.9	36	3.3	805	61,254	76.07	66.7	7.0	12.6	6.0	
INDEP																
\$ 00- 44.99	3	.2	30	1,088	36.24	47.6	2	.1	22	709	32.30	60.1	-26.7	-34.8	26.3	
\$ 45- 59.99	1	.1	14	664	47.31	54.4	3	.2	40	2,090	51.80	63.9	185.7	214.8	17.5	
\$ 60- 74.99	1	.1	14	944	65.68	74.7	0	.0	0	0	.00	.0	-	-	-	
TOTAL	5	.3	58	2,696	46.14	54.0	5	.3	62	2,800	44.93	62.5	6.9	3.9	15.7	
Waco																
\$ 00- 44.99	15	1.2	233	7,887	33.83	55.2	14	1.1	238	7,905	33.17	60.8	2.1	.2	10.1	
\$ 45- 59.99	7	.6	129	6,755	52.38	61.5	8	.6	135	7,017	52.14	61.8	4.7	3.9	.5	
\$ 60- 74.99	4	.3	77	5,114	66.30	64.8	4	.4	88	6,000	68.48	67.6	14.3	17.3	4.3	
\$ 75- 89.99	5	.5	117	9,746	83.34	65.3	4	.3	84	7,084	83.95	71.3	-28.2	-27.3	9.2	
\$ 90-104.99	4	.4	104	10,169	97.55	69.2	4	.4	104	9,965	95.83	71.4	.0	-2.0	3.2	
\$105-119.99	4	.5	118	13,453	114.26	66.3	4	.5	126	14,225	113.26	71.7	6.8	5.7	8.1	
\$120-134.99	1	.1	33	3,984	122.47	70.5	3	.3	81	10,208	125.83	72.5	145.5	156.2	2.8	
\$135-149.99	0	.0	0	0	.00	.0	1	.0	12	1,650	137.78	74.4	.0	.0	.0	
Waco	41	3.6	811	57,107	70.44	62.1	41	3.6	868	64,054	73.83	66.4	7.0	12.2	6.9	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	%
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Wichita Falls	CHAIN														
\$ 00- 44.99	7	.6	94	3,367	35.94	44.5	8	.7	138	4,728	34.27	55.8	46.8	40.4	25.4
\$ 45- 59.99	5	.4	81	4,160	51.10	53.7	6	.6	119	6,176	51.91	55.1	46.9	48.5	2.6
\$ 60- 74.99	5	.5	105	7,132	67.66	58.4	3	.2	53	3,479	66.16	64.1	-49.5	-51.2	9.8
\$ 75- 89.99	1	.1	14	1,133	80.80	70.7	2	.1	24	2,081	85.54	66.9	71.4	83.7	-5.4
\$ 90-104.99	1	.1	24	2,452	100.93	68.5	1	.1	24	2,369	97.55	69.5	.0	-3.4	1.5
\$105-119.99	2	.1	32	3,537	111.78	66.6	2	.2	38	4,193	111.74	67.8	18.8	18.5	1.8
\$120-134.99	0	.0	10	1,235	126.27	73.6	1	.1	15	1,915	128.54	74.1	50.0	55.1	.7
\$135-149.99	1	.0	10	1,332	137.66	72.4	1	.0	10	1,381	143.58	72.0	.0	3.7	-.6
\$150-164.99	0	.0	0	0	.00	.0	0	.0	5	757	155.33	72.6	.0	.0	.0
TOTAL	22	1.8	370	24,348	65.82	55.0	24	2.0	425	27,081	63.71	59.7	14.9	11.2	8.5
	INDEP														
\$ 00- 44.99	4	.3	51	1,602	31.55	54.1	2	.1	24	665	27.53	52.5	-52.9	-58.5	-3.0
\$ 45- 59.99	0	.0	8	449	54.90	49.9	1	.1	16	818	50.19	54.2	100.0	82.2	8.6
\$ 60- 74.99	2	.1	12	783	64.72	50.9	1	.0	4	286	65.57	59.7	-66.7	-63.5	17.3
TOTAL	6	.4	71	2,835	39.89	53.0	4	.2	45	1,769	39.47	53.7	-36.6	-37.6	1.3
Wichita Fal															
\$ 00- 44.99	11	.8	144	4,969	34.40	47.4	10	.8	162	5,393	33.27	55.3	12.5	8.5	16.7
\$ 45- 59.99	6	.5	90	4,608	51.45	53.4	7	.7	135	6,995	51.70	55.0	50.0	51.8	3.0
\$ 60- 74.99	7	.6	118	7,916	67.36	57.5	4	.2	57	3,764	66.11	63.7	-51.7	-52.5	10.8
\$ 75- 89.99	1	.1	14	1,133	80.80	70.7	2	.1	24	2,081	85.54	66.9	71.4	83.7	-5.4
\$ 90-104.99	1	.1	24	2,452	100.93	68.5	1	.1	24	2,369	97.55	69.5	.0	-3.4	1.5
\$105-119.99	2	.1	32	3,537	111.78	66.6	2	.2	38	4,193	111.74	67.8	18.8	18.5	1.8
\$120-134.99	0	.0	10	1,235	126.27	73.6	1	.1	15	1,915	128.54	74.1	50.0	55.1	.7
\$135-149.99	1	.0	10	1,332	137.66	72.4	1	.0	10	1,381	143.58	72.0	.0	3.7	-.6
\$150-164.99	0	.0	0	0	.00	.0	0	.0	5	757	155.33	72.6	.0	.0	.0
Wichita Fal	28	2.2	441	27,183	61.64	54.7	28	2.2	470	28,850	61.40	59.1	6.6	6.1	8.0

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate			
Non-Metro	CHAIN														
\$ 00- 44.99	76	4.7	847	31,249	36.89	49.4	65	4.1	754	28,148	37.32	49.9	-11.0	-9.9	1.0
\$ 45- 59.99	94	5.4	1,066	56,005	52.54	53.9	87	5.1	1,014	53,049	52.30	54.9	-4.9	-5.3	1.9
\$ 60- 74.99	78	4.8	1,012	68,110	67.28	58.1	78	4.6	1,014	68,160	67.21	59.8	.2	.1	2.9
\$ 75- 89.99	80	4.9	1,143	94,172	82.36	63.8	65	3.9	875	71,831	82.11	61.5	-23.4	-23.7	-3.6
\$ 90-104.99	50	3.1	763	73,911	96.89	67.7	61	3.8	919	89,445	97.29	65.5	20.4	21.0	-3.2
\$105-119.99	37	2.3	573	63,856	111.42	68.6	44	2.8	680	75,838	111.54	66.4	18.7	18.8	-3.2
\$120-134.99	21	1.4	384	48,356	125.90	74.2	33	2.1	523	66,170	126.54	68.1	36.2	36.8	-8.2
\$135-149.99	14	.9	266	38,338	143.92	77.7	18	1.2	313	44,288	141.43	71.8	17.7	15.5	-7.6
\$150-164.99	8	.5	145	22,957	157.89	79.0	9	.7	170	26,615	156.53	69.9	17.2	15.9	-11.5
\$165-179.99	4	.3	80	13,740	172.16	72.6	9	.5	146	25,153	172.87	75.5	82.5	83.1	4.0
\$180+	5	.5	117	23,826	202.90	69.6	9	.8	212	42,909	202.27	70.1	81.2	80.1	.7
TOTAL	466	28.8	6,398	534,519	83.55	60.9	478	29.7	6,620	591,607	89.36	61.0	3.5	10.7	.2
	INDEP														
\$ 00- 44.99	164	8.0	1,501	48,856	32.55	51.4	166	8.1	1,508	50,144	33.26	50.9	.5	2.6	-1.0
\$ 45- 59.99	76	2.7	567	29,256	51.62	57.5	86	3.0	614	31,939	51.98	56.7	8.3	9.2	-1.4
\$ 60- 74.99	45	1.9	404	27,406	67.86	58.3	48	1.9	394	26,458	67.08	55.5	-2.5	-3.5	-4.8
\$ 75- 89.99	45	1.6	339	27,650	81.52	58.4	43	1.7	371	30,444	82.09	58.8	9.4	10.1	.7
\$ 90-104.99	29	.9	199	19,242	96.72	59.3	36	1.1	236	22,647	95.87	56.4	18.6	17.7	-4.9
\$105-119.99	27	.9	208	23,342	112.30	60.8	24	.8	175	19,564	111.71	60.3	-15.9	-16.2	-.8
\$120-134.99	24	.7	165	20,841	126.13	61.2	24	.8	188	23,912	127.11	60.9	13.9	14.7	-.5
\$135-149.99	22	.5	94	13,350	141.87	53.4	20	.5	108	15,421	142.26	54.7	14.9	15.5	2.4
\$150-164.99	13	.4	79	12,230	155.20	58.9	19	.5	102	16,064	156.96	55.6	29.1	31.3	-5.6
\$165-179.99	14	.2	42	7,214	171.50	49.5	18	.4	86	14,668	170.87	54.3	104.8	103.3	9.7
\$180+	34	.7	140	32,472	232.74	54.8	44	.9	168	38,971	231.61	53.7	20.0	20.0	-2.0
TOTAL	492	18.6	3,737	261,858	70.07	55.2	527	19.9	3,952	290,232	73.45	54.4	5.8	10.8	-1.4

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change		
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.
Non-Metro															
\$ 00- 44.99	240	12.7	2,348	80,105	34.12	50.7	232	12.3	2,262	78,292	34.62	50.5	-3.7	-2.3	-.4
\$ 45- 59.99	170	8.1	1,633	85,261	52.22	55.1	173	8.0	1,629	84,988	52.18	55.6	-.2	-.3	.9
\$ 60- 74.99	124	6.7	1,416	95,515	67.45	58.2	126	6.6	1,409	94,618	67.17	58.5	-.5	-.9	.5
\$ 75- 89.99	125	6.5	1,483	121,822	82.17	62.5	108	5.6	1,246	102,275	82.11	60.6	-16.0	-16.0	-3.0
\$ 90-104.99	79	4.0	962	93,153	96.85	65.8	97	5.0	1,156	112,092	97.00	63.4	20.2	20.3	-3.6
\$105-119.99	63	3.2	781	87,198	111.65	66.3	68	3.6	855	95,402	111.58	65.1	9.5	9.4	-1.8
\$120-134.99	45	2.2	549	69,197	125.97	69.7	57	2.9	711	90,082	126.69	66.1	29.5	30.2	-5.2
\$135-149.99	35	1.4	360	51,688	143.38	69.5	38	1.7	422	59,709	141.64	66.5	17.2	15.5	-4.3
\$150-164.99	21	.9	224	35,187	156.94	70.5	28	1.2	272	42,679	156.69	63.7	21.4	21.3	-9.6
\$165-179.99	18	.5	122	20,954	171.93	62.6	26	1.0	231	39,821	172.13	65.9	89.3	90.0	5.3
\$180+	38	1.2	257	56,298	219.10	60.7	52	1.7	380	81,881	215.25	61.8	47.9	45.4	1.8
Non-Metro	959	47.4	10,135	796,377	78.58	58.6	1,005	49.6	10,572	881,839	83.41	58.4	4.3	10.7	-.3

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
TOTAL TEXAS CHAIN																
\$ 00- 44.99	568	52.5	11,565	429,481	37.14	60.4	497	46.0	10,367	388,467	37.47	61.8	-10.4	-9.5	2.3	
\$ 45- 59.99	532	39.1	8,641	451,687	52.27	60.5	520	40.3	9,319	485,588	52.11	63.4	7.8	7.5	4.8	
\$ 60- 74.99	455	37.0	8,488	574,872	67.73	62.8	420	32.6	7,797	525,546	67.40	65.5	-8.1	-8.6	4.3	
\$ 75- 89.99	413	37.3	8,992	740,738	82.37	66.1	385	33.7	8,372	689,482	82.35	68.1	-6.9	-6.9	3.0	
\$ 90-104.99	305	31.6	7,849	765,405	97.52	68.0	336	31.8	8,050	784,846	97.50	69.3	2.6	2.5	1.9	
\$105-119.99	290	34.7	8,580	961,465	112.05	67.8	321	36.7	9,314	1,045,499	112.25	69.5	8.6	8.7	2.5	
\$120-134.99	206	28.9	7,284	924,379	126.91	68.9	248	31.6	8,091	1,030,258	127.34	70.1	11.1	11.5	1.7	
\$135-149.99	114	19.6	5,031	712,332	141.60	70.3	152	23.0	6,025	854,511	141.84	71.7	19.8	20.0	2.0	
\$150-164.99	47	8.1	2,116	331,407	156.63	71.8	71	12.0	3,180	497,344	156.40	72.7	50.3	50.1	1.3	
\$165-179.99	42	10.8	2,810	487,442	173.45	71.0	48	9.9	2,561	442,953	172.99	71.0	-8.9	-9.1	.0	
\$180+	58	19.8	5,090	1,084,695	213.11	70.6	84	25.5	6,703	1,437,534	214.47	72.2	31.7	32.5	2.3	
TOTAL	3,030	319.3	76,446	7,463,903	97.64	65.6	3,083	323.0	79,776	8,182,027	102.56	67.7	4.4	9.6	3.2	
INDEP																
\$ 00- 44.99	621	34.7	7,002	223,634	31.94	55.4	622	34.5	7,274	233,655	32.12	57.7	3.9	4.5	4.2	
\$ 45- 59.99	244	11.6	2,441	125,164	51.27	57.9	274	13.2	2,905	149,942	51.61	60.3	19.0	19.8	4.1	
\$ 60- 74.99	114	5.8	1,227	82,148	66.97	58.0	132	6.7	1,423	95,030	66.79	58.5	16.0	15.7	.9	
\$ 75- 89.99	101	4.3	856	70,378	82.26	54.6	93	4.7	934	77,019	82.43	54.9	9.1	9.4	.5	
\$ 90-104.99	71	3.2	631	60,996	96.66	53.5	77	3.4	673	65,124	96.77	54.1	6.7	6.8	1.1	
\$105-119.99	70	3.4	686	77,811	113.40	55.3	66	3.0	611	68,878	112.65	56.5	-10.9	-11.5	2.2	
\$120-134.99	68	2.4	504	64,096	127.06	56.8	66	2.6	541	68,657	126.86	57.0	7.3	7.1	.4	
\$135-149.99	77	3.3	701	99,800	142.35	57.8	68	3.1	634	90,323	142.37	55.3	-9.6	-9.5	-4.3	
\$150-164.99	52	3.5	760	119,148	156.73	60.2	60	3.1	682	107,896	158.20	61.1	-10.3	-9.4	1.5	
\$165-179.99	49	2.9	605	103,975	171.90	56.5	60	3.6	758	129,769	171.10	57.3	25.3	24.8	1.4	
\$180+	95	5.7	1,344	313,600	233.25	64.3	119	7.1	1,677	390,353	232.76	64.5	24.8	24.5	.3	
TOTAL	1,563	80.8	16,758	1,340,750	80.01	56.8	1,638	85.0	18,113	1,476,646	81.52	58.4	8.1	10.1	2.8	

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HOTEL/MOTEL PERFORMANCE BY METRO, TOTAL YEAR

	2013						2014						% Change			
	#	#	Nites ¹	\$ ³	Est.	% ²	#	#	Nites	\$ ³	Est.	%	Nites	\$	Occ.	
	Htls	Rooms	000's	Revenue	\$	Rate	Htls	Rooms	000's	Revenue	\$	Rate	Sold	Revs	Occ.	
TOTAL TEXAS																
\$ 00- 44.99	1,189	87.1	18,567	653,115	35.18	58.4	1,120	80.5	17,640	622,122	35.27	60.1	-5.0	-4.7	2.9	
\$ 45- 59.99	776	50.7	11,082	576,850	52.05	59.9	795	53.5	12,224	635,530	51.99	62.6	10.3	10.2	4.5	
\$ 60- 74.99	569	42.8	9,715	657,020	67.63	62.2	552	39.3	9,220	620,576	67.31	64.3	-5.1	-5.5	3.4	
\$ 75- 89.99	515	41.6	9,848	811,116	82.36	64.9	479	38.4	9,307	766,501	82.36	66.5	-5.5	-5.5	2.5	
\$ 90-104.99	376	34.8	8,480	826,401	97.45	66.7	414	35.2	8,723	849,969	97.44	67.8	2.9	2.9	1.6	
\$105-119.99	361	38.1	9,267	1,039,276	112.15	66.7	387	39.7	9,925	1,114,377	112.28	68.6	7.1	7.2	2.8	
\$120-134.99	274	31.4	7,788	988,476	126.92	68.0	314	34.2	8,632	1,098,914	127.31	69.1	10.8	11.2	1.6	
\$135-149.99	191	22.9	5,732	812,132	141.69	68.5	220	26.2	6,659	944,834	141.89	69.7	16.2	16.3	1.8	
\$150-164.99	99	11.5	2,876	450,555	156.66	68.3	131	15.0	3,862	605,240	156.72	70.4	34.3	34.3	3.1	
\$165-179.99	91	13.7	3,415	591,417	173.17	67.9	108	13.5	3,319	572,722	172.56	67.3	-2.8	-3.2	-.9	
\$180+	153	25.5	6,434	1,398,295	217.32	69.2	203	32.6	8,380	1,827,888	218.13	70.5	30.2	30.7	1.9	
TOTAL TEXAS	4,593	400.1	93,204	8,804,652	94.47	63.8	4,721	407.9	97,890	9,658,673	98.67	65.7	5.0	9.7	3.0	
2012																
Total Texas	4,526	395.5	90,184	8,102,992	89.85	62.5										

1. Roomnights sold (from estimated rate and actual rooms revenues.). 2. Occupancy: nights sold divided by nights available (x 100). 3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents). Prepared by Source Strategies, Inc., P.O. Box 120055, San Antonio, Texas 78212. (210) 734-3434 FAX (210) 735-7970 Website:sourcestrategies.org

Methodology of Texas Hotel/Motel Reports

Texas Hotel/Motel Quarterly Reports are prepared on a custom basis for private and public clients, including Market Texas Tourism, Office of the Governor, Texas Economic Development & Tourism. Reports are prepared by Source Strategies, Inc. of San Antonio, Texas, based on Texas State Comptroller revenue records and independent research.

Data sources include the following:

Revenues: State of Texas Comptroller records are the source of taxable room revenues for all properties. All properties exceeding \$30,000 in the quarter reported are included; the below-\$30,000 units result in 1.5% of the total state revenues being initially excluded from the Source Strategies database.

Gross room revenues (including Non-taxable) were reported to the Comptroller starting in the third quarter of 1990. To account for the missing non-taxable revenues prior to the third quarter of 1990, Source Strategies increases each individual property's taxable-only, reported revenues by variable factors averaging 12% to reflect this untaxed volume (government business, over 30-day stayers, charitable and educational purchases). The same adjustments are made to all historical periods, insuring comparability over time. "Apartment-type" revenues are typically not reflected.

Starting in the third quarter of 1990, hotels and motels were asked by the Texas Comptroller to report both taxable and gross room revenues. Approximately 80% of properties have complied, allowing the development of adjustment factors for all hotels and motels.

Non-reporting properties are estimated based on the past five quarter trends. If they later report, their actual revenues 'overwrite' the estimate in the database.

Room Counts: these are checked annually in chain directories and the Texas American Automobile Association tour book; those properties checked account for approximately 80% of revenues. For independent properties too small to be listed, the room counts reported to the state are used (unless they appear unreasonable). As a result, the 'CHAIN' occupancies and room counts appear to be very close to 'actual', while independent room counts could be slightly mis-stated. Reports are split into CHAIN and INDEPENDENT categories.

Average Daily Rates are estimated with the aid of financial reports, appraisers, private S.S.I. surveys, chain and AAA directories and another reliable, independent third-party industry database.

Roomnights sold are derived from the above revenues, divided by Average Daily Rates. Roomnights available are calculated from Room Counts (times days in the period).

Occupancy is calculated from roomnights sold and roomnights available. All occupancy figures represent fully-weighted averages, as calculations are always made after sub-totalling or totalling roomnights sold and available.

"CHAINS" are defined as one of the "Top 70+" brands, and include the following names: Four Seasons, Gaylord, Westin, W, Ritz-Carlton, Za Za, Hilton, Hyatt, Inter-Continental, Marriott, Omni, Renaissance, Wyndham. Also, Embassy, Homewood, Residence, Staybridge, Hyatt Summerfield, Clarion, Courtyard, Crowne Plaza, Doubletree, Hilton Garden, Holiday Inn, Indigo, Radisson, Sheraton, Aloft. Hyatt Place, AmeriSuites, Bradford, Candlewood, Comfort suites, Hawthorn, Quality Suites, SpringHill, Townplace, Amerihost, Baymont, Best Western, Comfort Inn, Country Inn, Drury, Fairfield, Hampton, Holiday Express, La Quinta, Wingate. Budget Suites, Extended Stay, Homestead Village, Intown, Studio Plus, Studio 6, Best Value, Best Inn, Days, Econo Lodge, Howard Johnson, Microtel, Motel 6, Quality Inn, Ramada, Red Roof, Super 8. Additional chains are added or deleted from time to time.

Accuracy: On an overall basis, the change in average daily rates reported by Source Strategies Inc. is within a few tenths of one-percent of another private research firm that gets price and revenue reports from hotel/motel chains and independents accounting for about 85% of the market and which publishes aggregated results (for the purpose of providing market share data back to each of its subscribing chains). Revenues are within 2%.

Source Strategies, Inc. database is managed with FOCUS software, a leading 4th generation database language. Developer of the database is president of Source Strategies, Bruce H. Walker. Walker is former senior vice president of marketing for La Quinta Motor Inns Inc. and Holiday Inns, Inc. Walker holds a B.A. from Amherst College and an M.B.A. from Harvard Business School. In addition to consulting, Walker writes the authoritative lodging industry newsletter, *The Hotel Brand Report* (formerly *MarketShare*), and publishes *The Texas Hotel Performance Factbook*. He also authored "New Options in Hotel Appraisals: Quantifying the Revenue Enhancement Value of Hotel Brands" in THE APPRAISAL JOURNAL, SUMMER 2012, and "What's Ahead: A Strategic Look at Lodging Trends" in THE CORNELL H.R.A. QUARTERLY, October 1993. Other principals at Source Strategies, Inc. include Executive Vice President Douglas W. Sutton and Senior Vice President Todd A. Walker. Further information can be obtained at www.SourceStrategies.Org