



# BRAND Report

Hotel Industry Performance Results

February 2011  
Issue #104  
4th Quarter 2010

Market Report  
P. I

Metros Compared  
4th Quarter 2010 vs 2009 - P. 9  
Year of 2010 vs 2009 - P. 10

What to Expect:  
Projection On Track - P. 11

Quarter Brand Performance  
P. 15 Higher Priced Brands  
P. 17 Mid- to Low Priced Brands

Past Year Brand  
Performance  
Higher Priced Brands - P. 19  
Mid- to Low Priced Brands - P. 21

The Top 10% Hotels  
of 2010 (The Top 500)  
Ranked by REVPAR -P. 23

New Hotel  
Performance Factbook  
P. 34

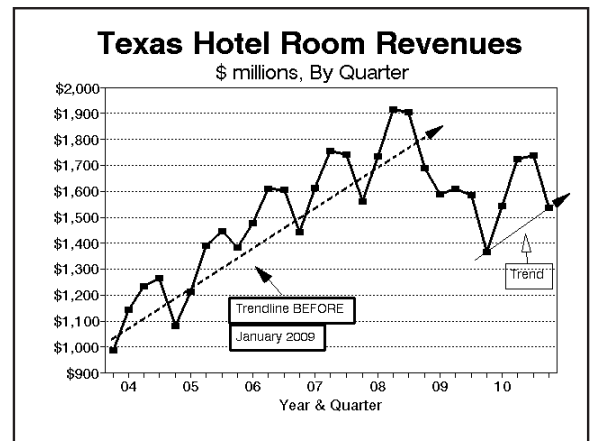
New Services From  
Source Strategies  
P. 61

## THE MARKET REPORT: AN ENCOURAGING RECOVERY

By Bruce H. Walker

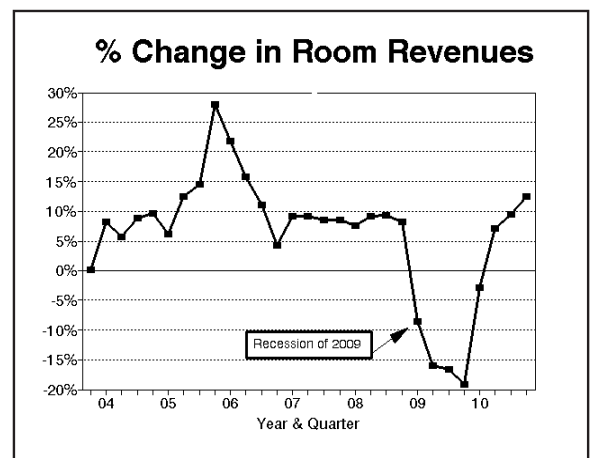
### FOURTH QUARTER REVENUES GAIN 12.5%

After a 19.3% decline in the Fourth quarter of 2009. The market gained 6.5% in 2010 after *dropping* 15% for all of 2009. It gained 8.5% in 2008, 8.9% in 2007, and 13% in 2006. The 12.5% gain in the Fourth quarter is slightly higher than the typical 8+% gains between 2004 through 2008.



### QUARTERLY REVPAR UP 7.3%

But down 17% from 2008 (-\$8.82). Prices rose about 2.9% (after a 10% decline in the Fourth quarter of 2009). Roomnights sold increased by a helpful 9.4% over last year (although roomnights sold are still 3.1% lower than in 2008).



### 5% MORE NEW ROOMS ADDED

Rate should be near 2% next year. Due to low returns, new openings should be limited except in small pockets of demand.

# THE MARKET REPORT: AN ENCOURAGING RECOVERY

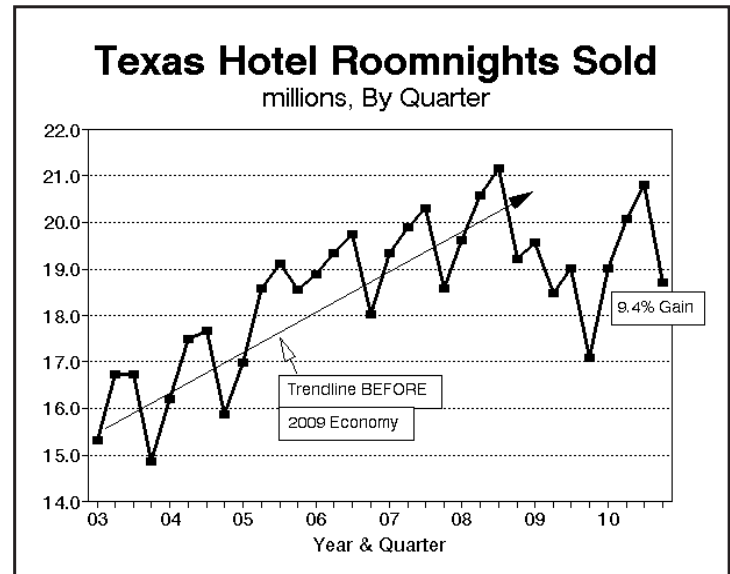
## FOURTH QUARTER OCCUPANCY IMPROVES FROM 49.1% TO 51.3%

Below the 59% long-term industry average and well below the 58% in the Fourth quarter 2008.

## OUTLOOK IS FOR STEADY IMPROVEMENT THROUGH 2012

Current results indicate good growth levels. Further, at current rate of recovery, a return to the historical trend lines will probably be achieved in 2013, including a recovery to 2008 dollar REVPAR levels.

However, the general economic outlook still remains fragile. There are uncertainties in the general economy that may be problematic: particularly low consumer demand and a 'real' unemployment rate near 17%, 11 million unsold homes, unsustainable government deficits, federal constraints depressing low-cost energy development (oil, coal, and nuclear) in the face of escalating energy costs, costly federal regulations and expanding bureaucracy, and the new health care law.



## Texas: Percentage Change Vs Year Ago

Year	Qtr	Room	Room	Rooms	%	\$	\$
		Supply	Rev \$	Sold	Occ	Price	RPAR
2008	1st	2.8	7.6	1.4	-1.4	6.1	4.6
	2nd	3.3	9.1	3.4	0.0	5.5	5.6
	3rd	3.4	9.3	4.3	0.9	4.8	5.7
	4th	2.4	8.2	3.4	1.0	4.7	5.7
2009	1st	3.0	-8.5	-5.3	-7.9	-3.4	-11.2
	2nd	3.6	-16.0	-10.1	-13.2	-6.6	-18.9
	3rd	4.3	-16.6	-10.2	-13.8	-7.1	-20.0
	4th	4.6	-19.3	-11.4	-15.3	-9.0	-22.9
2010	1st	6.1	-2.8	2.3	-3.7	-5.0	-8.4
	2nd	5.9	7.2	8.5	2.6	-1.2	1.3
	3rd	5.0	9.5	9.5	4.2	-0.1	4.3
	4th	5.0	12.5	9.4	4.3	2.9	7..3

All information contained in the **Hotel Brand Report** is based on opinion, surveys and research from sources considered reliable; no representation is made as to accuracy and no liability of any kind can be accepted. © 2011, Source Strategies, Inc. Reproduction or quotation is encouraged with attribution. The **Hotel Brand Report**, Issue # 104 is published by Source Strategies, Inc., 134 Laurel Heights Place, San Antonio, Texas 78212-5219. The **Hotel Brand Report** is published quarterly in March, June, September and December. One year subscription rate is \$100. Two years \$175. Phone: (210) 734-3434. The **Hotel Brand Report** is delivered via email and can be printed by recipients. International Serial # 10954988. USPS #015-753. Send address changes to **Hotel Brand Report** to P.O.Box 120055, San Antonio, Texas 78212-9255, or [Amanda@SourceStrategies.org](mailto:Amanda@SourceStrategies.org). Visit [www.SourceStrategies.org](http://www.SourceStrategies.org).

# THE MARKET REPORT: AN ENCOURAGING RECOVERY

## STRONG IMPROVEMENT IN LARGEST METROS

Twenty-five of the 28 measured areas saw revenue gains in the quarter. The highest increases were in gas-production areas of Odessa, Victoria, Midland and non-metro areas. Laredo's Texas tourist losses have recovered dramatically due to visitors from Mexico.

<u>Fourth Quarter</u>	<u>%</u>	<u>Total Revenue*</u>			<u>Chains Only:</u>		
<u>Metropolitan Areas</u>	<u>Market</u>	<u>2009</u>	<u>2010</u>	<u>Change</u>	<u>%Occ</u>	<u>\$ ADR</u>	<u>REVPAR</u>
Dallas-Ft Worth-Arlington	28.1%	\$384.5	\$432.3	12.4%	54.8%	\$85.36	\$46.78
Houston-Baytown-Sugarland	21.3%	\$301.5	\$328.3	8.9%	51.1%	\$89.25	\$45.61
San Antonio	12.7%	\$171.7	\$195.2	13.7%	49.7%	\$101.56	\$50.48
Austin-Round Rock	10.4%	\$138.1	\$160.0	15.8%	59.8%	\$100.21	\$59.93
El Paso	2.2%	\$34.0	\$33.6	-1.2%	66.8%	\$68.19	\$45.55
Corpus Christi	2.0%	\$26.5	\$30.4	14.7%	41.1%	\$81.49	\$33.49
McAllen-Edinburg-Pharr	1.7%	\$24.4	\$25.8	5.6%	58.2%	\$83.31	\$48.49
Lubbock	1.1%	\$16.0	\$17.5	9.2%	58.3%	\$71.36	\$41.60
Amarillo	1.1%	\$15.8	\$17.1	8.0%	57.0%	\$66.45	\$37.88
Laredo	1.1%	\$12.1	\$16.5	36.7%	71.1%	\$78.32	\$55.69
Beaumont-Port Arthur	1.0%	\$14.9	\$16.0	7.6%	44.9%	\$67.63	\$30.37
Balance of Texas	<u>17.3%</u>	<u>\$227.5</u>	<u>\$265.6</u>	<u>16.7%</u>	53.2%	\$72.96	<u>\$38.81</u>
Total State of Texas	100.0%	\$1,366.9	\$1,538.2	12.5%	53.3%	\$85.54	\$45.59

\* \$ millions

## LOWER PRICED HOTELS GREW MORE IN 2010

The majority of the revenue losses in this recession have been among travelers purchasing at the higher prices. In 2009, lodging priced above \$135 declined 31.2% as consumers traded down or stopped buying. In 2010, the strongest gains were for lodging priced under \$90. In the Fourth quarter, the highest-priced hotels showed the highest growth rate.

### Change In Room Revenues by Price (vs. year ago)

<u>Average Rate:</u>	<u>Under \$90</u>	<u>\$90 to \$135</u>	<u>\$135+</u>	<u>Total</u>
Year of 2009	-3.7%	-9.4%	-31.2%	-15.0%
1st Quarter '10	6.5%	1.3%	-19.4%	-2.8%
2nd Quarter	10.5%	4.1%	6.6%	7.2%
3rd Quarter	11.1%	10.6%	5.8%	9.5%
4th Quarter	<u>7.7%</u>	<u>10.7%</u>	<u>24.4%</u>	<u>12.5%</u>
Year of 2010	9.1%	7.5%	1.5%	6.5%

# THE MARKET REPORT: AN ENCOURAGING RECOVERY

## MID- AND HIGHER-PRICED CHAIN SEGMENTS STRONGEST IN 2010

Higher priced hotels out-performed the market in terms of REVPAR improvement. Mid-market hotel segments Mini-suites and Limited Service also gained moderately. Overall, segment results signal a recovery of Business-related demand in the market; room revenues for the Luxury, Upscale, Suites, Mid/Upscale and Mini-suite chain segments showed the highest revenue gains. Mid/Upscales, Limited Service and Mini Suites added 13,500 of the 20,200 total room increase while the Luxury and Upscale segments did not add significant rooms.

### Segment Performance – Year of 2010 Results

<u>Segments</u>	<u># Hotels</u>	<u># Rooms*</u>	<u># Chg</u>	<u>\$ Room Revenues*</u>	<u>% Chg</u>	<u>% Mkt</u>	<u>% Occup</u>	<u>Point Chg</u>	<u>Rate Chg</u>	<u>RVPAR Chg</u>
Luxury	18	7.9	0.3	322,542	8.1%	4.9%	61.5	3.6	-2.2%	3.8%
Upscale	83	35.7	-0.1	1,133,439	7.5%	17.3%	60.0	2.3	-0.9%	3.1%
Suites	169	22.7	1.1	639,526	8.8%	9.8%	65.3	3.6	-1.8%	3.9%
Mid/Upscales	256	47.4	4.0	990,736	11.2%	15.1%	57.6	2.6	-2.2%	2.4%
Mini-Suites	240	20.5	3.3	323,206	12.2%	4.9%	56.3	0.6	-6.6%	-5.6%
L.S./Midscales	1,020	81.8	6.2	1,355,115	6.3%	20.7%	56.8	0.6	-2.9%	-1.8%
Extended Stay	196	25.6	1.0	219,214	0.8%	3.3%	64.2	1.1	-4.5%	-2.9%
Budget	<u>952</u>	<u>69.1</u>	<u>3.4</u>	<u>562,958</u>	<u>-0.8%</u>	<u>8.6%</u>	<u>49.1</u>	<u>-0.6</u>	<u>-4.4%</u>	<u>-5.6%</u>
<b>Total Chains</b>	<b>2,933</b>	<b>310.6</b>	<b>20.6</b>	<b>5,546,735</b>	<b>7.2%</b>	<b>84.8%</b>	<b>56.9</b>	<b>1.2</b>	<b>-1.9%</b>	<b>0.1%</b>
Tot. Independ.	<u>1,711</u>	<u>81.3</u>	<u>-0.4</u>	<u>997,797</u>	<u>2.5%</u>	<u>15.2%</u>	<u>47.9</u>	<u>0.6</u>	<u>1.9%</u>	<u>3.1%</u>
<b>Total Market</b>	<b>4,645</b>	<b>391.9</b>	<b>20.2</b>	<b>6,544,532</b>	<b>6.5%</b>	<b>100.0%</b>	<b>56.6</b>	<b>2.3</b>	<b>-0.1%</b>	<b>4.2%</b>

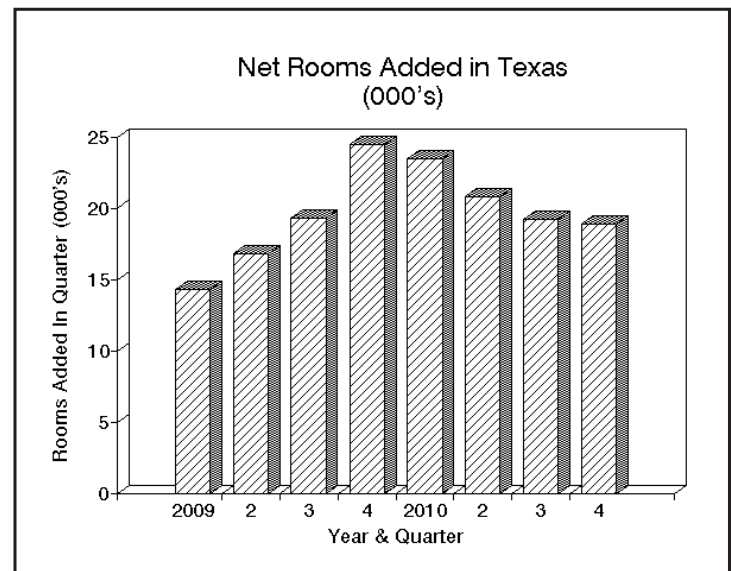
\* (000's)

## SUPPLY GROWTH SHOULD NEARLY CEASE IN 2010

Supply growth peaked in the Fourth quarter of 2009 at 24,500 net new hotel rooms (openings less closings). The number of new units has tapered off in recent quarters, but still remains at a high level. In the Fourth quarter of 2010, the increase was 18,900, slightly below the 19,300 increase in the Third quarter. In 2010, room inventory expanded by 20,200 net rooms,<sup>1</sup> after expanding by 18,400 in 2009, by 11,600 in 2008, and by 9,800 in 2007.

However, debt financing funds all but 'dried up' at the end of 2008, meaning that the hotels financed before then have probably been built, and mostly opened by now. If this judgment is correct, net new rooms opened should plummet in the First or Second quarter of 2011. This will have the financially favorable effect of allowing demand increases to go to existing hotels, raising occupancies and allowing increases in daily rates.

In the quarter, rooms currently priced below \$90 gained by 3.1% (7,800 rooms out of the 18,900 net total). Rooms offered at rates from \$90 up to \$135 gained 5.8% (5,200 rooms). Rooms offered at rates \$135+ rose by 16.8% (6,000 rooms). These results reflect both hotels opening and closing, and also hotels shifting a price category upwards.



<sup>1</sup> 'net' being the combination of new supply openings less closures

## THE LARGEST METRO AREAS IN 2010

**San Antonio Metro room-nights-sold gained 11.4% in 2010 versus last year, while rates rose just 1.2% causing revenues to climb 12.7%, to \$881 million.** As net room supply increased dramatically by 8.4% (3,400 net new rooms), average occupancy edged 1.4 points higher, to 57.1%. In the year of 2008, San Antonio room revenues gained 9.2% because of a 4.9% increase in room rates and a 4.1% rise in room-nights sold; occupancy slipped 1 point to a 60.4% average; rooms available rose by 2,100.

**Dallas Metropolitan Division room-nights-sold rose 9.5% in 2010, causing revenues to rise 7% to \$1, 182 million. Rates declined 2.3% aiding an occupancy gain of 3 points, to 55%.** Net room supply increased by 3.5% (2,400 net rooms). In the year of 2008, Dallas room revenues gained just 2.8% because of a 1.8% increase in room rates and a 1% rise in room-nights sold from 2007; occupancy slipped 0.5 points to a 59.6%.

**Austin-Round Rock room-nights-sold gained 9.4% in 2010. Influenced by a 1.5% price decrease, revenues gained 7.8% to \$659 million. Net room supply rose 5.9% (1,600 net rooms). Occupancy gained 2.1 points to 62.7%. For all of 2008, Austin metro occupancy dropped 2.4 points to a still-healthy 66.1% as room revenues gained 3%. Rooms available rose only by 300.**

**Ft. Worth-Arlington Metropolitan Division room-nights-sold rose 7.8% in 2010, with revenues up 7.4%, to \$592 million. Net room supply grew 3.3% (1,300 rooms) contributing to an occupancy improvement of 1.8 points, to 56.4%.** In the year of 2008, Ft. Worth room revenues gained a strong 9.5%, room-nights increased 3.4% and occupancy eroded 1 point to a still-strong 65.9% average; rooms available rose 1,300.

**Houston-Baytown-Sugar Land room-nights-sold gained 6.1% while room revenues edged 2% higher to \$1,408 million (with a 3.8% price erosion). Occupancy dropped 0.5 points to 54.4% in 2010.** Metro room supply rose by 6.9% (5,200 rooms). In the year of 2008, Houston gained by Hurricane-related housing demand as room revenues gained 13.3% and room-nights sold rose 4.8%; then, occupancy increased 1.3 points to a 65.9% average

# THE MARKET REPORT: AN ENCOURAGING RECOVERY

## ANNUAL OCCUPANCY

In 2010, occupancy averaged 55%, about 8% below long term averages. This compares to 53.9% in 2009, and to 61.4% in both 2008 and 2007. In the Fourth quarter of 2010, occupancy was 51.3%, up from 49.2% in 2009. Chain occupancy was 56.9% in 2010, up 1.1 points from a year ago. Chains accounted for 84.7% of market revenues, slightly above a year ago. Independents generated 47.8% occupancy, up by 0.5 points. In 2010, seventeen of the 27 Texas areas showed increased occupancy versus 2009. Thirteen areas met or exceeded the state occupancy average (areas are ranked by 2010 occupancy shown below):

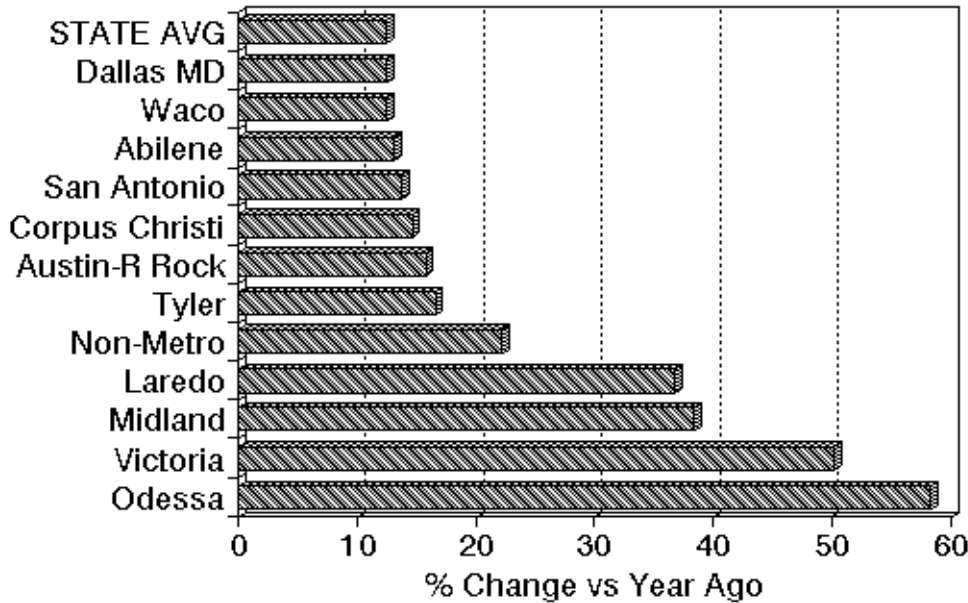
### Metro Area Performance

<u>Metro Area</u>	<u>Year of 2009</u>		<u>Year of 2010</u>		
	<u>Occ</u> <u>%</u>	<u>Rev</u> <u>% Chg</u>	<u>Occ</u> <u>%</u>	<u>Pt.</u> <u>Chg</u>	<u>Rev</u> <u>% Chg</u>
El Paso	63.7	-7.9%	68.1	4.4	9.5%
Austin-Round Rock	60.6	-12.9%	62.7	2.1	7.8%
Laredo	48.5	-16.3%	59.7	11.2	28.5%
Amarillo	56.3	-3.5%	59.6	3.3	6.8%
Texarkana (Tx)	60.4	3.4%	59.5	-0.9	7.6%
San Angelo	59.5	-3.9%	58.9	-0.6	-4.9%
San Antonio	55.6	-15.7%	57.1	1.5	12.7%
Lubbock	60.5	-60.0%	56.6	-3.9	4.8%
College Station-Bryan	56.8	-7.6%	56.5	-0.3	-1.4%
Midland	54.4	-17.2%	56.5	2.1	9.0%
Ft Worth-Arlington MD	54.6	-11.3%	56.4	1.8	7.4%
Waco	54.9	-5.7%	55.4	0.5	5.4%
Dallas MD	52.0	-17.6%	55.0	3.0	7.0%
<b>State Average</b>	<b>53.9</b>	<b>-15.0%</b>	<b>55.0</b>	<b>1.1</b>	<b>6.5%</b>
Killeen-Temple-Ft Hood	52.9	-7.8%	54.5	1.6	3.7%
Houston-Baytown-Sugarland	54.9	-20.1%	54.4	-0.5	2.0%
Odessa	50.4	-35.9%	53.5	3.1	16.3%
Victoria	45.5	-24.0%	53.3	7.8	33.9%
Longview	52.6	-9.1%	52.7	0.1	3.1%
Tyler	52.6	-5.8%	52.1	-0.5	3.8%
McAllen-Edinburg-Pharr	50.8	-11.4%	51.1	0.3	2.4%
Non Metro	50.8	-13.2%	50.2	-0.6	9.9%
Corpus Christi	49.0	-1.5%	49.6	0.6	1.8%
Wichita Falls	51.7	1.9%	48.5	-3.2	4.1%
Sherman-Denison	47.7	-10.4%	48.1	0.4	4.9%
Brownsville-Harlingen	46.8	-7.2%	47.6	0.8	1.8%
Beaumont-Pt Arthur	50.9	-16.4%	47.3	-3.6	-11.6%
Abilene	47.6	-12.9%	44.9	-2.7	-0.4%

**Data above is a summary. Comprehensive and in-depth analysis has been completed for the Governor's Office, Economic Development & Tourism, Research Section and can be examined and downloaded at [www.travel.state.tx.us/TravelResearch/Hotel-Reports.aspx](http://www.travel.state.tx.us/TravelResearch/Hotel-Reports.aspx) or [www.sourcestrategies.org/texas](http://www.sourcestrategies.org/texas).**

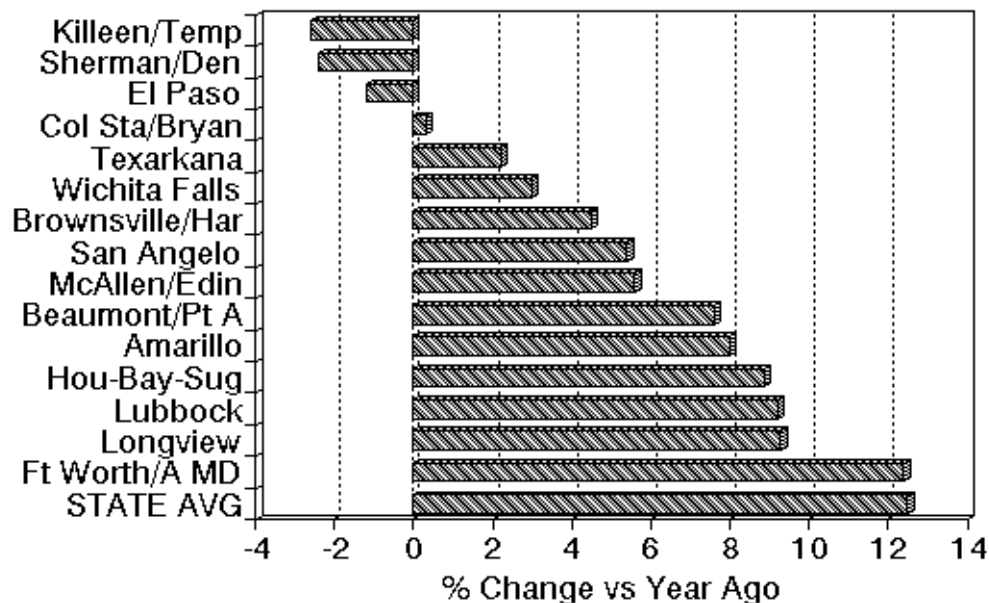
## % Change in Room Revenues

Texas Metros, 4th Quarter 2010



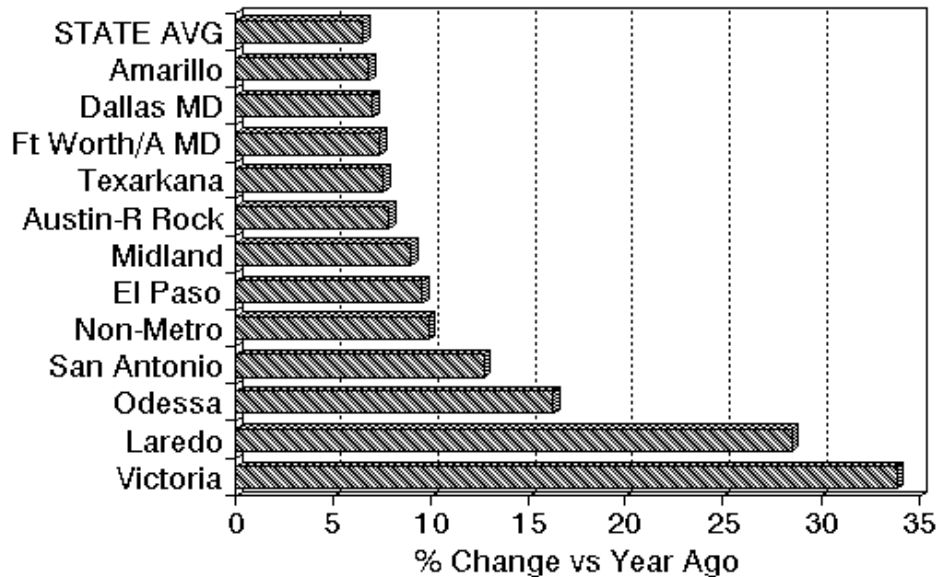
## % Change in Room Revenues

Texas Metros, 4th Quarter 2010



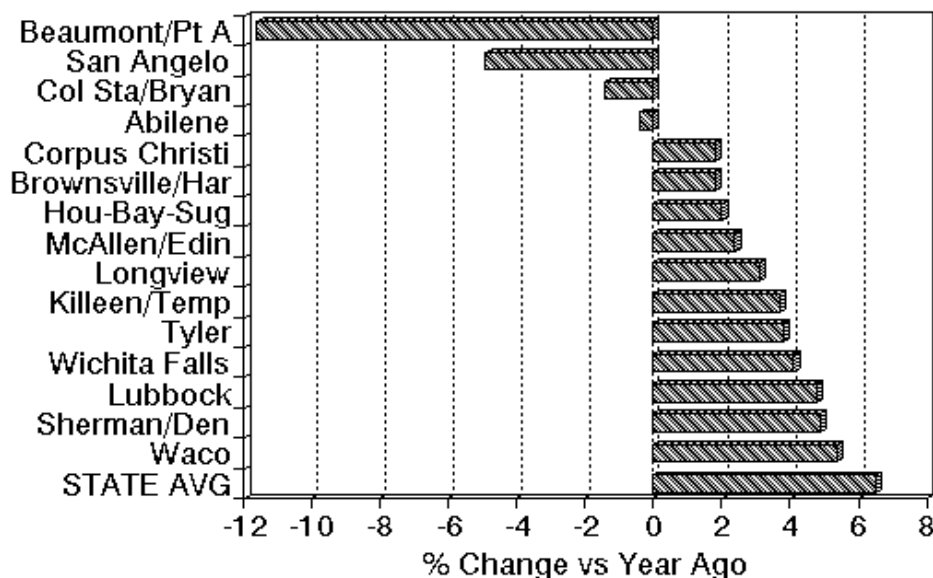
## % Change in Room Revenues

Texas Metros, Year of 2010



## % Change in Room Revenues

Texas Metros, Year of 2010



# METROS COMPARED - 4TH QUARTER 2010 VS 2009

## HOTEL/MOTEL PERFORMANCE BY METRO; FOURTH QUARTER

	2009						2010						% Change		
	# HtIs	# Rooms 000's	Nites <sup>1</sup> sold 000's	\$ Revenue 000's	Est. \$ Rate	% <sup>2</sup> Occ	# HtIs	# Rooms 000's	Nites sold 000's	\$ Revenue 000's	Est. \$ Rate	% Occ	Nites Sold	\$ Revs	Occ.
<b>Metropolitan</b>															
<b>Statistical Areas</b>															
Abilene	35	2.8	106	7,527	70.92	40.7	39	3.2	119	8,511	71.75	40.3	12.3	13.1	-1.0
Amarillo	65	5.5	266	15,798	59.44	52.2	63	5.5	280	17,068	60.89	55.7	5.3	8.0	6.7
Austin-R R	270	27.7	1,411	138,144	97.93	55.3	288	29.4	1,581	159,983	101.17	58.4	12.0	15.8	5.6
Beaunt-PT	73	5.9	229	14,902	65.08	42.1	78	6.1	248	16,042	64.73	43.9	8.3	7.6	4.3
Browns/Har	96	6.8	205	14,948	73.05	32.6	100	7.3	217	15,166	69.75	32.3	5.9	1.5	-9
ColSt-Brya	50	4.0	193	15,802	81.89	52.0	51	4.0	201	15,844	78.94	54.4	4.1	.3	4.6
Corpus Chr	169	11.2	331	26,451	79.97	32.0	176	11.4	368	30,352	82.39	35.0	11.2	14.7	9.4
Dallas MD	567	70.1	3,237	255,727	78.99	50.2	576	72.0	3,539	287,579	81.27	53.4	9.3	12.5	6.4
Ft W-Arl MD	298	30.8	1,498	128,737	85.95	52.9	306	31.9	1,629	144,722	88.87	55.4	8.7	12.4	4.7
Total DFW	865	100.9	4,735	384,465	81.19	51.0	882	103.9	5,167	432,301	83.66	54.1	9.1	12.4	6.1
El Paso	80	8.5	516	33,955	65.80	66.1	82	8.7	527	33,564	63.74	65.8	2.1	-1.2	-5
Hou-Bay-Su	814	76.8	3,502	301,490	86.10	49.6	862	81.2	3,738	328,301	87.82	50.1	6.7	8.9	1.0
Kil-Tem-Ft	91	5.2	240	15,437	64.25	50.3	92	5.4	245	15,033	61.24	49.4	2.1	-2.6	-1.8
Laredo	39	4.0	196	12,088	61.62	52.7	38	4.0	240	16,521	68.89	65.8	22.4	36.7	24.9
Longview	49	3.0	128	7,244	56.39	46.9	48	2.9	136	7,919	58.12	50.8	6.3	9.3	8.3
Lubbock	50	4.7	241	16,009	66.43	56.2	53	5.0	256	17,484	68.43	56.0	6.2	9.2	-4
McAl-Ed-Mi	98	6.9	328	24,403	74.44	51.7	97	7.1	343	25,759	75.09	52.7	4.6	5.6	1.9
Midland	30	2.7	118	8,007	67.72	48.2	31	2.7	153	11,084	72.60	60.8	29.7	38.4	26.1
Odessa	24	2.2	102	6,342	61.88	50.8	26	2.4	126	10,048	79.74	57.6	23.5	58.4	13.4
San Angelo	20	1.7	80	4,976	62.57	51.7	22	1.7	87	5,247	60.42	54.4	8.8	5.4	5.2
San Antoni	421	40.7	1,788	171,662	96.00	47.8	442	44.3	1,959	195,179	99.62	48.1	9.6	13.7	.6
Shermn/Den	21	1.4	58	3,313	57.14	43.8	22	1.5	59	3,234	54.92	44.0	1.7	-2.4	.5
Texarka(TX	18	1.4	74	5,058	68.54	59.0	18	1.3	76	5,170	68.40	61.1	2.7	2.2	3.6
Tyler	43	2.9	131	8,245	63.14	48.8	45	3.0	145	9,616	66.31	51.9	10.7	16.6	6.4
Victoria	34	1.9	75	4,341	57.57	42.4	36	2.0	96	6,521	67.71	53.2	28.0	50.2	25.5
Waco	44	3.6	169	10,460	61.90	51.0	46	3.8	184	11,768	64.00	52.1	8.9	12.5	2.2
Wichita Fa	28	2.3	102	5,909	57.94	47.8	29	2.4	103	6,084	59.00	46.0	1.0	3.0	-3.8
Non-Metro	882	42.6	1,773	109,941	62.02	45.3	934	46.0	2,043	134,360	65.78	48.3	15.2	22.2	6.6
Total Texas	4,409	377.4	17,096	1,366,915	79.95	49.2	4,600	396.3	18,697	1,538,159	82.27	51.3	9.4	12.5	4.3

1. Room-nights 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. 2/14/11. (210) 734-3434 FAX (210) 735-7970 Website:SourceStrategies.Org

# METROS COMPARED - 2010 VS 2009

## HOTEL/MOTEL PERFORMANCE BY METRO; YEAR OF 2010

	2009										2010										% Change		
	#					Est.					#					Est.							
	# Htls	# Rooms 000's	Nites sold 000's	Revenue 000's	% Occ	# Htls	# Rooms 000's	Nites sold 000's	Revenue 000's	% Occ	# Htls	# Rooms 000's	Nites sold 000's	Revenue 000's	% Occ	# Htls	# Rooms 000's	Nites sold 000's	Revenue 000's	% Occ	\$ Revs	\$ Occ.	
Metropolitan Statistical Areas																							
Abilene	37	2.9	502	36,063	47.6	39	3.1	508	35,903	44.9	39	3.1	508	35,903	44.9	1.2	-	1.2	-	44.9	-	-4	-5.7
Amarillo	64	5.5	1,134	68,383	56.3	64	5.5	1,196	73,039	59.6	64	5.5	1,196	73,039	59.6	5.5	-	5.5	-	59.6	6.8	5.9	5.9
Austin-Ro	266	27.3	6,042	611,438	60.6	287	28.9	6,612	659,293	62.7	287	28.9	6,612	659,293	62.7	9.4	-	9.4	-	62.7	7.8	3.5	3.5
Beaumont-PT A	69	5.6	1,033	77,263	50.9	76	6.0	1,040	68,281	47.3	76	6.0	1,040	68,281	47.3	.7	-	.7	-	47.3	-11.6	-7.1	-7.1
Browns/Harl	108	7.2	1,232	107,816	46.8	108	7.4	1,283	109,800	47.6	108	7.4	1,283	109,800	47.6	4.1	-	4.1	-	47.6	1.8	1.7	1.7
ColSt-Bryan	50	4.0	828	65,786	56.8	51	4.0	834	64,863	56.5	51	4.0	834	64,863	56.5	.7	-	.7	-	56.5	-1.4	-5	-5
Corpus Chri	189	11.6	2,078	180,494	49.0	192	11.8	2,135	183,768	49.6	192	11.8	2,135	183,768	49.6	2.7	-	2.7	-	49.6	1.8	1.2	1.2
Dallas MD	556	69.3	13,147	1,104,401	52.0	576	71.7	14,396	1,182,146	55.0	576	71.7	14,396	1,182,146	55.0	9.5	-	9.5	-	55.0	7.0	5.8	5.8
Ft W-Arl MD	291	30.1	5,994	550,919	54.6	303	31.4	6,463	591,668	56.4	303	31.4	6,463	591,668	56.4	7.8	-	7.8	-	56.4	7.4	3.3	3.3
Tot DFW	847	99.4	19,140	1,655,321	52.8	879	103.1	20,859	1,773,814	55.4	879	103.1	20,859	1,773,814	55.4	9.0	-	9.0	-	55.4	7.2	4.9	4.9
El Paso	78	8.3	1,921	131,549	63.7	81	8.6	2,136	144,016	68.1	81	8.6	2,136	144,016	68.1	11.2	-	11.2	-	68.1	9.5	6.9	6.9
Hou-Bay-Sug	800	74.9	14,995	1,380,202	54.9	857	80.1	15,911	1,408,053	54.4	857	80.1	15,911	1,408,053	54.4	6.1	-	6.1	-	54.4	2.0	-9	-9
Kil-Tem-Fth	89	5.2	1,000	65,810	52.9	91	5.2	1,038	68,269	54.5	91	5.2	1,038	68,269	54.5	3.8	-	3.8	-	54.5	3.7	3.0	3.0
Laredo	39	4.0	715	43,846	48.5	38	3.9	853	56,345	59.7	38	3.9	853	56,345	59.7	19.3	-	19.3	-	59.7	28.5	23.1	23.1
Longview	47	2.8	542	33,550	52.6	48	2.9	560	34,577	52.7	48	2.9	560	34,577	52.7	3.3	-	3.3	-	52.7	3.1	.2	.2
Lubbock	50	4.5	987	65,125	60.5	53	4.8	1,002	68,222	56.6	53	4.8	1,002	68,222	56.6	1.5	-	1.5	-	56.6	4.8	-6.4	-6.4
McAl-Ed-Mi	95	6.7	1,249	91,431	50.8	96	6.9	1,294	93,598	51.1	96	6.9	1,294	93,598	51.1	3.6	-	3.6	-	51.1	2.4	.6	.6
Midland	28	2.5	499	36,653	54.4	30	2.7	558	39,965	56.5	30	2.7	558	39,965	56.5	11.8	-	11.8	-	56.5	9.0	3.9	3.9
Odessa	23	2.1	390	29,874	50.4	25	2.3	446	34,751	53.5	25	2.3	446	34,751	53.5	14.4	-	14.4	-	53.5	16.3	6.2	6.2
San Angelo	21	1.7	364	23,595	59.5	21	1.6	353	22,435	58.9	21	1.6	353	22,435	58.9	-3.0	-	-3.0	-	58.9	-4.9	-1.0	-1.0
San Antonio	429	40.3	8,183	781,679	55.6	454	43.7	9,114	881,087	57.1	454	43.7	9,114	881,087	57.1	11.4	-	11.4	-	57.1	12.7	2.7	2.7
Shermn/Deni	21	1.4	240	14,534	47.7	23	1.5	255	15,249	48.1	23	1.5	255	15,249	48.1	6.3	-	6.3	-	48.1	4.9	.8	.8
Texarka(TX)	17	1.3	279	20,614	60.4	18	1.3	293	22,179	59.5	18	1.3	293	22,179	59.5	5.0	-	5.0	-	59.5	7.6	-1.5	-1.5
Tyler	43	2.8	545	37,789	52.6	45	3.0	567	39,227	52.1	45	3.0	567	39,227	52.1	4.0	-	4.0	-	52.1	3.8	-1.0	-1.0
Victoria	36	1.9	321	19,822	45.5	37	2.0	385	26,548	53.3	37	2.0	385	26,548	53.3	19.9	-	19.9	-	53.3	33.9	17.1	17.1
Waco	43	3.5	707	45,336	54.9	45	3.8	761	47,783	55.4	45	3.8	761	47,783	55.4	7.6	-	7.6	-	55.4	5.4	.9	.9
Wichita Fal	26	2.2	417	25,769	51.7	29	2.4	432	26,829	48.5	29	2.4	432	26,829	48.5	3.6	-	3.6	-	48.5	4.1	-6.2	-6.2
Non-Metro	906	42.0	7,778	497,446	50.8	958	45.1	8,271	546,636	50.2	958	45.1	8,271	546,636	50.2	6.3	-	6.3	-	50.2	9.9	-1.2	-1.2
Total Texas	4,417	371.6	73,121	6,147,185	53.9	4,645	391.8	78,697	6,544,532	55.0	4,645	391.8	78,697	6,544,532	55.0	7.6	-	7.6	-	55.0	6.5	2.0	2.0

1. Room-nights 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. 2/14/11. (210) 734-3434 FAX (210) 735-7970 Website:SourceStrategies.Org

# SLOW, STEADY IMPROVEMENT, TAKING AT LEAST TWO YEARS

## WHAT TO EXPECT: NOVEMBER PROJECTION APPEARS ON TRACK SLOW, STEADY IMPROVEMENT, TAKING AT LEAST TWO YEARS TO GET BACK TO THE HISTORICAL TRENDLINE

By Bruce H. Walker, President  
Source Strategies, Inc.

Our market projection for the Fourth quarter and beyond was done in November. As of today in mid-February, it was very accurate... almost to the penny on REVPAR.

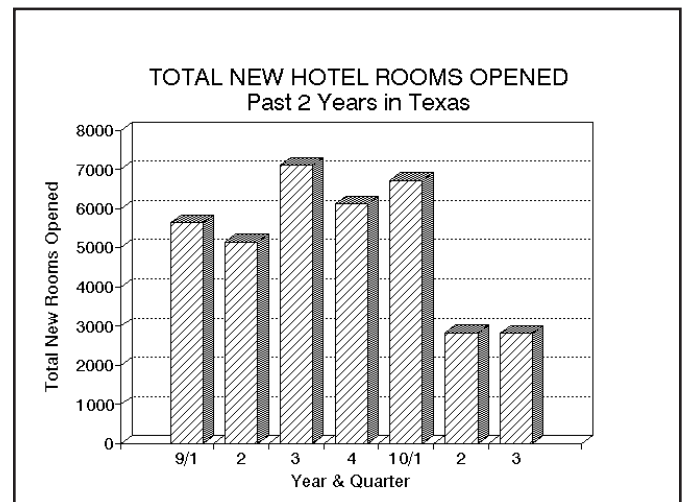
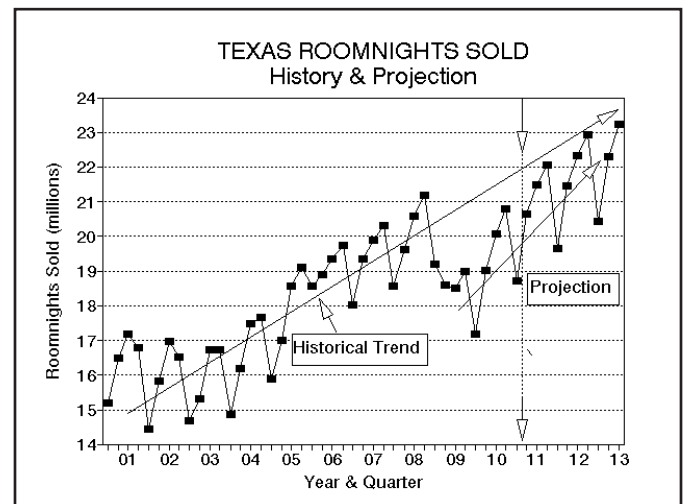
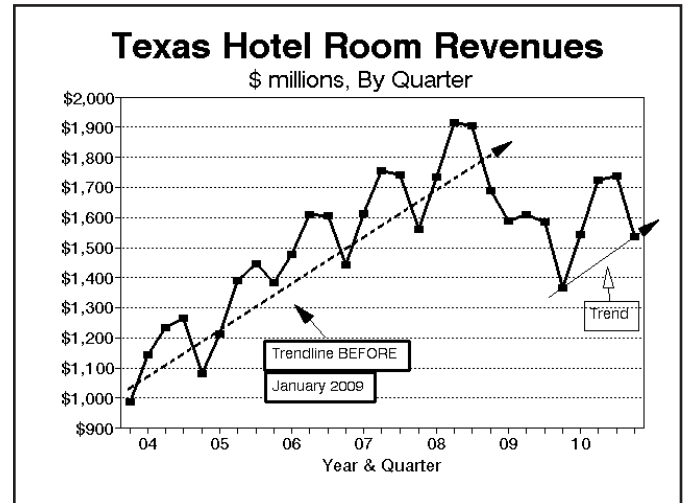
The actual room supply growth of 5% was off by a percentage point, but everything else is on track. And supply should be reduced to very low rates in the first half of this year.

The following reprints the highlights of this projection (and shows the Fourth quarter actual numbers next to our projection in the table).

The key to a solid projection is to stabilize the market in the future at a sustainable, average equilibrium for occupancy, a level which we have determined to be approximately 59%. Over the 20 years from 1987 through 2007, according to the Source Strategies, Inc. database, hotel occupancy in Texas has averaged 59% (slightly higher in urban metropolitan areas). This occupancy level is highly relevant as a long-term, equilibrium occupancy, a level where investors are neutral about adding new hotel rooms to the market and an average that will reoccur over long periods of time (e.g. 20 years). Right now, we are well below this level. Let's look at the three key components or growth, and then project them.

### ROOMNIGHTS SOLD RECOVERING STEADILY

The past three quarters have shown a 2.3%, 8.5% and 9.5% growth rate in roomnights sold versus the same three quarters in 2009 (when the market 'cratered'). We suggest that this Third quarter 2010 9.5% growth rate is the peak, but will be solid and positive through 2012. We predict rates starting at 9% the Fourth quarter of this year, and ranging from 8.5% to start and dropping to 5% at the end of 2011. A more normal 4% growth is expected in 2012. The forecast here is a 'trend' forecast based on typical market patterns.



# SLOW, STEADY IMPROVEMENT, TAKING AT LEAST TWO YEARS

## NEW ROOM SUPPLY DROPPING

A 6.1% gain in new, net supply in the First quarter of 2010 was probably the peak for new rooms coming into the market, followed by 5.9% in the Second, and 5% in the Third quarter. Given the normal pace of growth rate changes, we are expecting a continuous drop in new supply all the way to just +1% in the last half of 2011, and only +2% growth rates for some time thereafter. The coming change can be seen in the total new rooms opened over the last two years.

## PRICES MATCH 2009 IN THIRD QUARTER AFTER SIX QUARTERS OF DECLINE

With the recovery in room night demand, and the slowing of in new supply additions, future price increases are predicted at levels *above* the inflation rate. As a result, we have assumed +3% in the Fourth quarter of this year and +5% in 2011, then dropping to +4% in 2012. During the worst of 2009, hotel prices dropped hugely: by 13% to 15.6% versus the same quarters in 2008.

## OCCUPANCY SLOWLY RECOVERING

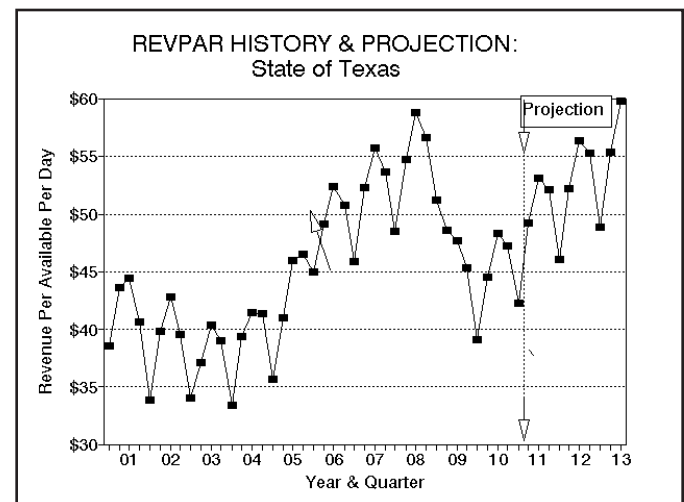
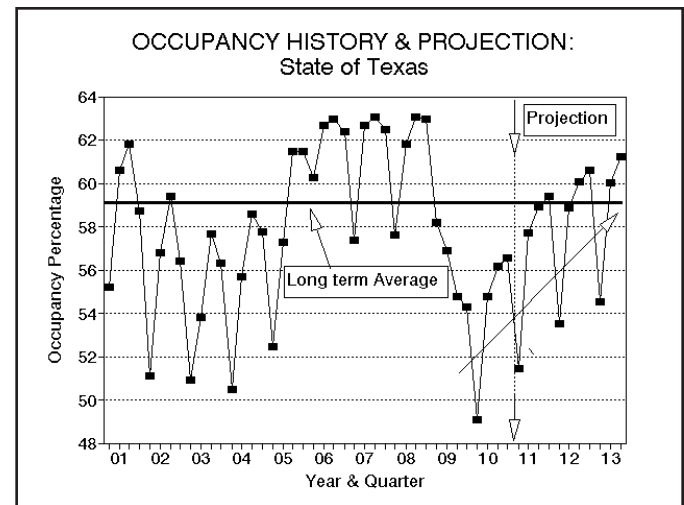
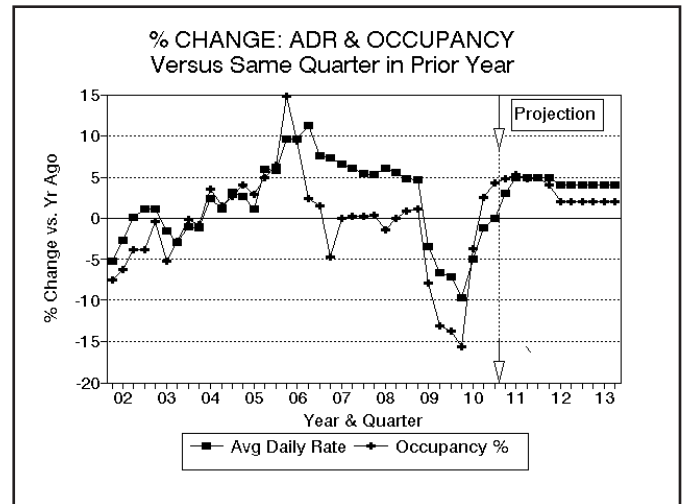
Occupancy dropped further and faster than rates as hotels tried to minimize discounting and maintain GOP; but as the graph shows, rates clearly plunged once the 2009 recession took hold. In 2012, gains in occupancy are expected to settle around +2% (1.2 'points') while rates gain about 4%. Occupancy should reach its long-term equilibrium level in 2013.

## GROWING DEMAND, SHRINKING NEW SUPPLY AND RECOVERING PRICES WILL SPUR REVPAR AND REVENUE GROWTH

As a result of the above expectations, REVPAR should return to the 2008 level of about \$55 average, state-wide in Texas, in 2012. The demand, supply and price forecasts combine to generate double digit REVPAR growth in the next twelve months before dropping to about 6% growth in 2012.

## ROOM REVENUES MOVE BACK TOWARDS TRENDLINE

Total Room Revenues also increase, based on just the combination of Real Demand growth and Price increases. They will probably not reach the Historical Trend line until 2013 or 2014 unless the economy takes a major upturn.

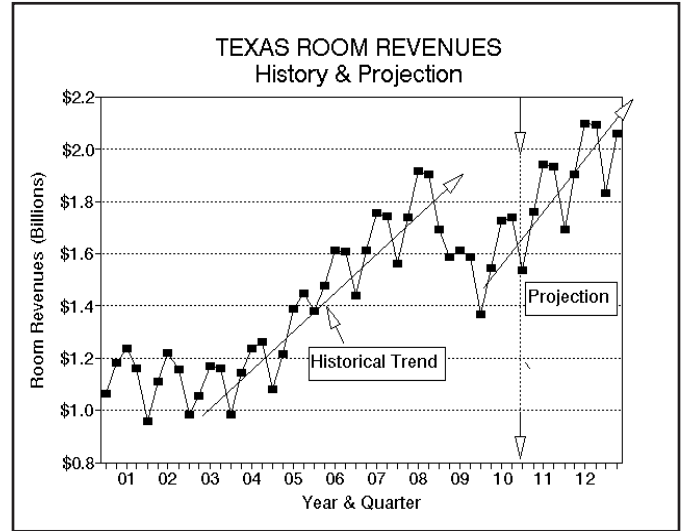


# SLOW, STEADY IMPROVEMENT, TAKING AT LEAST TWO YEARS

## RECENT HISTORY, OUR GROWTH PROJECTIONS AND ALTERNATIVE SCENARIOS

In our judgment, our projections are the likely result during the next few years. Above all, they are reasonable, following the most recent trends and their promise of a slow and steady recovery in the overall economy - and as a result - the lodging industry.

However, a strong, general economic recovery - which would spur lodging to historical healthy 'trend levels' - remains somewhat uncertain. An alternative scenario could result from a future economy with these currently unaddressed and/or unsolved issues depress the economy further. Such issues include low consumer demand (due to a 19% 'Broader' unemployment rate), 14 million unsold homes, untenable federal deficit levels, failure to strongly pursue low-cost energy initiatives (coal, oil, nuclear and natural gas), an infeasible national health care plan, the depressive effects of looming tax increases, the depressive effects of 'Financial reforms,' low GDP levels, and the possible 'Lame Duck' passage of a number of anti-business initiatives.



Since the recent results are moving in the right direction, although slowly, the forecast below seems to be a 'good bet.' We hope so! The next two tables provide all the detail and should hopefully be helpful in the readers' own planning.

### TEXAS LODGING: % CHANGE VS. YEAR AGO

Qtr/Yr	Room Supply	Room Rev \$	Rooms Sold	% Occ	\$ Price	\$ RPAR
1st '08	2.8	7.6	1.4	-1.4	6.1	4.6
2nd	3.3	9.1	3.4	0.0	5.5	5.6
3rd	3.4	9.3	4.3	0.9	4.8	5.7
4th	2.4	8.2	3.4	1.0	4.7	5.7
1st '09	3.0	-8.5	-5.3	-7.9	-3.4	-11.2
2nd	3.6	-16.0	-10.1	-13.2	-6.6	-18.9
3rd	4.3	-16.6	-10.2	-13.8	-7.1	-20.0
4th	6.0	-19.2	-10.6	-15.6	-9.6	-23.8
1st '10	6.1	-2.8	2.3	-3.7	-5.0	-8.4
2nd	5.9	7.2	8.5	2.6	-1.2	1.3
3rd	5.0	9.5	9.5	4.2	-0.1	4.3
4th * P	4.0	12.3	9.0	4.8	3.0	8.0
1st '11	3.0	13.9	8.5	5.4	5.0	10.6
2nd	2.0	12.4	7.0	4.8	5.0	10.1
3rd	1.0	11.3	6.0	5.0	5.0	10.2
4th	1.0	10.3	5.0	4.0	5.0	9.2
1st '12	2.0	8.2	4.0	2.0	4.0	6.0
2nd	2.0	8.2	4.0	2.0	4.0	6.0
3rd	2.0	8.2	4.0	2.0	4.0	6.0
4th	2.0	8.2	4.0	2.0	4.0	6.0

\* Projection Commences

# SLOW, STEADY IMPROVEMENT, TAKING AT LEAST TWO YEARS

## Texas Lodging Market: History & Projection

Yr & Qtr	# Hotels	# Rooms	Room- nights Sold (000's)	\$ Room Revenues (000's)	% Occ	\$ Rate	\$ REVPAR	% Changes to Prior Year			
								# Rms	Rooms Sold	ADR	\$ Revs
041	3,744	322,877	16,189	1,142,838	55.7	\$70.59	\$39.33	2.0	5.6	2.5	8.2
042	3,875	327,666	17,487	1,235,477	58.6	\$70.65	\$41.43	2.8	4.6	1.1	5.7
043	3,909	332,236	17,669	1,263,489	57.8	\$71.51	\$41.34	2.7	5.5	3.2	8.9
044	3,825	329,029	15,886	1,080,092	52.5	\$67.99	\$35.68	2.8	6.8	2.6	9.6
051	3,848	329,244	16,988	1,213,089	57.3	\$71.41	\$40.94	2.0	4.9	1.2	6.1
052	3,980	332,088	18,581	1,390,453	61.5	\$74.83	\$46.01	1.3	6.3	5.9	12.5
053	4,045	337,988	19,120	1,446,006	61.5	\$75.63	\$46.50	1.7	8.2	5.8	14.4
054	3,959	334,161	18,553	1,382,507	60.3	\$74.52	\$44.97	1.6	16.8	9.6	28.0
061	3,974	334,727	18,900	1,478,764	62.7	\$78.24	\$49.09	1.7	11.3	9.6	21.9
062	4,116	337,565	19,337	1,609,847	63.0	\$83.25	\$52.41	1.6	4.1	11.3	15.8
063	4,178	343,854	19,742	1,606,573	62.4	\$81.38	\$50.79	1.7	3.3	7.6	11.1
064	4,088	341,414	18,027	1,441,357	57.4	\$79.95	\$45.89	2.2	-2.8	7.3	4.3
071	4,110	343,081	19,352	1,614,139	62.7	\$83.41	\$52.28	2.5	2.4	6.6	9.2
072	4,274	346,602	19,903	1,756,603	63.1	\$88.26	\$55.69	2.7	2.9	6.0	9.1
073	4,321	352,968	20,302	1,742,418	62.5	\$85.82	\$53.66	2.7	2.8	5.5	8.5
074	4,227	350,331	18,572	1,563,165	57.6	\$84.17	\$48.50	2.6	3.0	5.3	8.5
081	4,245	352,641	19,623	1,736,146	61.8	\$88.48	\$54.70	2.8	1.4	6.1	7.6
082	4,431	358,121	20,578	1,916,509	63.1	\$93.13	\$58.81	3.3	3.4	5.5	9.1
083	4,492	365,058	21,173	1,904,443	63.0	\$89.95	\$56.70	3.4	4.3	4.8	9.3
084	4,300	358,656	19,206	1,691,839	58.2	\$88.09	\$51.27	2.4	3.4	4.7	8.2
091	4,305	363,241	18,586	1,588,757	56.9	\$85.48	\$48.60	3.0	-5.3	-3.4	-8.5
092	4,521	370,944	18,500	1,609,267	54.8	\$86.99	\$47.67	3.6	-10.1	-6.6	-16.0
093	4,606	380,661	19,006	1,587,996	54.3	\$83.55	\$45.34	4.3	-10.2	-7.1	-16.6
094	4,507	377,400	17,096	1,366,915	49.2	\$79.95	\$39.37	5.2	-11.0	-9.2	-19.2
101	4,569	385,457	19,015	1,544,141	54.8	\$81.21	\$44.51	6.1	2.3	-5.0	-2.8
102	4,782	392,775	20,075	1,725,520	56.2	\$85.96	\$48.28	5.9	8.5	-1.2	7.2
103	4,857	399,651	20,815	1,738,113	56.6	\$83.50	\$47.27	5.0	9.5	-0.1	9.5
104	4,600	396,300	18,697	1,538,159	51.3	\$82.27	\$42.20	5.0	9.4	2.9	12.5
<b>104*</b>	<b>4,735</b>	<b>395,433</b>	<b>18,720</b>	<b>1,535,209</b>	<b>51.5</b>	<b>\$82.04</b>	<b>\$42.20</b>	<b>4.0</b>	<b>9.0</b>	<b>3.0</b>	<b>12.3</b>
111	4,754	397,021	20,631	1,759,221	57.7	\$85.27	\$49.23	3.0	8.5	5.0	13.9
112	4,927	400,631	21,480	1,938,726	58.9	\$90.26	\$53.18	2.0	7.0	5.0	12.4
113	4,955	403,648	22,063	1,934,415	59.4	\$87.68	\$52.09	1.0	6.0	5.0	11.3
114	4,830	399,387	19,656	1,692,568	53.5	\$86.11	\$46.06	1.0	5.0	5.0	10.3
121	4,898	404,961	21,456	1,902,773	58.9	\$88.68	\$52.21	2.0	4.0	4.0	8.2
122	5,076	408,643	22,339	2,096,926	60.1	\$93.87	\$56.39	2.0	4.0	4.0	8.2
123	5,105	411,720	22,946	2,092,264	60.6	\$91.18	\$55.24	2.0	4.0	4.0	8.2
124	4,977	407,375	20,442	1,830,681	54.5	\$89.55	\$48.85	2.0	4.0	4.0	8.2
131	5,046	413,060	22,315	2,058,039	60.0	\$92.23	\$55.36	2.0	4.0	4.0	8.2

\* Original Projection, November 2010

# HIGH-PRICED BRAND PERFORMANCE RESULTS

Fourth Quarter 2010 [<sup>^</sup>=Change from same quarter of prior year (absolute value unless marked percentage)]

Brands/ Segments	# Hotels <sup>1</sup>	# Rooms-M			\$ Room <sup>2</sup> Revenues(000's)			% Revenues <sup>3</sup>			% Rmnts Sold <sup>4</sup>		
	2010	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>
Four Seasons	3	1.1	1.1	0.0	\$15,204	\$15,673	3.1%	1.1	1.0	-0.1	0.4	0.3	0.0
Gaylord	1	1.5	1.5	0.0	16,005	18,136	13.3%	1.2	1.2	0.0	0.6	0.5	0.0
Ritz Carlton	1	0.2	0.2	0.0	3,129	3,727	19.1%	0.2	0.2	0.0	0.0	0.1	0.1
W	1	0.3	0.3	0.0	2,911	3,501	20.3%	0.2	0.2	0.0	0.1	0.1	0.0
Westin	10	4.1	4.4	0.3	30,514	35,899	17.6%	2.2	2.3	0.1	1.2	1.2	0.1
Za Za	2	0.5	0.5	0.0	5,364	5,984	11.6%	0.4	0.4	0.0	0.2	0.2	0.0
<b>Luxury Segment</b>	<b>18</b>	<b>7.7</b>	<b>8.0</b>	<b>0.3</b>	<b>73,127</b>	<b>82,920</b>	<b>13.4%</b>	<b>5.3</b>	<b>5.4</b>	<b>0.1</b>	<b>2.4</b>	<b>2.4</b>	<b>0.0</b>
Hilton	26	10.5	10.6	0.1	72,977	77,578	6.3%	5.3	5.0	-0.3	3.2	3.0	-0.2
Hyatt	11	6.4	6.7	0.3	51,068	55,790	9.2%	3.7	3.6	-0.1	1.9	1.9	0.0
Inter-Continental	3	1.2	1.2	0.0	7,967	8,132	0.0%	0.6	0.5	-0.1	0.4	0.3	0.0
Marriott	26	10.2	11.5	1.3	63,779	76,365	0.0%	4.7	5.0	0.3	2.8	2.9	0.1
Omni	11	4.3	4.3	0.0	29,975	33,304	11.1%	2.2	2.2	0.0	1.3	1.2	0.0
Renaissance	6	2.4	2.4	0.0	15,611	15,304	0.0%	1.1	1.0	-0.1	0.7	0.6	-0.1
<b>Upscale Segment</b>	<b>83</b>	<b>35.0</b>	<b>36.7</b>	<b>1.7</b>	<b>241,377</b>	<b>266,473</b>	<b>0.0%</b>	<b>17.7</b>	<b>17.3</b>	<b>-0.4</b>	<b>10.2</b>	<b>9.9</b>	<b>-0.3</b>
Embassy	21	4.5	4.7	0.2	34,629	37,344	7.8%	2.5	2.4	-0.1	1.5	1.5	0.0
Homewood	43	3.9	4.2	0.3	24,355	28,246	16.0%	1.8	1.8	0.0	1.3	1.3	0.0
Residence Inn	57	6.4	6.9	0.5	37,442	41,285	10.3%	2.7	2.7	0.0	2.1	2.0	-0.1
Staybridge	25	2.5	2.7	0.2	12,929	14,746	14.1%	0.9	1.0	0.1	0.8	0.8	0.0
Summerfield	8	1.3	1.1	-0.2	6,401	6,582	2.8%	0.5	0.4	-0.1	0.4	0.3	-0.1
Other Suites	16	3.2	3.3	0.1	22,557	25,573	13.4%	1.7	1.7	0.0	1.0	1.0	0.0
<b>Suites Segment</b>	<b>170</b>	<b>21.8</b>	<b>22.9</b>	<b>1.1</b>	<b>138,313</b>	<b>153,776</b>	<b>11.2%</b>	<b>10.1</b>	<b>10.0</b>	<b>-0.1</b>	<b>7.1</b>	<b>7.0</b>	<b>-0.1</b>
Aloft	7	0.5	1.0	0.5	4,677	6,451	37.9%	0.3	0.4	0.1	0.2	0.3	0.1
Courtyard	72	9.3	10.4	1.1	42,357	49,599	17.1%	3.1	3.2	0.1	2.5	2.6	0.2
Crowne Plaza	15	4.3	5.0	0.7	19,044	21,194	11.3%	1.4	1.4	0.0	1.2	1.2	0.0
Doubletree	10	2.3	2.9	0.6	13,246	16,172	22.1%	1.0	1.1	0.1	0.7	0.8	0.1
Hilton Garden	40	5.0	5.4	0.4	28,256	32,084	13.5%	2.1	2.1	0.0	1.5	1.5	0.0
Holiday Inn	53	10.0	10.2	0.2	38,213	39,394	3.1%	2.8	2.6	-0.2	2.7	2.5	-0.2
Hyatt Place	20	2.2	2.5	0.3	12,339	13,997	13.4%	0.9	0.9	0.0	0.7	0.7	0.0
Indigo	4	0.3	0.5	0.2	1,453	2,859	96.8%	0.1	0.2	0.1	0.1	0.1	0.1
NYLO	2	0.4	0.4	0.0	1,277	1,667	30.5%	0.1	0.1	0.0	0.1	0.1	0.0
Radisson	10	3.0	2.1	-0.9	10,340	8,149	-21.2%	0.8	0.5	-0.3	0.8	0.5	-0.2
Sheraton	12	5.0	5.2	0.2	22,614	27,294	20.7%	1.7	1.8	0.1	1.3	1.4	0.1
Wyndahm	8	1.9	1.9	0.0	8,002	7,689	-3.9%	0.6	0.5	-0.1	0.5	0.5	-0.1
Other Mid/Upscale	6	0.9	0.9	0.0	4,098	4,840	18.1%	0.3	0.3	0.0	0.3	0.3	0.0
<b>Mid/Upscales</b>	<b>259</b>	<b>45.1</b>	<b>48.4</b>	<b>3.3</b>	<b>205,916</b>	<b>231,389</b>	<b>12.4%</b>	<b>15.1</b>	<b>15.0</b>	<b>-0.1</b>	<b>12.6</b>	<b>12.6</b>	<b>0.1</b>
Mid-and L P Segments													
Mini-Suites	245	18.1	20.9	2.8	63,283	77,636	22.7%	4.6	5.0	0.4	4.9	5.5	0.6
L.S./Midscales	1036	76.5	82.4	5.9	286,866	325,887	13.6%	21.0	21.2	0.2	21.6	22.0	0.5
Low Price Extended Stay	197	28.9	29.6	0.7	47,405	52,396	10.5%	3.5	3.4	-0.1	7.8	7.7	-0.1
Budget Segment	959	66.3	68.6	2.3	116,117	129,885	11.9%	8.5	8.4	-0.1	15.5	15.4	0.0
<b>Total Chains</b>	<b>2967</b>	<b>299.4</b>	<b>317.5</b>	<b>18.1</b>	<b>1,172,404</b>	<b>1,320,362</b>	<b>12.6%</b>	<b>85.8</b>	<b>85.9</b>	<b>0.1</b>	<b>82.0</b>	<b>82.6</b>	<b>0.6</b>
Independents													
\$100+ ADR	332	20.2	21.4	1.2	92,346	112,181	21.5%	6.8	7.3	0.5	3.5	3.8	0.3
\$60-\$99.99	253	10.9	10.6	-0.3	31,992	33,404	4.4%	2.3	2.2	-0.1	2.4	2.4	0.0
Under \$60	1047	50.2	50.4	0.2	70,153	71,948	2.6%	5.1	4.7	-0.4	12.1	11.2	-0.9
<b>Total Independents</b>	<b>1632</b>	<b>81.3</b>	<b>82.4</b>	<b>1.1</b>	<b>194,511</b>	<b>217,535</b>	<b>11.8%</b>	<b>14.2</b>	<b>14.1</b>	<b>-0.1</b>	<b>18.0</b>	<b>17.4</b>	<b>-0.6</b>
<b>Total Market</b>	<b>4599</b>	<b>380.7</b>	<b>399.9</b>	<b>19.2</b>	<b>1,366,915</b>	<b>1,537,897</b>	<b>12.5%</b>	<b>100.0</b>	<b>100.0</b>	<b>0.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

1. All Texas Hotels and Motels with rooms-only revenues exceeding \$80,000 per year. 2. Gross Room Revenue (000's) includes non-tax revenues (approx. 11% of total). 3. % Gross Room Revenues. 4. %Roomnights Sold: derived from room revenues, roomnights and estimated ADR.

# HIGH-PRICED BRAND PERFORMANCE RESULTS

Fourth Quarter 2010 [<sup>^</sup>=Change from same quarter of prior year (absolute value unless marked percentage)]

Brands/ Segments	% Occupancy <sup>5</sup>			Est. \$ ADR			\$ REVPAR <sup>6</sup>			REVPAR Index <sup>7</sup>		
	2009	2010	<sup>^</sup>	2009	2010	% <sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>
Four Seasons	61.8	61.8	0.0	244.91	252.61	3.1%	151.35	156.11	4.76	385	370	-15
Gaylord	68.2	71.5	3.3	168.75	182.57	8.2%	115.09	130.54	15.45	293	309	16
Ritz Carlton	65.7	74.1	8.4	237.36	250.73	5.6%	155.95	185.79	29.85	396	440	44
W	58.1	66.6	8.5	216.00	226.60	4.9%	125.50	150.92	25.42	319	358	39
Westin	54.2	56.9	2.7	150.94	155.49	3.0%	81.81	88.47	6.66	208	210	2
Za Za	62.0	66.8	4.8	207.75	208.03	0.1%	128.81	138.96	10.16	327	329	2
<b>Luxury Segment</b>	<b>59.0</b>	<b>61.7</b>	<b>2.7</b>	<b>177.68</b>	<b>183.72</b>	<b>3.4%</b>	<b>104.83</b>	<b>113.36</b>	<b>8.52</b>	<b>266</b>	<b>269</b>	<b>3</b>
Hilton	56.3	57.5	1.2	135.17	139.73	3.4%	76.10	80.34	4.24	193	190	-3
Hyatt	56.7	58.8	2.1	153.90	153.89	0.0%	87.26	90.49	3.23	222	214	-8
Inter-Cont	54.6	55.0	0.4	131.77	133.56	1.4%	71.95	73.46	1.51	183	174	-9
Marriott	56.7	56.0	-0.7	133.35	142.68	7.0%	75.61	79.90	4.29	192	189	-3
Omni	55.1	58.4	3.3	136.81	143.42	4.8%	75.38	83.76	8.37	192	198	6
Renaissance	51.0	49.7	-1.3	138.58	139.52	0.7%	70.68	69.34	-1.33	180	164	-16
<b>Upscale Segment</b>	<b>55.9</b>	<b>56.8</b>	<b>0.9</b>	<b>138.55</b>	<b>143.60</b>	<b>3.6%</b>	<b>77.45</b>	<b>81.56</b>	<b>4.12</b>	<b>197</b>	<b>193</b>	<b>-4</b>
Embassy	60.0	63.3	3.3	133.48	135.24	1.3%	80.09	85.61	5.52	204	203	-1
Homewood	61.0	63.2	2.2	109.31	112.16	2.6%	66.68	70.89	4.21	169	168	-1
Residence Inn	60.7	62.3	1.6	106.79	111.21	4.1%	64.82	69.28	4.46	165	164	-1
Staybridge	55.7	59.6	3.9	98.29	101.01	2.8%	54.75	60.20	5.45	139	143	4
Summerfield	56.5	62.4	5.9	96.00	104.14	8.5%	54.24	64.98	10.74	138	154	16
Other Suites	57.1	61.6	4.5	129.54	131.27	1.3%	73.97	80.86	6.89	188	192	4
<b>Suites Segment</b>	<b>59.2</b>	<b>62.3</b>	<b>3.1</b>	<b>114.76</b>	<b>118.00</b>	<b>2.8%</b>	<b>67.94</b>	<b>73.51</b>	<b>5.58</b>	<b>173</b>	<b>174</b>	<b>1</b>
Aloft	46.2	57.9	11.7	114.62	117.07	2.1%	52.95	67.78	14.83	135	161	26
Courtyard	52.8	56.6	3.8	100.19	100.88	0.7%	52.90	57.10	4.20	134	135	1
Crowne Plaza	48.4	50.8	2.4	92.46	90.82	-1.8%	44.75	46.14	1.39	114	109	-5
Doubletree	55.7	57.2	1.5	111.37	107.25	-3.7%	62.03	61.35	-0.69	158	145	-13
Hilton Garden	56.8	56.7	-0.1	107.15	111.01	3.6%	60.86	62.94	2.08	155	149	-6
Holiday Inn	49.0	49.4	0.4	83.52	84.14	0.7%	40.92	41.57	0.64	104	98	-6
Hyatt Place	58.7	59.5	0.8	102.00	103.26	1.2%	59.87	61.44	1.57	152	146	-6
Indigo	52.0	54.1	2.1	100.62	106.07	5.4%	52.32	57.38	5.06	133	136	3
NYLO	33.7	44.8	11.1	109.55	107.60	-1.8%	36.92	48.20	11.29	94	114	20
Radisson	47.8	50.1	2.3	77.99	82.63	5.9%	37.28	41.40	4.12	95	98	3
Sheraton	47.4	54.0	6.6	99.48	105.42	6.0%	47.15	56.93	9.77	120	135	15
Wyndham	50.7	49.0	-1.7	91.49	90.95	-0.6%	46.39	44.57	-1.82	118	106	-12
Other Mid/Upscale	51.1	59.3	8.2	92.19	94.22	2.2%	47.11	55.87	8.76	120	132	12
<b>Mid/Upscales</b>	<b>51.0</b>	<b>53.7</b>	<b>2.7</b>	<b>95.84</b>	<b>98.07</b>	<b>2.3%</b>	<b>48.88</b>	<b>52.66</b>	<b>3.79</b>	<b>124</b>	<b>125</b>	<b>1</b>
Mid-and-L P Segments												
Mini-Suites	49.8	53.1	3.3	75.2	75.3	0.0	37.4	40.0	2.6	95.0	95.0	0.0
L.S./Midscales	50.9	53.5	2.6	77.8	79.2	0.0	39.6	42.4	2.8	101.0	100.0	-1.0
Low Price Extended Stay	57.2	60.6	3.4	35.6	36.6	0.0	20.3	22.2	1.8	52.0	53.0	1.0
Budget Segment	43.3	44.5	1.2	43.9	45.0	0.0	19.0	20.0	1.0	48.0	47.0	-1.0
<b>Total Chains</b>	<b>51.1</b>	<b>53.3</b>	<b>2.2</b>	<b>83.66</b>	<b>85.55</b>	<b>2.3%</b>	<b>42.75</b>	<b>45.60</b>	<b>2.85</b>	<b>109</b>	<b>108</b>	<b>-1</b>
Independents												
\$100+ ADR	43.6	46.3	2.7	152.43	156.03	2.4%	66.46	72.24	5.78	169	171	2
\$60-\$99.99	37.1	39.5	2.4	77.56	75.44	-2.7%	28.77	29.80	1.02	73	71	-2
Under \$60	43.3	43.3	0.0	34.02	34.36	1.0%	14.73	14.88	0.15	37	35	-2
<b>Total Independents</b>	<b>42.4</b>	<b>43.4</b>	<b>1.0</b>	<b>63.14</b>	<b>66.82</b>	<b>5.8%</b>	<b>26.77</b>	<b>29.00</b>	<b>2.23</b>	<b>68</b>	<b>69</b>	<b>1</b>
<b>Total Market</b>	<b>49.2</b>	<b>51.3</b>	<b>2.1</b>	<b>79.96</b>	<b>82.28</b>	<b>2.9%</b>	<b>39.34</b>	<b>42.21</b>	<b>2.87</b>	<b>100</b>	<b>100</b>	<b>100</b>

5. Roomnights sold divided by roomnights available (times 100). Roomnights sold equals room revenues divided by estimated average daily rate (ADR). 6. Room revenue, per available room per day (equals occupancy % times ADR). 7. Market average equals 100.

# MID/LOW-PRICED BRAND PERFORMANCE RESULTS

Fourth Quarter 2010 [<sup>^</sup>=Change from same quarter of prior year (absolute value unless marked percentage)]

Brands/ Segments	# Hotels <sup>1</sup>	# Rooms-M			\$ Room <sup>2</sup> Revenues(000's)			% Revenues <sup>3</sup>			% Rmnts Sold <sup>4</sup>		
	2010	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>
High-Priced Segments													
Luxury Segment	18	7.7	8.0	0.3	73,127	82,920	13.4%	5.3	5.4	0.1	2.4	2.4	0.0
Upscale Segment	83	35.0	36.7	1.7	241,377	266,473	0.0%	17.7	17.3	-0.4	10.2	9.9	-0.3
Suites Segment	170	21.8	22.9	1.1	138,313	153,776	11.2%	10.1	10.0	-0.1	7.1	7.0	-0.1
Mid/Upscales	259	45.1	48.4	3.3	205,916	231,389	12.4%	15.1	15.0	-0.1	12.6	12.6	0.1
Cambria	1	0.1	0.1	0.0	533	522	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Candlewood	49	3.3	4.4	1.1	10,582	15,167	43.3%	0.8	1.0	0.2	1.0	1.3	0.3
Comfort Suites	115	6.9	7.9	1.0	23,260	26,289	13.0%	1.7	1.7	0.0	1.8	1.9	0.1
Hawthorn Ltd.	15	1.6	1.5	-0.1	4,655	4,664	0.2%	0.3	0.3	0.0	0.4	0.4	0.0
SpringHill	29	2.8	3.4	0.6	12,348	15,397	24.7%	0.9	1.0	0.1	0.8	0.9	0.1
Townplace	24	2.2	2.5	0.3	7,453	11,720	57.3%	0.5	0.8	0.3	0.6	0.8	0.2
Other Mini-Suites	12	1.2	1.1	-0.1	4,452	3,877	-12.9%	0.3	0.3	0.0	0.4	0.3	-0.1
<b>Mini-Suites</b>	<b>245</b>	<b>18.1</b>	<b>20.9</b>	<b>2.8</b>	<b>63,283</b>	<b>77,636</b>	<b>22.7%</b>	<b>4.6</b>	<b>5.0</b>	<b>0.4</b>	<b>4.9</b>	<b>5.5</b>	<b>0.6</b>
Best Western	245	14.7	15.1	0.4	42,808	48,911	14.3%	3.1	3.2	0.1	3.8	3.8	0.0
Country Inn & Suites	18	1.1	1.2	0.1	3,320	4,130	24.4%	0.2	0.3	0.1	0.3	0.3	0.0
Comfort Inn	79	5.4	5.3	-0.1	14,087	14,636	3.9%	1.0	1.0	0.0	1.3	1.2	-0.1
Drury Inn	18	2.9	2.9	0.0	14,200	14,076	-0.9%	1.0	0.9	-0.1	0.9	0.8	-0.1
Fairfield Inn	58	4.4	4.9	0.5	17,394	20,661	18.8%	1.3	1.3	0.0	1.3	1.4	0.1
Hampton Inn	152	11.5	12.8	1.3	57,668	66,759	15.8%	4.2	4.3	0.1	3.6	3.7	0.2
Holiday Express	207	14.6	16.2	1.6	66,743	77,884	16.7%	4.9	5.1	0.2	4.4	4.6	0.2
La Quinta	215	19.2	20.9	1.7	62,061	69,126	11.4%	4.5	4.5	0.0	5.3	5.4	0.1
Sleep Inn	33	1.8	2.1	0.3	4,862	5,919	21.7%	0.4	0.4	0.0	0.5	0.5	0.0
Wingate	11	0.9	1.0	0.1	3,723	3,785	1.7%	0.3	0.2	-0.1	0.3	0.3	0.0
<b>L.S./Midscales</b>	<b>1036</b>	<b>76.5</b>	<b>82.4</b>	<b>5.9</b>	<b>286,866</b>	<b>325,887</b>	<b>13.6%</b>	<b>21.0</b>	<b>21.2</b>	<b>0.2</b>	<b>21.6</b>	<b>22.0</b>	<b>0.5</b>
Budget Stes America	11	4.0	4.0	0.0	5,490	7,704	40.3%	0.4	0.5	0.1	1.0	1.2	0.2
Ext Stay America	43	4.5	4.6	0.1	11,311	12,058	6.6%	0.8	0.8	0.0	1.4	1.4	0.0
Homestead Village	15	2.0	2.0	0.0	4,352	4,486	3.1%	0.3	0.3	0.0	0.6	0.6	-0.1
Intown	30	3.9	3.9	0.0	6,800	7,110	4.6%	0.5	0.5	0.0	1.4	1.2	-0.2
Mainstay	5	3.9	3.9	0.0	936	775	-17.2%	0.1	0.1	0.0	0.1	0.1	0.0
Studio Plus	6	0.6	0.6	0.0	1,515	1,246	-17.8%	0.1	0.1	0.0	0.2	0.2	-0.1
Studio 6	27	2.8	3.0	0.2	5,888	6,418	9.0%	0.4	0.4	0.0	0.9	0.9	0.0
Other LP Ext St	24	3.4	3.4	0.0	5,148	4,753	-7.7%	0.4	0.3	-0.1	0.9	0.8	-0.1
<b>Low Price Extended Stay</b>	<b>197</b>	<b>28.9</b>	<b>29.6</b>	<b>0.7</b>	<b>47,405</b>	<b>52,396</b>	<b>10.5%</b>	<b>3.5</b>	<b>3.4</b>	<b>-0.1</b>	<b>7.8</b>	<b>7.7</b>	<b>-0.1</b>
Baymont	32	2.4	2.5	0.1	4,939	5,346	8.2%	0.4	0.3	-0.1	0.6	0.5	0.0
Best Value	113	6.4	7.2	0.8	8,223	10,449	27.1%	0.6	0.7	0.1	1.4	1.5	0.2
Clarion I & S	7	1.0	0.9	-0.1	1,692	1,942	14.8%	0.1	0.1	0.0	0.2	0.2	0.0
Days Inn	142	9.4	9.5	0.1	17,081	18,580	8.8%	1.2	1.2	0.0	2.1	2.1	-0.1
Econo Lodge	50	2.8	3.0	0.2	4,412	4,910	11.3%	0.3	0.3	0.0	0.6	0.6	0.0
How. Johnson	32	2.9	2.6	-0.3	4,148	4,607	11.1%	0.3	0.3	0.0	0.5	0.5	0.0
Microtel	22	1.2	1.3	0.1	2,595	2,908	12.1%	0.2	0.2	0.0	0.3	0.3	0.0
Motel 6	118	10.9	11.4	0.5	20,193	22,991	13.9%	1.5	1.5	0.0	3.2	3.1	-0.1
Quality Inn	71	5.2	5.5	0.3	10,322	12,754	23.6%	0.8	0.8	0.0	1.1	1.3	0.2
Ramada Inn	40	4.0	3.8	-0.2	6,787	7,165	5.6%	0.5	0.5	0.0	0.9	0.8	-0.1
Red Roof Inn	26	3.0	3.1	0.1	5,383	5,701	5.9%	0.4	0.4	0.0	0.7	0.7	0.0
Rodeway	31	2.0	1.7	-0.3	2,718	2,564	-5.7%	0.2	0.2	0.0	0.4	0.3	0.0
Super 8	160	9.0	9.4	0.4	18,790	19,548	4.0%	1.4	1.3	-0.1	2.3	2.1	-0.2
Travelodge	25	1.8	1.9	0.1	2,404	2,697	12.2%	0.2	0.2	0.0	0.3	0.3	0.0
Other Budgets	90	4.3	4.8	0.5	6,430	7,723	20.1%	0.5	0.5	0.0	0.9	1.0	0.1
<b>Budget Segment</b>	<b>959</b>	<b>66.3</b>	<b>68.6</b>	<b>2.3</b>	<b>116,117</b>	<b>129,885</b>	<b>11.9%</b>	<b>8.5</b>	<b>8.4</b>	<b>-0.1</b>	<b>15.5</b>	<b>15.4</b>	<b>0.0</b>
<b>Total Chains</b>	<b>2967</b>	<b>299.4</b>	<b>317.5</b>	<b>18.1</b>	<b>1,172,404</b>	<b>1,320,362</b>	<b>12.6%</b>	<b>85.8</b>	<b>85.9</b>	<b>0.1</b>	<b>82.0</b>	<b>82.6</b>	<b>0.6</b>
<b>Total Independents</b>	<b>1632</b>	<b>81.3</b>	<b>82.4</b>	<b>1.1</b>	<b>194,511</b>	<b>217,535</b>	<b>11.8%</b>	<b>14.2</b>	<b>14.1</b>	<b>-0.1</b>	<b>18.0</b>	<b>17.4</b>	<b>-0.6</b>
<b>Total Market</b>	<b>4599</b>	<b>380.7</b>	<b>399.9</b>	<b>19.2</b>	<b>1,366,915</b>	<b>1,537,897</b>	<b>12.5%</b>	<b>100.0</b>	<b>100.0</b>	<b>0.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

1. All Texas Hotels and Motels with rooms-only revenues exceeding \$80,000 per year. 2. Gross Room Revenue (000's) includes non-tax revenues (approx. 11% of total). 3. % Gross Room Revenues. 4. %Roomnights Sold: derived from room revenues, roomnights and estimated ADR.

# MID/LOW-PRICED BRAND PERFORMANCE RESULTS

Fourth Quarter 2010 [<sup>^</sup>=Change from same quarter of prior year (absolute value unless marked percentage)]

Brands/ Segments	% Occupancy <sup>5</sup>			Est. \$ ADR			\$ REVPAR <sup>6</sup>			REVPAR Index <sup>7</sup>		
	2009	2010	<sup>^</sup>	2009	2010	% <sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>
High-Priced Segments												
Luxury Segment	59.0	61.7	2.7	177.68	183.72	3.4%	104.83	113.36	8.52	266	269	3
Upscale Segment	55.9	56.8	0.9	138.55	143.60	3.6%	77.45	81.56	4.12	197	193	-4
Suites Segment	59.2	62.3	3.1	114.76	118.00	2.8%	67.94	73.51	5.58	173	174	1
Mid/Upscales	51.0	53.7	2.7	95.84	98.07	2.3%	48.88	52.66	3.79	124	125	1
Cambria	48.3	49.4	1.1	95.30	91.11	-4.4%	46.03	45.01	-1.02	117	107	-10
Candlewood	53.4	55.7	2.3	63.53	64.43	1.4%	33.93	35.89	1.96	86	85	-1
Comfort Suites	47.1	49.2	2.1	75.02	73.51	-2.0%	35.33	36.17	0.83	90	86	-4
Hawthorn Ltd.	42.6	48.2	5.6	74.98	70.84	-5.5%	31.94	34.14	2.20	81	81	0
SpringHill	53.6	56.8	3.2	88.07	90.70	3.0%	47.21	51.52	4.31	120	122	2
Townplace	49.7	58.8	9.1	76.93	83.39	8.4%	38.23	49.03	10.80	97	116	19
Other Mini-Suites	56.2	53.8	-2.4	73.69	69.66	-5.5%	41.41	37.48	-3.94	105	89	-16
<b>Mini-Suites</b>	<b>49.8</b>	<b>53.1</b>	<b>3.3</b>	<b>75.18</b>	<b>75.33</b>	<b>0.2%</b>	<b>37.44</b>	<b>40.00</b>	<b>2.56</b>	<b>95</b>	<b>95</b>	<b>0</b>
Best Western	47.2	50.1	2.9	65.90	68.50	3.9%	31.10	34.32	3.21	79	81	2
Country Inn & Suites	46.4	53.7	7.3	64.88	67.48	4.0%	30.10	36.24	6.13	77	86	9
Comfort Inn	44.8	46.1	1.3	62.59	63.62	1.6%	28.04	29.33	1.29	71	69	-2
Drury Inn	56.9	56.5	-0.4	92.53	92.41	-0.1%	52.65	52.21	-0.44	134	124	-10
Fairfield Inn	50.8	56.3	5.5	80.29	80.81	0.6%	40.79	45.50	4.71	104	108	4
Hampton Inn	55.7	57.7	2.0	94.84	96.12	1.3%	52.83	55.46	2.64	134	131	-3
Holiday Express	54.4	57.3	2.9	89.02	90.50	1.7%	48.43	51.86	3.43	123	123	0
La Quinta Inn	49.4	51.7	2.3	68.68	69.08	0.6%	33.93	35.71	1.79	86	85	-1
Sleep Inn	45.4	48.8	3.4	60.34	61.24	1.5%	27.39	29.89	2.49	70	71	1
Wingate	54.5	55.2	0.7	74.55	73.81	-1.0%	40.63	40.74	0.11	103	97	-6
<b>L.S./Midscales</b>	<b>50.9</b>	<b>53.5</b>	<b>2.6</b>	<b>77.79</b>	<b>79.16</b>	<b>1.8%</b>	<b>39.60</b>	<b>42.35</b>	<b>2.76</b>	<b>101</b>	<b>100</b>	<b>-1</b>
Budget Stes America	47.6	62.8	15.2	31.35	33.36	6.4%	14.92	20.95	6.03	38	50	12
Ext Stay America	58.7	60.8	2.1	46.37	46.84	1.0%	27.22	28.48	1.26	69	67	-2
Homestead Village	61.2	60.7	-0.5	39.32	40.88	4.0%	24.06	24.81	0.75	61	59	-2
Intown	65.4	62.8	-2.6	29.27	31.88	8.9%	19.14	20.02	0.88	49	47	-2
Mainstay	47.9	44.6	-3.3	63.82	56.78	-11.0%	30.57	25.32	-5.25	78	60	-18
Studio Plus	59.5	56.6	-2.9	42.94	42.89	-0.1%	25.55	24.28	-1.27	65	58	-7
Studio 6	56.0	58.7	2.7	39.02	38.98	-0.1%	21.85	22.88	1.03	56	54	-2
Other LP Ext St	54.8	51.2	-3.6	33.66	33.22	-1.3%	18.45	17.01	-1.44	47	40	-7
Low Price Extended Stay	57.2	60.6	3.4	35.55	36.57	2.9%	20.33	22.16	1.83	52	53	1
<b>Low Price Extended Stay</b>	<b>57.2</b>	<b>60.6</b>	<b>3.4</b>	<b>35.55</b>	<b>36.57</b>	<b>2.9%</b>	<b>20.33</b>	<b>22.16</b>	<b>1.83</b>	<b>52</b>	<b>53</b>	<b>1</b>
Baymont	44.7	41.9	-2.8	51.03	53.41	4.7%	22.81	22.38	-0.43	58	53	-5
Best Value	40.0	42.9	2.9	34.55	36.08	4.4%	13.82	15.48	1.66	35	37	2
Clarion I & S	36.5	44.3	7.8	52.59	49.73	-5.4%	19.20	22.03	2.84	49	52	3
Days Inn	41.8	43.0	1.2	47.47	48.47	2.1%	19.84	20.84	1.00	50	49	-1
Econo Lodge	40.0	39.4	-0.6	42.86	44.50	3.8%	17.14	17.53	0.39	44	42	-2
How. Johnson	35.9	40.2	4.3	44.98	46.63	3.7%	16.15	18.75	2.60	41	44	3
Microtel	47.1	47.2	0.1	48.28	48.25	-0.1%	22.74	22.77	0.03	58	54	-4
Motel 6	54.2	54.9	0.7	37.07	39.49	6.5%	20.09	21.68	1.59	51	51	0
Quality Inn	39.2	44.7	5.5	54.96	53.81	-2.1%	21.54	24.05	2.51	55	57	2
Ramada Inn	39.1	41.2	2.1	46.31	49.11	6.0%	18.11	20.23	2.13	46	48	2
Red Roof Inn	43.7	44.3	0.6	44.87	44.58	-0.6%	19.61	19.75	0.14	50	47	-3
Rodeway	35.7	35.9	0.2	43.17	41.04	-4.9%	15.41	14.73	-0.68	39	35	-4
Super 8	45.8	44.9	-0.9	48.27	49.21	1.9%	22.11	22.10	-0.01	56	52	-4
Travelodge	34.4	35.3	0.9	40.76	42.01	3.1%	14.02	14.83	0.81	36	35	-1
Other Budgets	40.4	41.0	0.6	41.05	41.53	1.2%	16.58	17.03	0.44	42	40	-2
<b>Budget Segment</b>	<b>43.3</b>	<b>44.5</b>	<b>1.2</b>	<b>43.94</b>	<b>45.03</b>	<b>2.5%</b>	<b>19.03</b>	<b>20.04</b>	<b>1.01</b>	<b>48</b>	<b>47</b>	<b>-1</b>
<b>Total Chains</b>	<b>51.1</b>	<b>53.3</b>	<b>2.2</b>	<b>83.66</b>	<b>85.55</b>	<b>2.3%</b>	<b>42.75</b>	<b>45.60</b>	<b>2.85</b>	<b>109</b>	<b>108</b>	<b>-1</b>
<b>Total Independents</b>	<b>42.4</b>	<b>43.4</b>	<b>1.0</b>	<b>63.14</b>	<b>66.82</b>	<b>5.8%</b>	<b>26.77</b>	<b>29.00</b>	<b>2.23</b>	<b>68</b>	<b>69</b>	<b>1</b>
<b>Total Market</b>	<b>49.2</b>	<b>51.3</b>	<b>2.1</b>	<b>79.96</b>	<b>82.28</b>	<b>2.9%</b>	<b>39.34</b>	<b>42.21</b>	<b>2.87</b>	<b>100</b>	<b>100</b>	<b>100</b>

5. Roomnights sold divided by roomnights available (times 100). Roomnights sold equals room revenues divided by estimated average daily rate (ADR). 6. Room revenue, per available room per day (equals occupancy % times ADR). 7. Market average equals 100.

# HIGH-PRICED BRAND PERFORMANCE RESULTS

Year Ending December 31, 2010 [<sup>^</sup>=Change from prior year (absolute value unless marked percentage)]

Brands/ Segments	# Hotels <sup>1</sup>	# Rooms- <sup>M</sup>			\$ Room <sup>2</sup> Revenues(000's)			% Revenues <sup>3</sup>			% Rmnts Sold <sup>4</sup>		
	2010	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>
Four Seasons	3	1.1	1.1	0.0	60,313	63,732	5.7%	1.0	1.0	0.0	0.3	0.3	0.0
Gaylord	1	1.5	1.5	0.0	63,654	68,575	7.7%	1.0	1.0	0.0	0.5	0.5	0.0
Ritz Carlton	1	0.2	0.2	0.0	11,400	13,558	0.0%	0.2	0.2	0.0	0.0	0.1	0.1
W	1	0.3	0.3	0.0	11,519	12,688	10.1%	0.2	0.2	0.0	0.0	0.1	0.1
Westin	10	4.1	4.3	0.2	130,364	140,829	8.0%	2.1	2.2	0.1	1.1	1.2	0.1
Za Za	2	0.5	0.5	0.0	21,176	23,160	9.4%	0.3	0.4	0.1	0.1	0.1	0.0
<b>Luxury Segment</b>	<b>18</b>	<b>7.7</b>	<b>7.9</b>	<b>0.2</b>	<b>298,426</b>	<b>322,542</b>	<b>8.1%</b>	<b>4.9</b>	<b>4.9</b>	<b>0.0</b>	<b>2.2</b>	<b>2.3</b>	<b>0.1</b>
Hilton	26	9.7	10.5	0.8	314,396	319,636	1.7%	5.1	4.9	-0.2	3.0	2.9	-0.1
Hyatt	11	6.4	6.4	0.0	216,531	232,319	7.3%	3.5	3.5	0.0	1.8	1.9	0.1
Inter-Cont	3	1.2	1.2	0.0	34,597	33,661	-2.7%	0.6	0.5	-0.1	0.3	0.3	0.0
Marriott	26	9.5	10.3	0.8	290,245	337,407	16.2%	4.7	5.2	0.5	2.8	3.0	0.2
Omni	11	4.2	4.3	0.1	126,152	137,778	9.2%	2.1	2.1	0.0	1.2	1.2	0.0
Renaissance	6	2.4	2.4	0.0	72,216	72,637	0.6%	1.2	1.1	-0.1	0.7	0.7	0.0
<b>Upscale Segment</b>	<b>83</b>	<b>33.4</b>	<b>35.1</b>	<b>1.7</b>	<b>1,054,137</b>	<b>1,133,438</b>	<b>7.5%</b>	<b>17.1</b>	<b>17.3</b>	<b>0.2</b>	<b>9.9</b>	<b>9.9</b>	<b>0.1</b>
Embassy	21	4.4	4.7	0.3	145,828	156,551	7.4%	2.4	2.4	0.0	1.0	1.5	1.0
Homewood	42	3.8	4.1	0.3	103,851	113,756	9.5%	1.7	1.7	0.0	2.0	1.3	2.0
Residence Inn	57	6	6.4	0.4	166,993	176,853	5.9%	2.7	2.7	0.0	3.0	2.0	3.0
Staybridge	25	2.2	2.6	0.4	51,569	62,094	20.4%	0.8	0.9	0.1	4.0	0.8	4.0
Summerfield	8	1.1	1.3	0.2	27,352	26,120	-4.5%	0.4	0.4	0.0	5.0	0.3	5.0
Other Suites	16	3.3	3.3	0	92,287	104,152	12.9%	1.5	1.6	0.1	6.0	1.0	6.0
<b>Suites Segment</b>	<b>169</b>	<b>20.8</b>	<b>22.4</b>	<b>1.6</b>	<b>587,880</b>	<b>639,526</b>	<b>8.8%</b>	<b>9.6</b>	<b>9.8</b>	<b>0.2</b>	<b>6.7</b>	<b>6.9</b>	<b>0.2</b>
Aloft	7	0.4	1	0.6	11,228	26,140	132.8%	0.2	0.4	0.2	0.1	0.3	0.1
Courtyard	72	8.0	9.4	1.4	184,354	210,417	14.1%	3.0	3.2	0.2	2.4	2.6	0.3
Crowne Plaza	15	3.7	4.6	0.9	82,185	92,428	12.5%	1.3	1.4	0.1	1.2	1.3	0.1
Doubletree	10	2.2	2.3	0.1	55,695	67,139	20.5%	0.9	1.0	0.1	0.7	0.8	0.1
Hilton Garden	39	4.5	5.2	0.7	113,945	134,186	17.8%	1.9	2.1	0.2	1.4	1.5	0.1
Holiday Inn	52	10.5	10.4	-0.1	180,194	173,115	-3.9%	2.9	2.6	-0.3	2.7	2.6	-0.2
Hyatt Place	20	2.1	2.3	0.2	51,465	57,729	12.2%	0.8	0.9	0.1	0.7	0.7	0.0
Indigo	4	0.3	0.3	0.0	6,468	10,666	64.9%	0.1	0.2	0.1	0.1	0.1	0.0
NYLO	2	0.2	0.4	0.2	3,848	7,006	82.1%	0.1	0.1	0.0	0.0	0.1	0.0
Radisson	10	3.1	3.1	0.0	43,498	34,768	-20.1%	0.7	0.5	-0.2	0.7	0.5	-0.2
Sheraton	12	4.8	5.2	0.4	103,332	121,268	17.4%	1.7	1.9	0.2	1.3	1.4	0.1
Wyndham	8	2.2	1.9	-0.3	34,631	36,425	5.2%	0.6	0.6	0.0	0.5	0.5	0.0
Other Mid/Upscale	6	0.7	0.9	0.2	15,040	19,449	29.3%	0.2	0.3	0.1	0.2	0.3	0.1
<b>Mid/Upscales</b>	<b>257</b>	<b>42.7</b>	<b>47.0</b>	<b>4.3</b>	<b>885,883</b>	<b>990,736</b>	<b>11.8%</b>	<b>14.4</b>	<b>15.1</b>	<b>0.7</b>	<b>11.9</b>	<b>12.7</b>	<b>0.7</b>
Mid-and-L P Segments													
Mini-Suites	240	16.6	19.7	3.1	287,982	323,206	12.2%	4.7	4.9	0.2	4.8	5.3	0.6
L.S./Midscales	1022	73.7	81.5	7.8	1,274,860	1,355,115	6.3%	20.7	20.7	0.0	21.2	21.6	0.4
Low Price Extended Stay	196	24.2	25.3	1.1	217,389	219,212	0.8%	3.5	3.3	-0.2	7.8	7.6	-0.1
Budget Segment	954	65.0	66.8	1.8	567,414	562,960	-0.8%	9.2	8.6	-0.6	16.3	15.7	-0.6
<b>Total Chains</b>	<b>2,933</b>	<b>284.1</b>	<b>305.7</b>	<b>21.6</b>	<b>5,173,971</b>	<b>5,546,735</b>	<b>7.2%</b>	<b>84.2</b>	<b>84.8</b>	<b>0.6</b>	<b>80.7</b>	<b>82.0</b>	<b>1.3</b>
Independents													
\$100+ ADR	349	18.2	16.3	-1.9	472,012	482,604	2.2%	7.7	7.4	-0.3	4.2	3.8	-0.3
\$60-\$99.99	275	15.1	13.0	-2.1	186,637	192,878	3.3%	3.0	2.9	-0.1	3.1	2.7	-0.3
Under \$60	1088	51.0	54.6	3.6	314,565	322,315	2.5%	5.1	4.9	-0.2	12.1	11.5	-0.6
<b>Total Independents</b>	<b>1,712</b>	<b>84.3</b>	<b>83.9</b>	<b>-0.4</b>	<b>973,214</b>	<b>997,797</b>	<b>2.5%</b>	<b>15.8</b>	<b>15.2</b>	<b>-0.6</b>	<b>19.3</b>	<b>18.0</b>	<b>-1.3</b>
<b>Total Market</b>	<b>4,645</b>	<b>368.4</b>	<b>389.6</b>	<b>21.2</b>	<b>6,147,185</b>	<b>6,544,532</b>	<b>6.5%</b>	<b>100.0</b>	<b>100.0</b>	<b>0.0</b>	<b>100.0</b>	<b>100.0</b>	

1. All Texas Hotels and Motels with rooms-only revenues exceeding \$80,000 per year. 2. Gross Room Revenue (000's) includes non-tax revenues (approx. 11% of total). 3. % Gross Room Revenues. 4. %Roomnights Sold: derived from room revenues, roomnights and estimated ADR.

# HIGH-PRICED BRAND PERFORMANCE RESULTS

Year Ending December 31, 2010 [<sup>^</sup>=Change from prior year (absolute value unless marked percentage)]

Brands/ Segments	% Occupancy <sup>5</sup>			Est. \$ ADR			\$ REVPAR <sup>6</sup>			REVPAR Index <sup>7</sup>		
	2009	2010	<sup>^</sup>	2009	2010	% <sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>
Four Seasons	58.9	63.4	4.5	256.75	252.06	-1.8%	151.23	159.81	8.58	334	349	15
Gaylord	65.0	67.5	2.5	177.61	184.23	3.7%	115.45	124.36	8.91	255	272	17
Ritz Carlton	57.9	69.1	11.2	247.55	246.61	-0.4%	143.33	170.41	27.08	316	373	57
W	53.7	61.3	7.6	233.32	224.95	-3.6%	125.29	137.89	12.60	276	301	25
Westin	55.1	58.0	2.9	159.85	152.50	-4.6%	88.08	88.45	0.37	194	193	-1
Za Za	59.9	66.3	6.4	213.74	206.12	-3.6%	128.03	136.66	8.63	283	299	16
<b>Luxury Segment</b>	<b>57.9</b>	<b>61.5</b>	<b>3.6</b>	<b>186.13</b>	<b>181.99</b>	<b>-2.2%</b>	<b>107.77</b>	<b>111.92</b>	<b>4.15</b>	<b>238</b>	<b>245</b>	<b>7</b>
Hilton	57.8	59.5	1.7	142.43	140.74	-1.2%	82.32	83.74	1.42	182	183	1
Hyatt	57.4	60.4	3.0	162.42	157.12	-3.3%	93.23	94.90	1.67	206	207	1
Inter-Cont	55.0	56.5	1.5	143.23	135.67	-5.3%	78.78	76.65	-2.12	174	168	-6
Marriott	58.9	60.2	1.3	142.64	144.70	1.4%	84.01	87.11	3.09	185	190	5
Omni	57.1	62.1	5.0	139.97	140.60	0.5%	79.92	87.31	7.39	176	191	15
Renaissance	56.1	58.8	2.7	146.85	140.94	-4.0%	82.38	82.87	0.49	182	181	-1
<b>Upscale Segment</b>	<b>57.7</b>	<b>60.0</b>	<b>2.3</b>	<b>146.21</b>	<b>144.85</b>	<b>-0.9%</b>	<b>84.36</b>	<b>86.91</b>	<b>2.55</b>	<b>186</b>	<b>190</b>	<b>4</b>
Embassy	62.9	66.1	3.2	139.24	136.94	1.7%	87.58	90.52	2.94	193	198	5
Homewood	63.0	65.5	2.5	115.33	113.16	-1.9%	72.66	74.12	1.46	160	162	2
Residence Inn	64.6	66.3	1.7	114.10	112.19	-1.7%	73.71	74.38	0.67	163	163	0
Staybridge	57.6	63.9	6.3	102.63	100.04	-2.5%	59.11	63.93	4.81	130	140	10
Summerfield	58.6	62.0	3.4	99.75	104.42	4.7%	58.45	64.74	6.29	129	142	13
Other Suites	57.2	64.1	6.9	134.81	129.65	-3.8%	77.11	83.11	5.99	170	182	12
<b>Suites Segment</b>	<b>61.7</b>	<b>65.3</b>	<b>3.6</b>	<b>120.65</b>	<b>118.45</b>	<b>-1.8%</b>	<b>74.44</b>	<b>77.35</b>	<b>2.91</b>	<b>164</b>	<b>169</b>	<b>5</b>
Aloft	43.7	58.5	14.8	113.87	118.61	4.2%	49.76	69.39	19.63	110	152	42
Courtyard	56.5	59.0	2.5	107.30	102.38	-4.6%	60.62	60.40	-0.22	134	132	-2
Crowne Plaza	53.3	55.1	1.8	97.45	92.06	-5.5%	51.94	50.73	-1.22	115	111	-4
Doubletree	57.6	59.1	1.5	116.56	108.63	-6.8%	67.14	64.20	-2.94	148	140	-8
Hilton Garden	58.2	61.3	3.1	113.08	112.52	-0.5%	65.81	68.97	3.16	145	151	6
Holiday Inn	54.7	54.7	0.0	89.80	85.58	-4.7%	49.12	46.81	-2.31	108	102	-6
Hyatt Place	61.3	62.1	0.8	106.35	104.52	-1.7%	65.19	64.91	-0.29	144	142	-2
Indigo	55.6	55.1	-0.5	105.57	102.54	-2.9%	58.70	56.50	-2.20	130	124	-6
NYLO	33.2	46.3	13.1	114.74	110.31	-3.9%	38.09	51.07	12.98	84	112	28
Radisson	51.9	53.2	1.3	84.49	83.69	-0.9%	43.85	44.52	0.67	97	97	0
Sheraton	53.2	58.9	5.7	106.69	108.15	1.4%	56.76	63.70	6.94	125	139	14
Wyndham	52.6	56.0	3.4	97.75	94.99	-2.8%	51.42	53.19	1.78	113	116	3
Other Mid/Upscale	53.3	61.2	7.9	102.06	92.29	-9.6%	54.40	56.48	2.08	120	123	3
<b>Mid/Upscales</b>	<b>55.0</b>	<b>57.6</b>	<b>2.6</b>	<b>101.64</b>	<b>99.43</b>	<b>-2.2%</b>	<b>55.90</b>	<b>57.27</b>	<b>1.37</b>	<b>123</b>	<b>125</b>	<b>2</b>
Mid-and-L P Segments												
Mini-Suites	55.7	56.3	0.6	82.26	76.86	-6.6%	45.82	43.27	-2.55	101	95	-6
L.S./Midscales	56.2	56.8	0.6	82.24	79.88	-2.9%	46.22	45.37	-0.85	102	99	-3
Low Price Extended Stay	63.1	64.2	1.1	38.29	36.58	-4.5%	24.16	23.48	-0.68	53	51	-2
Budget Segment	49.7	49.1	-0.6	47.58	45.51	-4.4%	23.65	22.35	-1.30	52	49	-3
<b>Total Chains</b>	<b>55.7</b>	<b>56.9</b>	<b>1.2</b>	<b>87.69</b>	<b>86.01</b>	<b>-1.9%</b>	<b>48.84</b>	<b>48.94</b>	<b>0.10</b>	<b>108</b>	<b>107</b>	<b>-1</b>
Independents												
\$100+ ADR	50.5	53.3	2.8	155.28	160.18	3.2%	78.42	85.38	6.96	173	187	14
\$60-\$99.99	44.3	44.9	0.6	83.00	89.19	7.5%	36.77	40.05	3.28	81	88	7
Under \$60	47.1	47.0	-0.1	35.67	35.73	0.2%	16.80	16.79	-0.01	37	37	0
<b>Total Independents</b>	<b>47.3</b>	<b>47.9</b>	<b>0.6</b>	<b>68.99</b>	<b>70.29</b>	<b>1.9%</b>	<b>32.63</b>	<b>33.67</b>	<b>1.04</b>	<b>72</b>	<b>74</b>	<b>2</b>
<b>Total Market</b>	<b>53.9</b>	<b>55.0</b>	<b>1.1</b>	<b>84.08</b>	<b>83.17</b>	<b>-1.1%</b>	<b>45.32</b>	<b>45.74</b>	<b>0.42</b>	<b>100</b>	<b>100</b>	

5. Roomnights sold divided by roomnights available (times 100). Roomnights sold equals room revenues divided by estimated average daily rate (ADR). 6. Room revenue, per available room per day (equals occupancy % times ADR). 7. Market average equals 100.

# MID/LOW-PRICED BRAND PERFORMANCE RESULTS

Year Ending December 31, 2010 [<sup>^</sup>=Change from prior year (absolute value unless marked percentage)]

Brands/ Segments	# Hotels <sup>1</sup>	# Rooms- <sup>M</sup>			\$ Room <sup>2</sup> Revenues(000's)			% Revenues <sup>3</sup>			% Rmnts Sold <sup>4</sup>		
	2010	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>
High-Priced Segments													
Luxury Segment	18	7.7	7.9	0.2	298,426	322,542	8.1%	4.9	4.9	0	0.7	0.7	0.0
Upscale Segment	83	33.4	35.1	1.7	1,054,137	1,133,438	7.5%	17.1	17.3	0.2	9.9	9.9	0.1
Suites Segment	169	20.8	22.4	1.6	587,880	639,526	8.8%	9.6	9.8	0.2	6.7	6.9	0.2
Mid/Upscales	257	42.7	47.0	4.3	885,883	990,736	11.8%	14.4	15.1	0.7	11.9	12.7	0.7
Cambria	1	0.1	0.1	0.0	2,003	2,327	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Candlewood	46	2.8	4.0	1.2	46,279	59,491	28.5%	0.8	0.9	0.1	0.9	1.1	0.2
Comfort Suites	114	6.5	7.5	1.0	108,850	114,032	4.8%	1.8	1.7	-0.1	1.8	1.9	0.1
Hawthorn Ltd.	15	1.6	1.6	0.0	25,714	21,647	-15.8%	0.4	0.3	-0.1	0.4	0.4	0.0
SpringHill	28	2.4	3.1	0.7	51,770	64,618	24.8%	0.8	1.0	0.2	0.7	0.9	0.2
Townplace	23	1.9	2.2	0.3	34,546	43,175	25.0%	0.6	0.7	0.1	0.6	0.7	0.1
Other Mini-Suites	13	1.3	1.2	-0.1	18,820	17,916	-4.8%	0.3	0.3	0.0	0.3	0.3	0.0
<b>Mini-Suites</b>	<b>240</b>	<b>16.6</b>	<b>19.7</b>	<b>3.1</b>	<b>287,982</b>	<b>323,206</b>	<b>12.2%</b>	<b>4.7</b>	<b>4.9</b>	<b>0.2</b>	<b>4.8</b>	<b>5.3</b>	<b>0.6</b>
Best Western	241	14.4	15.0	0.6	198,706	202,364	1.8%	3.2	3.1	-0.1	3.9	3.7	-0.2
Country Inn & Suites	17	1.0	1.3	0.3	14,312	16,043	12.1%	0.2	0.2	0.0	0.3	0.3	0.0
Comfort Inn	80	5.6	5.7	0.1	69,109	63,409	-8.2%	1.1	1.0	-0.1	1.4	1.2	-0.1
Drury Inn	18	2.8	2.9	0.1	57,587	60,790	5.6%	0.9	0.9	0.0	0.8	0.8	0.0
Fairfield Inn	58	4.0	4.7	0.7	74,649	84,964	13.8%	1.2	1.3	0.1	1.2	1.3	0.1
Hampton Inn	148	11.0	12.5	1.5	250,531	275,260	9.9%	4.1	4.2	0.1	3.4	3.6	0.2
Holiday Express	206	13.6	15.9	2.3	289,409	317,209	9.6%	4.7	4.8	0.1	4.2	4.4	0.2
La Quinta	211	18.6	20.4	1.8	283,003	293,355	3.7%	4.6	4.5	-0.1	5.3	5.3	0.0
Sleep Inn	32	1.7	2.1	0.4	21,953	25,472	16.0%	0.4	0.4	0.0	0.5	0.5	0.1
Wingate	11	1.0	1.0	0.0	15,601	16,249	4.2%	0.3	0.2	-0.1	0.3	0.3	0.0
<b>L.S./Midscales</b>	<b>1022</b>	<b>73.7</b>	<b>81.5</b>	<b>7.8</b>	<b>1,274,860</b>	<b>1,355,115</b>	<b>6.3%</b>	<b>20.7</b>	<b>20.7</b>	<b>0.0</b>	<b>21.2</b>	<b>21.6</b>	<b>0.4</b>
Budget Stes America	11	4.0	4.0	0.0	30,929	31,875	3.1%	0.5	0.5	0.0	1.3	1.2	-0.1
Ext Stay America	43	4.4	4.5	0.1	52,088	50,150	-3.7%	0.8	0.8	0.0	1.4	1.4	0.0
Homestead Village	15	2.0	2.0	0.0	17,984	19,309	7.4%	0.3	0.3	0.0	0.6	0.6	0.0
Intown	30	3.9	3.9	0.0	30,571	29,283	-4.2%	0.5	0.4	-0.1	1.3	1.2	-0.1
Mainstay	5	0.3	0.3	0.0	5,184	4,056	-21.8%	0.1	0.1	0.0	0.1	0.1	0.0
Studio Plus	6	0.6	0.6	0.0	6,826	5,526	-19.0%	0.1	0.1	0.0	0.2	0.2	0.0
Studio 6	27	2.7	2.9	0.2	27,081	26,914	-0.6%	0.4	0.4	0.0	0.9	0.9	0.0
Value Place	35	3.1	4.1	1.0	22,383	30,545	36.5%	0.4	0.5	0.1	1.1	1.3	0.3
Other LP Ext St	24	3.2	3.0	-0.2	24,343	21,554	-11.5%	0.4	0.3	-0.1	0.9	0.8	-0.1
<b>Low Price Extended Stay</b>	<b>196</b>	<b>24.2</b>	<b>25.3</b>	<b>1.1</b>	<b>217,389</b>	<b>219,212</b>	<b>0.8%</b>	<b>3.5</b>	<b>3.3</b>	<b>-0.2</b>	<b>7.8</b>	<b>7.6</b>	<b>-0.1</b>
Baymont	31	2.2	2.4	0.2	23,784	22,878	-3.8%	0.4	0.3	-0.1	0.6	0.5	0.0
Best Value	109	6.1	6.5	0.4	39,034	43,716	12.0%	0.6	0.7	0.1	1.4	1.5	0.1
Clarion I & S	7	0.8	1.0	0.2	8,791	8,012	-8.9%	0.1	0.1	0.0	0.2	0.2	0.0
Days Inn	144	9.2	9.3	0.1	84,616	81,112	-4.1%	1.4	1.2	-0.2	2.3	2.1	-0.2
Econo Lodge	50	2.9	2.8	-0.1	22,101	21,701	-1.8%	0.4	0.3	-0.1	0.6	0.6	0.0
How. Johnson	33	2.9	2.7	-0.2	22,868	21,404	-6.4%	0.4	0.3	-0.1	0.6	0.6	-0.1
Microtel	21	1.1	1.3	0.2	11,165	11,915	6.7%	0.2	0.2	0.0	0.3	0.3	0.0
Motel 6	116	10.7	11.0	0.3	93,964	96,525	2.7%	1.5	1.5	0.0	3.2	3.1	-0.1
Quality Inn	71	5.0	5.2	0.2	54,184	54,135	-0.1%	0.9	0.8	-0.1	1.2	1.3	0.0
Ramada Inn	39	4.0	4.1	0.1	31,564	30,417	-3.6%	0.5	0.5	0.0	0.9	0.8	-0.1
Red Roof Inn	26	3.3	3.0	-0.3	26,994	26,475	-1.9%	0.4	0.4	0.0	0.8	0.7	-0.1
Rodeway	31	1.9	1.9	0.0	14,338	12,234	-14.7%	0.2	0.2	0.0	0.4	0.4	-0.1
Super 8	162	8.7	9.3	0.6	87,140	85,947	-1.4%	1.4	1.3	-0.1	2.3	2.2	-0.1
Travelodge	24	2.0	1.9	-0.1	14,983	14,111	-5.8%	0.2	0.2	0.0	0.4	0.4	0.0
Other Budgets	90	4.2	4.4	0.2	31,888	32,378	1.5%	0.5	0.5	0.0	1.0	1.0	0.0
<b>Budget Segment</b>	<b>954</b>	<b>65.0</b>	<b>66.8</b>	<b>1.8</b>	<b>567,414</b>	<b>562,960</b>	<b>-0.8%</b>	<b>9.2</b>	<b>8.6</b>	<b>-0.6</b>	<b>16.3</b>	<b>15.7</b>	<b>-0.6</b>
<b>Total Chains</b>	<b>2933</b>	<b>284.1</b>	<b>305.7</b>	<b>21.6</b>	<b>5,173,971</b>	<b>5,546,735</b>	<b>7.2%</b>	<b>84.2</b>	<b>84.8</b>	<b>0.6</b>	<b>80.7</b>	<b>82.0</b>	<b>1.3</b>
<b>Total Independents</b>	<b>1712</b>	<b>84.3</b>	<b>83.9</b>	<b>-0.4</b>	<b>973,214</b>	<b>997,797</b>	<b>2.5%</b>	<b>15.8</b>	<b>15.2</b>	<b>-0.6</b>	<b>19.3</b>	<b>18.0</b>	<b>-1.3</b>
<b>Total Market</b>	<b>4645</b>	<b>368.4</b>	<b>389.6</b>	<b>21.2</b>	<b>6,147,185</b>	<b>6,544,532</b>	<b>6.5%</b>	<b>100.0</b>	<b>100.0</b>	<b>0.0</b>	<b>100.0</b>	<b>100.0</b>	

1. All Texas Hotels and Motels with rooms-only revenues exceeding \$80,000 per year. 2. Gross Room Revenue (000's) includes non-tax revenues (approx. 11% of total). 3. % Gross Room Revenues. 4. %Roomnights Sold: derived from room revenues, roomnights and estimated ADR.

# MID/LOW-PRICED BRAND PERFORMANCE RESULTS

Year Ending December 31, 2010 [<sup>^</sup>=Change from prior year (absolute value unless marked percentage)]

Brands/ Segments	% Occupancy <sup>5</sup>			Est. \$ ADR			\$ REVPAR <sup>6</sup>			REVPAR Index <sup>7</sup>		
	2009	2010	<sup>^</sup>	2009	2010	% <sup>^</sup>	2009	2010	<sup>^</sup>	2009	2010	<sup>^</sup>
<b>High-Priced Segments</b>												
Luxury Segment	57.9	61.5	3.6	186.13	181.99	-2.2%	107.77	111.92	4.15	238	245	7
Upscale Segment	57.7	60.0	2.3	146.21	144.85	-0.9%	84.36	86.91	2.55	190	190	4
Suites Segment	61.7	65.3	3.6	120.65	118.45	-1.8%	74.44	77.35	2.91	164	169	5
Mid/Upscales	55.0	57.6	2.6	101.64	99.43	-2.2%	55.90	57.27	1.37	123	125	2
Cambria	44.6	56.5	11.9	97.58	89.47	-8.3%	43.52	50.55	7.03	96	111	15
Candlewood	59.7	57.7	-2.0	70.16	66.03	-5.9%	41.89	38.10	-3.79	92	83	-9
Comfort Suites	53.8	53.4	-0.4	81.97	75.87	-7.4%	44.10	40.51	-3.59	97	89	-8
Hawthorn Ltd.	52.0	53.2	1.2	85.57	74.78	-12.6%	44.50	39.78	-4.71	98	87	-11
SpringHill	57.3	59.6	2.3	96.46	91.53	-5.1%	55.27	54.55	-0.72	122	119	-3
Townplace	55.9	59.4	3.5	85.81	81.74	-4.7%	47.97	48.55	0.59	106	106	0
Other Mini-Suites	59.3	58.5	-0.8	74.43	71.16	-4.4%	44.14	41.63	-2.51	97	91	-6
<b>Mini-Suites</b>	<b>55.7</b>	<b>56.3</b>	<b>0.6</b>	<b>82.26</b>	<b>76.86</b>	<b>-6.6%</b>	<b>45.82</b>	<b>43.27</b>	<b>-2.55</b>	<b>101</b>	<b>95</b>	<b>-6</b>
Best Western	53.4	53.8	0.4	69.80	68.80	-1.4%	37.27	37.01	-0.26	82	81	-1
Country Inn & Suites	50.6	55.8	5.2	69.66	67.96	-2.4%	35.25	37.92	2.67	78	83	5
Comfort Inn	51.8	50.1	-1.7	68.84	64.90	-5.7%	35.66	32.51	-3.14	79	71	-8
Drury Inn	58.8	61.8	3.0	95.11	91.93	-3.3%	55.92	56.81	0.89	123	124	1
Fairfield Inn	55.5	58.6	3.1	87.02	81.88	-5.9%	48.30	47.98	-0.31	107	105	-2
Hampton Inn	60.6	60.9	0.3	100.22	97.54	-2.7%	60.73	59.40	-1.33	134	130	-4
Holiday Express	59.0	59.2	0.2	94.12	91.22	-3.1%	55.53	54.00	-1.53	123	118	-5
La Quinta	55.2	55.4	0.2	73.11	70.03	-4.2%	40.36	38.80	-1.56	89	85	-4
Sleep Inn	52.0	53.8	1.8	65.24	62.42	-4.3%	33.92	33.58	-0.34	75	73	-2
Wingate	57.4	58.2	0.8	78.20	75.83	-3.0%	44.89	44.13	-0.75	99	96	-3
<b>L.S./Midscales</b>	<b>56.2</b>	<b>56.8</b>	<b>0.6</b>	<b>82.24</b>	<b>79.88</b>	<b>-2.9%</b>	<b>46.22</b>	<b>45.37</b>	<b>-0.85</b>	<b>102</b>	<b>99</b>	<b>-3</b>
Budget Stes America	65.0	66.1	1.1	32.63	33.04	1.3%	21.21	21.84	0.63	47	48	1
Ext Stay America	62.7	63.7	1.0	50.60	46.88	-7.4%	31.73	29.86	-1.86	70	65	-5
Homestead Village	59.8	65.0	5.2	41.91	41.38	-1.3%	25.06	26.90	1.83	55	59	4
Intown	68.9	66.7	-2.2	31.26	31.15	-0.4%	21.54	20.78	-0.76	48	45	-3
Mainstay	58.5	54.6	-3.9	72.90	61.06	-16.2%	42.65	33.34	-9.31	94	73	-21
Studio Plus	60.0	61.7	1.7	48.43	44.01	-9.1%	29.06	27.15	-1.90	64	59	-5
Studio 6	62.1	61.7	-0.4	42.71	39.21	-8.2%	26.52	24.19	-2.33	59	53	-6
Value Place	63.9	67.9	4.0	28.79	29.46	2.3%	18.40	20.00	1.61	41	44	3
Other LP Ext St	57.7	57.4	-0.3	36.36	33.90	-6.8%	20.98	19.46	-1.52	46	43	-3
<b>Low Price Extended Stay</b>	<b>63.1</b>	<b>64.2</b>	<b>1.1</b>	<b>38.29</b>	<b>36.58</b>	<b>-4.5%</b>	<b>24.16</b>	<b>23.48</b>	<b>-0.68</b>	<b>53</b>	<b>51</b>	<b>-2</b>
Baymont	49.7	46.2	-3.5	56.54	53.99	-4.5%	28.10	24.94	-3.16	62	55	-7
Best Value	45.5	45.9	0.4	38.73	36.74	-5.1%	17.62	16.86	-0.76	39	37	-2
Clarion I & S	43.5	46.6	3.1	55.46	49.20	-11.3%	24.13	22.93	-1.20	53	50	-3
Days Inn	48.2	47.0	-1.2	51.09	48.74	-4.6%	24.63	22.91	-1.72	54	50	-4
Econo Lodge	47.1	45.9	-1.2	46.54	44.81	-3.7%	21.92	20.57	-1.35	48	45	-3
How. Johnson	44.0	45.6	1.6	49.53	48.16	-2.8%	21.79	21.96	0.17	48	48	0
Microtel	51.9	50.3	-1.6	50.54	49.35	-2.4%	26.23	24.82	-1.41	58	54	-4
Motel 6	60.7	59.8	-0.9	39.56	39.25	-0.8%	24.01	23.47	-0.54	53	51	-2
Quality Inn	48.6	47.0	-1.6	59.59	55.01	-7.7%	28.96	25.85	-3.11	64	57	-7
Ramada Inn	44.0	44.9	0.9	50.72	49.92	-1.6%	22.32	22.41	0.10	49	49	0
Red Roof Inn	50.0	51.2	1.2	45.65	45.09	-1.2%	22.83	23.09	0.26	50	50	0
Rodeway	44.1	44.6	0.5	45.98	41.71	-9.3%	20.28	18.60	-1.67	45	41	-4
Super 8	51.7	49.7	-2.0	52.04	49.59	-4.7%	26.90	24.65	-2.26	59	54	-5
Travelodge	43.7	45.4	1.7	47.24	45.18	-4.4%	20.64	20.51	-0.13	46	45	-1
Other Budgets	45.8	44.6	-1.2	44.17	41.45	-6.2%	20.23	18.49	-1.74	45	40	-5
<b>Budget Segment</b>	<b>49.7</b>	<b>49.1</b>	<b>-0.6</b>	<b>47.58</b>	<b>45.51</b>	<b>-4.4%</b>	<b>23.65</b>	<b>22.35</b>	<b>-1.30</b>	<b>52</b>	<b>49</b>	<b>-3</b>
<b>Total Chains</b>	<b>55.7</b>	<b>56.9</b>	<b>1.2</b>	<b>87.69</b>	<b>86.01</b>	<b>-1.9%</b>	<b>48.84</b>	<b>48.94</b>	<b>0.10</b>	<b>108</b>	<b>107</b>	<b>-1</b>
<b>Total Independents</b>	<b>47.3</b>	<b>47.9</b>	<b>0.6</b>	<b>68.99</b>	<b>70.29</b>	<b>1.9%</b>	<b>32.63</b>	<b>33.67</b>	<b>1.04</b>	<b>72</b>	<b>74</b>	<b>2</b>
<b>Total Market</b>	<b>53.9</b>	<b>55.0</b>	<b>1.1</b>	<b>84.08</b>	<b>83.17</b>	<b>-1.1%</b>	<b>45.32</b>	<b>45.74</b>	<b>0.42</b>	<b>100</b>	<b>100</b>	<b>0</b>

5. Roomnights sold divided by roomnights available (times 100). Roomnights sold equals room revenues divided by estimated average daily rate (ADR). 6. Room revenue, per available room per day (equals occupancy % times ADR). 7. Market average equals 100.

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
ROUGH CREEK LODGE	IREDELL		\$2,941,789	39	\$320	64.7	\$206.66
FOUR SEASONS HOTEL	AUSTIN	FOURS	21,744,541	291	285	71.9	204.72
THE DRISKILL HOTEL	AUSTIN		13,173,667	188	258	74.5	191.98
THE SAN JOSE HOTEL	AUSTIN		2,690,744	40	258	71.5	184.30
RITZ-CARLTON DALLAS	DALLAS	RITZ	13,557,892	218	247	69.1	170.39
HOTEL ZA ZA	DALLAS	ZA ZA	9,083,912	151	257	64.0	164.52
ST REGIS FMR RITZ	HOUSTON		13,261,508	232	230	68.1	156.61
LAKE AUSTIN SPA RESORT	AUSTIN		2,282,600	40	268	58.3	156.34
MOKARA HOTEL	SAN ANTONI		5,646,309	99	263	59.5	156.26
GRANDUCA	HOUSTON	X.STE	7,010,768	126	218	69.9	152.44
AVIA HOTEL	THE WOODLA		3,825,232	70	242	61.9	149.72
FOUR SEASONS RESORT	IRVING	FOURS	21,579,069	397	259	57.4	148.92
MANSION OF TURTLE CR	DALLAS		7,749,648	143	248	59.9	148.47
INTER-CONTINENTAL	AUSTIN	INT-C	9,605,244	189	192	72.4	139.24
ASHTON HOTEL	FORT WORTH		1,978,681	39	237	58.7	139.00
FOUR SEASONS HOTEL	HOUSTON	FOURS	20,408,141	404	219	63.2	138.40
W DALLAS-VICTORY	DALLAS	W	12,688,497	252	225	61.3	137.95
HOTEL CRESCENT COURT	DALLAS		10,990,899	220	231	59.2	136.87
EMBASSY SUITES	FORT WORTH	EMBAS	7,762,320	156	181	75.1	136.32
HOUSTONIAN HOTEL	HOUSTON		14,216,950	288	212	63.8	135.12
HYATT REGENCY RESORT	LOST PINES	HYATT	24,092,361	491	236	56.9	134.43
GRAND HYATT DFW	GRAPEVINE	HYATT	14,534,399	298	223	60.0	133.63
HOTEL JOULE	DALLAS		6,279,935	129	202	66.1	133.37
OMNI HOTEL AT FIC	AUSTIN	OMNI	17,752,395	375	174	74.6	129.70
HOTEL CONTESSA	SAN ANTONI	X.STE	12,450,877	265	183	70.4	128.72
HILTON CONVENTION CE	AUSTIN	HILTO	37,512,665	800	178	72.2	128.47
MARRIOTT WATERWAY	THE WOODLA	MARRT	15,917,338	343	179	71.2	127.14
FRIO FUN	CONCAN		808,667	35	203	62.2	126.26
LOG COUNTRY COVE CAB	BURNET		1,601,401	35	301	41.7	125.35
THE SAN LUIS HOTEL	GALVESTON		11,116,716	242	202	61.9	125.34
OMNI LA MANSION DEL	SAN ANTONI	OMNI	15,371,798	338	185	67.2	124.60
GAYLORD TEXAS RESORT	GRAPEVINE	GAYLO	68,574,832	1511	184	67.5	124.34
MANSION AT JUDGES' HILL	AUSTIN		2,167,242	48	178	69.7	123.70
HILTON HOTEL SOUTHLA	SOUTHLAKE	HILTO	11,182,945	248	190	65.2	123.54
HOTEL ZA ZA	HOUSTON	ZA ZA	14,076,233	313	183	67.4	123.20
HYATT WILD OAK RANCH	SAN ANTONI	HYATT	3,217,396	72	191	64.1	122.43
COASTAL LIFESTYLES	SOUTH PADR		2,121,499	48	208	57.6	119.66
DOUBLETREE GUEST SUITE	AUSTIN	DBLST	8,251,223	189	166	72.3	119.61
HILTON PALACIO DEL RIO	SAN ANTONI	HILTO	21,047,259	483	171	69.8	119.39
MARRIOTT RIVERWALK	SAN ANTONI	MARRT	22,198,681	510	173	68.8	119.24

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
HYATT REGENCY AUSTIN	AUSTIN	HYATT	19,187,379	448	167	70.1	117.34
THE WESTIN RIVERWALK	SAN ANTONI	WESTN	20,204,932	473	179	65.6	117.03
HOTEL VALENCIA RIVER	SAN ANTONI		8,998,292	213	182	63.6	115.74
GRAND HYATT	SAN ANTONI	HYATT	42,336,350	1003	162	71.2	115.64
EMBASSY SUITE OUTDOOR	GRAPEVINE	EMBAS	13,871,918	329	177	65.4	115.52
BOARDWALK INN	KEMAH		2,183,068	52	203	56.6	115.02
WOODLANDS RESIDENCE	THE WOODLA	RESID	4,020,246	96	150	76.4	114.73
AT&T EXEC CONF CTR	AUSTIN		12,239,835	297	171	66.2	112.91
EMBASSY SUITES GALLERI	HOUSTON	EMBAS	6,180,420	150	165	68.5	112.88
PORT ROYAL BY THE SEA	PORT ARANS		7,595,822	188	219	50.6	110.69
GREAT WOLF LODGE	GRAPEVINE		16,639,650	413	160	69.0	110.36
JW MARRIOTT HILL COUNT	SAN ANTONI	MARRT	37,860,106	939	196	56.3	110.36
HOLIDAY EXPRESS	CENTER	HIEXP	2,416,711	60	137	80.7	110.35
COURTYARD BY MARRIOT	AUSTIN	COURT	10,855,774	270	150	73.4	110.15
WESTIN HOTEL GALLERIA	DALLAS	WESTN	17,745,007	444	174	62.9	109.48
MARRIOTT RIVER	SAN ANTONI	MARRT	39,560,694	999	166	65.1	108.41
YOGI BEAR JELLYSTONE	WALLER		697,579	35	204	53.1	108.32
EMBASSY SUITES	AUSTIN	EMBAS	10,184,669	261	145	73.9	106.91
EMBASSY SUITES	LUBBOCK	EMBAS	6,085,485	156	140	76.5	106.88
HYATT REGENCY HILL C	SAN ANTONI	HYATT	19,490,519	500	215	49.7	106.80
SCHLITTERBAHN RESORT	NEW BRAUNF		1,716,928	88	157	67.8	106.62
HILTON GARDEN INN	THE WOODLA	HILTG	4,551,271	117	143	74.4	106.57
RESIDENCE INN DOWNTOW	AUSTIN	RESID	6,951,127	179	144	73.7	106.39
SOLANA MARRIOTT	WESTLAKE	MARRT	7,679,856	198	166	64.2	106.27
HOTEL ICON	HOUSTON		5,208,365	135	164	64.4	105.70
HOTEL LUMEN	DALLAS		1,966,711	51	177	59.6	105.65
HAMPTON INN & SUITES	AUSTIN	HAMPT	8,044,967	209	140	75.4	105.46
THE WESTIN GALLERIA	HOUSTON	WESTN	18,712,266	487	156	67.4	105.27
BEACHGATE	PORT ARANS		1,227,838	32	179	58.7	105.12
JW MARRIOTT	HOUSTON	MARRT	19,557,464	512	168	62.2	104.65
OMNI FORT WORTH HOTEL	FORT WORTH	OMNI	23,445,491	614	160	65.2	104.62
HILTON GARDEN	AUSTIN	HILTG	9,582,577	254	142	72.6	103.36
JESSE JONES ROTARY HOU	HOUSTON		12,124,229	322	142	72.8	103.16
EMBASSY SUITES	AUSTIN	EMBAS	5,638,296	150	146	70.7	102.98
RENAISSANCE WORTHING	FORT WORTH	RENAS	18,867,164	504	173	59.2	102.56
PALOMAR HOTEL	DALLAS		7,398,682	198	167	61.3	102.38
DRURY INN & SUITES RIV	SAN ANTONI	DRURY	5,574,401	150	137	74.4	101.82
HILTON POST OAK	HOUSTON	HILTO	16,557,901	448	156	65.1	101.26
DOUBLETREE HOTEL ALL	HOUSTON	DOUBL	12,929,127	350	153	66.2	101.21
RESIDENCE INN GATEWAY	EL PASO	RESID	3,536,447	96	121	83.5	100.93

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
HOTEL SORELLA	HOUSTON		8,967,058	244	151	66.6	100.69
HOMEWOOD SUITES	SAN ANTONI	HOMEW	5,358,563	146	137	73.3	100.55
HYATT REGENCY	SAN ANTONI	HYATT	22,999,437	632	167	59.8	99.70
THE HOTEL PAISANO	MARFA		1,198,989	33	175	56.8	99.54
HYATT PLACE	SAN ANTONI	HYATP	4,757,742	131	144	69.2	99.32
STOCKYARDS HOTEL	FORT WORTH		1,879,377	52	169	58.7	99.02
HAMPTON INN & SUITES	FREDERICKS	HAMPT	1,985,931	55	143	69.1	98.93
SHERATON AUSTIN	AUSTIN	SHERA	13,159,532	365	139	71.3	98.78
OMNI RIVERWAY HCD	HOUSTON	OMNI	13,626,553	378	155	63.7	98.76
HOLIDAY EXPRESS	AMARILLO	HIEXP	2,459,267	69	124	78.6	97.65
HILTON CONVENTION CE	FORT WORTH	HILTO	10,416,501	294	156	62.3	97.07
THE MAGNOLIA HOTEL	HOUSTON	X.STE	11,116,450	314	158	61.5	96.99
RESIDENCE INN	FORT WORTH	RESID	5,254,457	149	140	68.9	96.46
INN AT WHITE BLUFF	WHITNEY		1,089,170	31	236	40.9	96.26
DRURY PLAZA RIVERWAL	SAN ANTONI	DRURY	12,746,268	366	144	66.3	95.28
EMBASSY SUITES	EL PASO	EMBAS	6,370,461	184	126	75.5	94.85
BEST WESTERN EXECUTIV	GEORGE WES	BWEST	1,381,134	40	118	80.1	94.60
HOMEWOOD SUITES SAGE	HOUSTON	HOMEW	5,588,971	162	140	67.6	94.52
HILTON GARDEN GALLER	HOUSTON	HILTG	6,274,611	182	140	67.5	94.45
SAND CASTLE CONDOMIN	PORT ARANS		3,438,798	100	160	58.7	94.21
THE WESTIN LA CANTERA	SAN ANTONI	WESTN	17,460,279	508	191	49.3	94.17
DOUBLETREE GUEST SUITE	HOUSTON	DBLST	13,047,999	379	144	65.2	94.13
MARRIOTT LEGACY	PLANO	MARRT	13,849,402	404	149	63.1	93.92
DUNES CONDOMINIUM	PORT ARANS		1,438,077	42	152	61.6	93.81
THE WESTIN STONEBRIAR	FRISCO	WESTN	10,295,335	301	165	56.8	93.71
HILTON AMERICAS CONV	HOUSTON	HILTO	40,985,078	1200	154	60.7	93.57
CINNAMON SHORE RENTA	PORT ARANS		581,909	34	155	60.3	93.52
HILTON GARDEN INN	GRAPEVINE	HILTG	3,752,297	110	140	66.9	93.46
WOODLANDS EXEC CENTE	THE WOODLA		14,041,102	412	160	58.2	93.37
EMBASSY SUITES HOTEL	SAN ANTONI	EMBAS	8,876,576	261	142	65.6	93.18
HILTON PARK CITIES	DALLAS	HILTO	7,609,395	224	144	64.4	93.07
RESIDENCE INN-AUSTIN	AUSTIN	RESID	2,970,867	88	123	75.1	92.49
GAGE HOTEL CAFE CENI	MARATHON		1,347,976	40	154	60.0	92.33
COURTYARD BY MARRIOT	SAN ANTONI	COURT	7,379,912	220	135	67.9	91.90
BEST WESTERN COWBOY	COTULLA	BWEST	1,675,916	50	109	83.9	91.83
MARRIOTT MED CENTER	HOUSTON	MARRT	12,866,387	384	137	66.9	91.69
EMBASSY SUITES	LAREDO	EMBAS	5,149,421	154	116	79.0	91.61
HOLIDAY EXPRESS	AMARILLO	HIEXP	2,992,218	90	122	74.4	91.09
SUPER 8 MOTEL	NACOGDOCHE	SUPR8	1,990,142	60	102	88.8	90.87
BARTON CREEK	AUSTIN		10,248,500	309	187	48.4	90.64

# TOP REVPAR HOTELS IN TEXAS - 2010

			\$ Room	#	Est \$	Est %	Actual
Hotel Name	City	Brand	Revenues	Rooms	ADR	Occup	REVPAR
EMBASSY SUITES	FRISCO	EMBAS	10,878,558	330	140	64.6	90.32
HILTON DFW HOTEL & E	GRAPEVINE	HILTO	12,962,456	393	141	64.1	90.25
COURTYARD BY MARRIOT	HOUSTON	COURT	6,254,455	190	133	68.0	90.19
RENAISSANCE AUSTIN	AUSTIN	RENAS	16,191,698	492	141	63.8	90.16
HAMPTON INN & SUITES	EL PASO	HAMPT	4,569,286	139	116	77.7	90.06
RESIDENCE INN - ROUND	ROUND ROCK	RESID	3,150,320	96	122	74.0	89.91
WOODLANDS RESIDENCE	THE WOODLA	RESID	2,934,337	90	130	68.8	89.33
BUDGET INN	DILLEY		736,282	30	104	86.1	89.25
EMBASSY SUITE LOVE F	DALLAS	EMBAS	8,052,541	248	138	64.3	88.96
RESIDENCE INN	COLLEGE ST	RESID	2,726,610	84	129	68.9	88.93
COTULLA EXECUTIVE INN	COTULLA		973,831	30	104	85.7	88.93
HAMPTON INN & SUITES	TEXARKANA	HAMPT	2,629,131	81	127	69.8	88.93
HYATT PLACE STOCKYAR	FORT WORTH	HYATP	3,274,014	101	137	64.9	88.81
MARRIOTT PLAZA SAN AN	SAN ANTONI	MARRT	8,162,001	252	150	59.0	88.74
HOMEWOOD SUITES	GRAPEVINE	HOMEW	3,399,595	105	137	64.6	88.70
HOMEWOOD SUITES	NASSAU BAY	HOMEW	2,975,939	92	133	66.7	88.62
MARRIOTT TOWN SQUARE	SUGAR LAND	MARRT	9,700,825	300	155	57.2	88.59
HOLIDAY EXPRESS	FORT WORTH	HIEXP	4,258,551	132	130	67.8	88.39
STAYBRIDGE AUSTIN NW	AUSTIN	STAYB	3,900,251	121	124	71.2	88.31
COURTYARD DOWNTOWN 1	HOUSTON	COURT	6,122,704	190	147	60.0	88.24
RESIDENCE INN	SAN ANTONI	RESID	3,059,811	95	120	73.5	88.24
HAMPTON INN & SUITES	GRAPEVINE	HAMPT	3,016,613	94	137	64.2	87.92
RADISSON HOTEL & SUITE	AUSTIN	RADIS	13,241,143	413	117	75.0	87.84
ISLA GRAND RESORT	SOUTH PADR		6,146,856	192	174	50.5	87.59
EMBASSY SUITES SAN M	SAN MARCOS	EMBAS	9,028,679	283	136	64.1	87.41
BEST WESTERN PEARSAL	PEARSALL	BWEST	1,529,884	48	104	83.7	87.32
HAMPTON INN EAGLE PA	EAGLE PASS	HAMPT	2,067,785	65	113	77.4	87.16
MAYAN PRINCESS	PORT ARANS		1,069,273	45	150	58.0	87.04
DOUBLETREE CLUB HOTEL	AUSTIN	DCLUB	4,751,863	149	115	75.9	86.94
RESIDENCE INN	GRAPEVINE	RESID	4,218,856	133	127	68.4	86.91
HILTON COLLEGE STAT	COLLEGE ST	HILTO	9,603,817	303	128	68.0	86.84
SHERATON SUITES	HOUSTON	X.STE	8,905,615	281	137	63.5	86.83
HAMPTON INN & SUITES	HOUSTON	HAMPT	3,106,048	98	129	67.1	86.83
RESIDENCE INN	HOUSTON	RESID	5,388,885	170	127	68.5	86.80
HOMEWOOD SUITES NW	AUSTIN	HOMEW	3,070,565	97	123	70.2	86.73
MARRIOTT DFW	IRVING	MARRT	15,542,159	491	142	61.3	86.72
HOLIDAY EXPRESS	SAN ANTONI	HIEXP	2,088,263	66	105	82.3	86.69
RIVER CITY RESORTS	NEW BRAUNF		553,190	35	170	50.7	86.37
MARRIOTT EL PASO	EL PASO	MARRT	9,327,941	296	119	72.4	86.34
HAMPTON INN	SAN ANGELO	HAMPT	2,015,820	64	117	74.0	86.29

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
HOMEWOOD WILLOWBROOK	HOUSTON	HOMEW	2,267,468	72	128	67.4	86.28
HOMEWOOD SUITES	FRISCO	HOMEW	3,681,438	117	126	68.6	86.21
HOLIDAY EXPRESS HOTE	SAN ANGELO	HIEXP	2,134,363	68	112	76.4	85.99
RESIDENCE INN SEA WORL	SAN ANTONI	RESID	3,412,115	109	122	70.5	85.76
RESIDENCE INN GALLERIA	HOUSTON	RESID	4,557,832	146	123	69.6	85.53
HOMEWOOD SUITES WOOD	SHENANDOAH	HOMEW	2,839,175	91	124	69.1	85.48
EMBASSY SUITES NORTH	SAN ANTONI	EMBAS	6,738,626	216	128	66.8	85.47
EMBASSY SUITES I35 N	AUSTIN	EMBAS	8,101,510	260	122	70.2	85.37
RESIDENCE INN SPID	CORPUS CHR	RESID	2,054,670	66	112	76.1	85.29
HOMEWOOD SUITES BY H	COLLEGE ST	HOMEW	2,579,580	83	124	68.5	85.15
WILDCATTER RANCH & R	GRAHAM		749,152	32	212	40.1	85.13
THE FAIRMONT DALLAS	DALLAS		16,972,257	546	149	57.3	85.09
RESIDENCE INN NW	AUSTIN	RESID	2,608,302	84	120	70.9	85.07
HOTEL DEREK	HOUSTON		9,742,898	314	135	62.7	85.01
HOMEWOOD SUITES	EL PASO	HOMEW	3,528,187	114	109	78.1	84.79
WARWICK MELROSE HOTE	DALLAS		5,673,890	184	146	57.8	84.48
HOMEWOOD SUITES HOTE	LUBBOCK	HOMEW	2,276,876	74	117	72.1	84.30
MISS KITTY'S FISHING	ROCKPORT		922,190	30	135	62.3	84.22
GALVESTON ISL HILTON	GALVESTON	HILTO	7,344,264	239	159	53.0	84.19
HOLIDAY INN RIVERWALK	SAN ANTONI	HOLID	9,597,389	313	132	63.6	84.01
STAYBRIDGE SUITE	HOUSTON	STAYB	2,851,483	93	125	67.1	84.00
RESIDENCE INN WILLOW	HOUSTON	RESID	2,939,772	96	122	68.7	83.90
HOLIDAY EXPRESS	EAGLE PASS	HIEXP	2,020,899	66	113	74.1	83.89
RENAISSANCE PLAZA	HOUSTON	RENAS	11,879,423	388	141	59.5	83.88
HOLIDAY EXPRESS	EL PASO	HIEXP	2,751,995	90	113	74.5	83.77
THE HARBOR HOUSE	GALVESTON		1,283,693	42	139	60.1	83.74
RESIDENCE INN - WEST	HOUSTON	RESID	3,938,857	129	121	68.9	83.65
THE STONELEIGH HOTEL	DALLAS		5,047,368	165	129	64.8	83.40
THE AUSTIN MOTEL	AUSTIN		1,247,415	41	118	70.7	83.36
HILTON HOUSTON PLAZA	HOUSTON	HILTO	5,565,807	183	138	60.5	83.33
HAMPTON INN & SUITES	HOUSTON	HAMPT	3,645,638	120	116	71.9	83.23
HILTON GARDEN INN EL	EL PASO	HILTG	4,642,304	153	111	74.8	83.13
HOLIDAY EXPRESS LOOP	MIDLAND	HIEXP	2,846,586	94	120	69.4	82.97
COURTYARD WOODLANDS	THE WOODLA	COURT	2,721,951	90	130	63.8	82.86
HAMPTON INN	FORT STOCK	HAMPT	1,781,961	59	125	66.3	82.75
HOMEWOOD SUITES SAN	SAN ANTONI	HOMEW	3,700,475	123	114	72.1	82.43
HAMPTON INN & SUITES	MIDLAND	HAMPT	2,373,761	79	117	70.2	82.32
BEST WESTERN PARK	CUERO	BWEST	1,177,044	52	101	81.8	82.31
MARRIOTT HORSESHOE BA	HORSESHOE	MARRT	10,455,058	348	168	49.0	82.31
MARRIOTT AUSTIN SOUT	AUSTIN	MARRT	6,320,246	211	118	69.4	82.07

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
HAMPTON INN ALAMO	SAN ANTONI	HAMPT	5,048,605	169	121	67.5	81.84
HYATT PLACE	EL PASO	HYATP	3,313,256	111	111	73.4	81.78
HAMPTON INN	VICTORIA	HAMPT	2,027,431	68	123	66.5	81.69
COURTYARD BLACKSTONE	FORT WORTH	COURT	6,023,920	202	131	62.4	81.66
WESTIN HOTEL AT DOMA	AUSTIN	WESTN	8,730,437	293	135	60.3	81.59
EMBASSY SUITES ENERGY	HOUSTON	EMBAS	6,432,911	216	138	59.2	81.59
MARRIOTT INTERCONT	HOUSTON	MARRT	16,755,430	562	133	61.5	81.56
HOLIDAY EXPRESS	AUSTIN	HIEXP	2,377,886	80	109	74.9	81.43
RESIDENCE INN WEST U	HOUSTON	RESID	3,561,442	120	122	66.7	81.31
RESIDENCE INN AUSTIN	AUSTIN	RESID	1,957,283	66	113	72.1	81.25
RESIDENCE INN ALAMO	SAN ANTONI	RESID	6,484,261	218	126	64.6	81.17
HOLIDAY EXPRESS	HOUSTON	HIEXP	2,191,193	74	119	68.0	81.13
HAMPTON INN & SUITES	DEL RIO	HAMPT	1,924,125	65	105	77.3	81.10
HOMEWOOD SUITES	WICHITA FA	HOMEW	2,158,838	73	123	65.7	81.02
AUSTIN ALOFT	AUSTIN	ALOFT	4,139,801	140	132	61.4	81.01
ALOFT HOUSTON GALLER	HOUSTON	ALOFT	4,489,306	152	132	61.2	80.92
MOODY GARDENS HOTEL	GALVESTON		12,318,320	418	156	51.8	80.74
EMBASSY SUITES HOTEL	MCALLEN	EMBAS	7,642,464	259	133	60.5	80.68
HAMPTON INN & SUITES	LAKEWAY	HAMPT	2,055,222	70	124	64.8	80.44
HOMEWOOD SUITES-PLAN	PLANO	HOMEW	3,170,408	108	121	66.6	80.43
RESIDENCE INN	RICHARDSON	RESID	3,486,095	119	115	70.0	80.21
HOLIDAY EXPRESS	FORT WORTH	HIEXP	2,191,128	75	124	64.4	80.04
HOLIDAY EXPRESS I&S	COLLEGE ST	HIEXP	2,246,390	77	117	68.4	79.93
INTERCONTI FMR CROWN	HOUSTON	INT-C	14,129,472	485	131	60.9	79.82
OMNI MANDALAY HOTEL	IRVING	OMNI	12,245,065	421	134	59.4	79.69
HOLIDAY EXPRESS	TEXARKANA	HIEXP	2,617,122	90	114	69.6	79.67
SPRINGHILL SUITES	DALLAS	SPRNG	4,260,777	147	113	70.5	79.41
HOLIDAY EXPRESS SUNS	AUSTIN	HIEXP	2,866,192	99	115	68.7	79.32
HOLIDAY EXPRESS	VERNON	HIEXP	1,734,610	60	115	68.8	79.21
HILTON AUSTIN AIRPORT	AUSTIN	HILTO	7,569,845	262	121	65.6	79.16
HOMEWOOD SUITES BY H	MCALLEN	HOMEW	3,291,765	114	115	68.8	79.11
HOLIDAY EXPRESS	JOURDANTON	HIEXP	2,019,302	70	98	80.8	79.03
HILTON WESTCHASE & T	HOUSTON	HILTO	8,506,940	295	131	60.2	79.01
HOMEWOOD SUITES	IRVING	HOMEW	2,218,649	77	108	72.9	78.94
HOLIDAY EXPRESS DOWN	HOUSTON	HIEXP	3,215,252	112	120	65.5	78.65
HAMPTON INN & SUITES	SAN ANTONI	HAMPT	2,954,030	103	113	69.5	78.58
FLYING L" GUEST RAN"	BANDERA		1,433,075	50	118	66.6	78.52
MARRIOTT LA FRONTERA	ROUND ROCK	MARRT	8,450,723	295	121	64.8	78.48
SHERATON HOUSTON	HOUSTON	SHERA	4,524,716	158	146	53.8	78.46
LA QUINTA INN & SUITES	SOUTH PADR	LAQUN	4,210,017	147	137	57.4	78.46

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
BIG BEND RESORTS	BIG BEND N		2,461,836	86	143	54.8	78.43
RESIDENCE INN S UNIV	FORT WORTH	RESID	3,433,992	120	128	61.4	78.40
BEST WESTERN EAGLE P	EAGLE PASS	BWEST	1,143,872	40	101	77.3	78.35
WESTIN OAKS HOUSTON	HOUSTON	WESTN	11,605,852	406	140	55.8	78.32
HAMPTON INN & SUITES	LONGVIEW	HAMPT	2,595,290	91	113	69.1	78.14
EMBASSY SUITES	IRVING	EMBAS	8,696,654	305	123	63.7	78.12
LA COPA INN RESORT	SOUTH PADR		4,160,307	146	149	52.6	78.07
COURTYARD BY MARRIOT	AUSTIN	COURT	2,903,032	102	115	67.8	77.98
THE MAGNOLIA HOTEL	DALLAS		9,363,804	329	132	58.9	77.98
HOLIDAY EXPRESS	GRAPEVINE	HIEXP	2,703,072	95	119	65.6	77.95
HILTON GARDEN INN	HOUSTON	HILTG	4,853,002	171	118	65.7	77.75
HOLIDAY INN ON THE BAY	GALVESTON	HOLID	5,039,666	178	147	52.6	77.57
EMBASSY SUITES HOTEL	CORPUS CHR	EMBAS	4,239,878	150	118	65.4	77.44
HYATT REGENCY HOUSTO	HOUSTON	HYATT	27,783,863	984	131	59.0	77.36
HILTON GARDEN INN BU	HOUSTON	HILTG	5,139,031	182	121	63.8	77.36
HOMEWOOD SUITES HOTE	HUMBLE	HOMEW	2,117,453	75	114	67.6	77.35
COURTYARD BY MARRIOT	EL PASO	COURT	2,540,541	90	107	72.2	77.34
WESTIN CITY CTR	DALLAS	WESTN	11,486,840	407	141	54.7	77.32
HAMPTON INN GALLERIA	HOUSTON	HAMPT	4,962,333	176	119	65.2	77.25
OMNI COLONNADE I-10W	SAN ANTONI	OMNI	9,178,468	326	124	62.3	77.14
SHERATON CONVENTION	ARLINGTON	SHERA	8,727,753	310	124	62.3	77.13
NEW BRAUNFELS LEASIN	NEW BRAUNF		212,776	30	102	75.7	77.09
HOLIDAY EXPRESS HOTE	CARTHAGE	HIEXP	2,106,403	75	114	67.3	76.95
MARRIOTT SUITES MARK	DALLAS	X.STE	7,468,309	266	130	59.0	76.92
TEXAN INN	CARRIZO SP		1,010,174	36	100	76.9	76.88
HAMPTON INN & SUITES	AUSTIN	HAMPT	2,860,309	102	109	70.6	76.83
LAKEWAY INN RESORT &	LAKEWAY		6,700,276	239	159	48.3	76.81
COURTYARD	FORT WORTH	COURT	3,615,138	129	133	57.8	76.74
CROWNE PLAZA FMR WHI	HOUSTON	CROWN	7,253,950	259	130	59.0	76.73
HILTON GARDEN INN	AMARILLO	HILTG	2,518,144	90	105	72.7	76.66
CHAIN-O-LAKES LOG CAB	CLEVELAND		1,395,297	50	160	47.7	76.45
HAMPTON INN & SUITES	AMARILLO	HAMPT	1,785,592	64	112	68.3	76.44
THE TREMONT HOUSE	GALVESTON	WYNDH	3,318,395	119	136	56.3	76.40
RESIDENCE WESTCHASE	HOUSTON	RESID	3,318,571	119	113	67.9	76.36
HAMPTON INN & SUITES	PORT ARTHU	HAMPT	2,006,647	72	109	69.9	76.36
RESIDENCE INN MCALLE	MCALLEN	RESID	2,173,510	78	106	72.0	76.34
HYATT PLACE ARBORETU	AUSTIN	HYATP	3,544,792	127	108	70.7	76.32
HOMEWOOD SUITES	ARLINGTON	HOMEW	2,478,206	89	122	62.7	76.29
HAMPTON INN & SUITES	SAN MARCOS	HAMPT	2,506,178	90	115	66.3	76.29
BEST WESTERN ATREA	SAN ANTONI	BWEST	2,143,641	77	100	76.3	76.27

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
CLIFFS HOTEL & CC	GRAFORD		1,864,266	67	174	43.8	76.23
HAMPTON INN AUSTIN N	AUSTIN	HAMPT	3,448,714	124	106	71.7	76.20
TOWNPLACE SUITES-FT	FORT WORTH	TOWNP	2,641,231	95	112	68.0	76.17
SAND'N SEA PROPERTIE	GALVESTON		4,446,013	160	172	44.4	76.13
STAYBRIDGE SUITES	SAN ANTONI	STAYB	3,833,259	138	108	70.7	76.10
HOMEWOOD SUITES	AUSTIN	HOMEW	2,665,139	96	109	69.6	76.06
LE MERIDIEN	DALLAS	X.STE	7,162,776	258	113	67.4	76.06
SPRINGHILL SUITES	KATY	SPRNG	1,915,333	69	119	63.7	76.05
RESIDENCE NORTHPARK	DALLAS	RESID	2,846,169	102	108	70.7	76.03
GRUENE MANSION & RES	NEW BRAUNF		1,322,163	47	193	39.3	76.03
HYATT SUMMERFIELD	DALLAS	HYATS	4,292,098	155	114	66.7	75.87
HYATT REGENCY DNTN	DALLAS	HYATT	31,050,896	1122	136	55.6	75.82
CENTURY 21 BAY REEF	GALVESTON		1,976,238	71	162	46.8	75.79
HOLIDAY EXPRESS	TYLER	HIEXP	2,432,378	88	114	66.5	75.73
HOLIDAY EXPRESS	BEEVILLE	HIEXP	2,762,642	100	102	74.0	75.69
BEST WESTERN	VICTORIA	BWEST	1,491,140	54	108	70.1	75.65
RESIDENCE INN AIRPORT	SAN ANTONI	RESID	3,282,640	119	98	77.3	75.53
HAMPTON INN & SUITES	HARLINGEN	HAMPT	1,925,389	70	111	67.8	75.36
ALDEN HOTEL	HOUSTON		2,667,763	97	124	60.7	75.35
STAYBRIDGE SUITES	MCALLEN	STAYB	2,858,627	104	111	67.8	75.31
RESIDENCE INN	MIDLAND	RESID	3,600,545	131	110	68.4	75.30
LA QUINTA INN & SUITES	MIDLAND	LAQUN	2,033,179	74	111	67.8	75.28
MAIN STREET BED & BR	FREDERICKS		857,905	31	151	49.9	75.19
RESIDENCE INN	FORT WORTH	RESID	3,045,804	111	117	64.0	75.18
BEST WESTERN SUNSET	SAN ANTONI	BWEST	1,756,298	64	114	65.9	75.18
COURTYARD I-40 WEST	AMARILLO	COURT	2,442,005	89	110	68.2	75.17
HAMPTON INN	ODESSA	HAMPT	1,947,316	71	119	63.2	75.14
HYATT PLACE	COLLEGE ST	HYATP	2,491,289	91	110	67.9	75.00
HOLIDAY EXPRESS	HUMBLE	HIEXP	1,613,732	59	116	64.4	74.94
THE ADOLPHUS HOTEL	DALLAS		11,533,634	422	144	51.8	74.88
HAMPTON INN	FORT WORTH	HAMPT	2,869,594	105	120	62.7	74.88
THE HOTEL LIMPIA	FORT DAVIS		901,964	33	143	52.3	74.88
HOLIDAY EXPRESS	VICTORIA	HIEXP	2,623,669	96	121	61.9	74.88
THE WYNDHAM HOTEL	GALVESTON	WYNDH	6,225,345	228	143	52.3	74.81
RESIDENCE INN - SUGAR	STAFFORD	RESID	2,128,466	78	114	65.8	74.76
EL CONSTANTE CONDOMI	CORPUS CHR		1,227,544	45	135	55.4	74.74
EMBASSY SUITES	DALLAS	EMBAS	4,092,103	150	121	61.8	74.74
BEST WESTERN THREE RI	THREE RIVE	BWEST	1,035,604	38	92	81.3	74.67
HAMPTON INN & SUITES	NACOGDOCHE	HAMPT	2,150,822	79	108	69.0	74.59
COURTYARD BY MARRIOT	MIDLAND	COURT	2,637,894	97	111	67.3	74.51

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
HOMEWOOD SUITES BY H	SAN ANTONI	HOMEW	2,878,551	106	109	68.0	74.40
HILTON GARDEN INN	AUSTIN	HILTG	3,747,222	138	109	68.3	74.39
OMNI WESTSIDE	HOUSTON	OMNI	10,845,186	400	126	59.2	74.28
HYATT PLACE	FORT WORTH	HYATP	3,445,467	127	119	62.6	74.18
HILTON GARDEN INN	ARLINGTON	HILTG	3,572,665	132	123	60.1	74.15
INN AT THE BALLPARK	HOUSTON		5,430,652	201	135	55.0	74.02
HILTON GARDEN INN	FRISCO	HILTG	2,750,767	102	117	63.3	73.89
THE EMILY MORGAN	SAN ANTONI		4,771,743	177	123	60.0	73.86
COMFORT SUITES ALAMO	SAN ANTONI	COMFS	2,396,446	89	105	70.5	73.77
RESIDENCE INN 1604 E	SAN ANTONI	RESID	2,368,900	88	108	68.2	73.75
DAYS INN & SUITES	NACOGDOCHE	DAYS	1,049,323	39	102	72.5	73.71
HILTON HOTEL GREENSP	HOUSTON	HILTO	12,881,206	480	132	55.8	73.52
HOMEWOOD SUITES	STAFFORD	HOMEW	2,092,632	78	111	66.0	73.50
SHERATON GUNTER	SAN ANTONI	SHERA	8,635,111	322	132	55.6	73.47
HYATT SUMMERFIELD	IRVING	HYATS	3,966,228	148	113	64.9	73.42
BEST WESTERN TEXAN	BEEVILLE	BWEST	1,633,237	61	95	77.1	73.35
THE OTHER PLACE	NEW BRAUNF		827,010	41	158	46.3	73.35
HAMPTON INN ROUND RO	ROUND ROCK	HAMPT	2,487,770	93	112	65.7	73.29
BEST WESTERN CENTER	CENTER	BWEST	1,925,816	72	102	71.9	73.28
ELEMENT HOUSTON VINT	HOUSTON	ELEMT	3,288,898	123	116	63.3	73.26
HOLIDAY EXPRESS	DALHART	HIEXP	1,363,439	51	104	70.4	73.24
WESTIN DFW	IRVING	WESTN	13,510,886	506	127	57.6	73.15
HOMEWOOD SUITES WEST	AMARILLO	HOMEW	2,454,150	92	107	68.5	73.08
DOUBLETREE HOTEL DOW	EL PASO	DOUBL	5,332,312	200	117	62.3	73.05
COURTYARD AIRPORT	SAN ANTONI	COURT	2,078,156	78	107	68.2	72.99
EMBASSY SUITES HOTEL	DALLAS	EMBAS	6,498,880	244	119	61.3	72.97
RIVER OAKS RESORT	CONCAN		877,366	33	193	37.7	72.84
OMNI SOUTH PARK	AUSTIN	OMNI	8,295,903	312	105	69.2	72.79
HOMEWOOD SUITES PARK	HOUSTON	HOMEW	1,965,791	74	110	66.1	72.78
RESIDENCE INN	ADDISON	RESID	3,981,642	150	107	67.7	72.72
MARRIOTT DFW AIRPORT	FORT WORTH	MARRT	7,824,134	295	126	57.7	72.66
THE LANCASTER HOTEL	HOUSTON		2,463,165	93	151	48.0	72.56
RENAISSANCE CASA DE	MCALLEN	RENAS	4,369,357	165	125	58.0	72.55
HILTON GARDEN INN	CORPUS CHR	HILTG	3,150,872	119	108	67.0	72.54
FAIRFIELD INN & SUIT	MARSHALL	FAIRF	2,219,422	84	103	70.4	72.39
TOWNEPLACE SUITES	TEXARKANA	TOWNP	2,243,812	85	107	67.7	72.32
STAYBRIDGE SUITES	SAN ANGELO	STAYB	2,110,748	80	104	69.8	72.29
HAMPTON INN & SUITES	LUBBOCK	HAMPT	2,109,739	80	103	70.1	72.25
HOMEWOOD SUITES	LAREDO	HOMEW	2,766,491	105	106	67.8	72.19
OMNI PARKWEST	FARMERS BR	OMNI	8,873,493	337	121	59.4	72.14

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
RESIDENCE INN	ARLINGTON	RESID	2,998,718	114	112	64.5	72.07
HAMPTON INN & SUITES	FORT WORTH	HAMPT	2,024,459	77	115	62.9	72.03
HAMPTON INN	HOUSTON	HAMPT	1,628,928	62	103	69.8	71.98
HAMPTON INN	FRISCO	HAMPT	2,756,134	105	115	62.5	71.91
ECONO LODGE	THREE RIVE	ECONO	865,890	33	85	84.2	71.89
RESIDENCE INN- DFW F	IRVING	RESID	2,622,623	100	111	64.9	71.85
DRURY INN AND SUITES	AMARILLO	DRURY	4,298,880	164	99	72.7	71.82
STAYBRIDGE SUITES	HOUSTON	STAYB	3,198,361	122	113	63.3	71.82
RESIDENCE INN	WACO	RESID	2,042,689	78	105	68.1	71.75
SHERATON SOUTH PADRE	SOUTH PADR	SHERA	6,696,147	256	150	47.7	71.66
THE LIGHT HOUSE INN	ROCKPORT		2,037,625	78	150	47.7	71.57
DOUBLETREE FMR HYATT	HOUSTON	DOUBL	8,167,681	313	121	59.0	71.44
HOLIDAY EXPRESS	SELMA	HIEXP	2,187,577	84	99	71.9	71.35
COURTYARD BY MARRIOT	IRVING	COURT	3,983,532	153	115	62.0	71.33
HAMPTON INN	SEGUIN	HAMPT	1,770,512	68	101	70.9	71.33
HAMPTON INN	HUMBLE	HAMPT	2,108,613	81	109	65.7	71.32
ALOFT PLANO	PLANO	ALOFT	3,539,697	136	122	58.7	71.31
RESIDENCE INN	KILLEEN	RESID	2,833,748	109	106	67.1	71.23
HYATT PLACE I35 N FM	AUSTIN	HYATP	3,118,021	120	104	68.3	71.19
HYATT REGENCY DFW	GRAPEVINE	HYATT	21,060,141	811	118	60.2	71.15
RENAISSANCE RICHARDS	RICHARDSON	RENAS	8,721,036	336	121	58.6	71.11
CROWNE PLAZA	SAN ANTONI	CROWN	10,641,744	410	129	55.0	71.11
SANDPIPER CONDOMINIU	PORT ARANS		2,076,233	80	146	48.8	71.10
WILLOWBROOK HAMPTON	HOUSTON	HAMPT	1,946,111	75	111	64.1	71.09
HAMPTON INN AND SUIT	KATY	HAMPT	1,789,036	69	114	62.2	71.04
SPRINGHILL SUITES MA	AUSTIN	SPRNG	2,565,995	99	99	72.1	71.01
OMNI BAYFRONT	CORPUS CHR	OMNI	12,311,649	475	121	58.7	71.01
STAYBRIDGE AIRPORT	SAN ANTONI	STAYB	3,523,139	136	107	66.2	70.97
HOLIDAY INN SUNSPREE	GALVESTON	HOLID	2,510,692	97	138	51.2	70.91
HAMPTON INN & SUITES	AUSTIN	HAMPT	1,836,949	71	103	68.8	70.88
DOUBLETREE NORTHSTAR	SAN ANTONI	DOUBL	7,494,577	290	118	60.1	70.80
STAYBRIDGE SUITES SE	SAN ANTONI	STAYB	2,531,562	98	103	69.0	70.77
HOLIDAY EXPRESS HOTE	NACOGDOCHE	HIEXP	2,349,797	91	105	67.2	70.75
HOLIDAY INN	ODESSA	HOLID	2,632,042	102	119	59.3	70.70
PADRE ISLAND RENTALS	SOUTH PADR		6,449,925	250	149	47.5	70.68
HYATT SUMMERFIELD	AUSTIN	HYATS	3,413,839	132	119	59.4	70.60
HAMPTON INN & SUITES	BURLESON	HAMPT	1,906,859	74	105	67.3	70.60
BEACH HOUSE GUEST HO	PORT ARANS		771,448	40	169	41.8	70.55
HYATT SUMMERFIELD	HOUSTON	HYATS	3,794,230	147	111	63.4	70.48
HOLIDAY EXPRESS DNT	SAN ANTONI	HIEXP	2,082,288	81	102	69.1	70.43

# TOP REVPAR HOTELS IN TEXAS - 2010

Hotel Name	City	Brand	\$ Room Revenues	# Rooms	Est \$ ADR	Est % Occup	Actual REVPAR
COURTYARD COMPAQ	HOUSTON	COURT	3,218,910	125	104	67.9	70.37
STAYBRIDGE COLONNADE	SAN ANTONI	STAYB	3,027,476	118	102	68.6	70.29
COURTYARD BY MARRIOT	SAN ANTONI	COURT	2,642,337	103	114	61.5	70.28
HILTON GARDEN INN	BEAUMONT	HILTG	2,564,730	100	119	58.9	70.27
HOLIDAY EXPRESS	ODESSA	HIEXP	2,358,161	92	112	62.9	70.23
HILTON NASSAU BAY	NASSAU BAY	HILTO	6,227,890	243	135	52.1	70.22
COURTYARD LEGACY PAR	PLANO	COURT	3,897,471	152	118	59.4	70.21
RESIDENCE INN	AMARILLO	RESID	1,998,459	78	99	70.9	70.20
HYATT PLACE QUARRY	SAN ANTONI	HYATP	3,224,883	126	102	69.0	70.12
HOLIDAY EXPRESS	LONGVIEW	HIEXP	1,791,424	70	105	66.7	70.11
MARRIOTT RESORT	FORT WORTH	MARRT	7,314,161	286	124	56.3	70.07
RESIDENCE INN	LAREDO	RESID	2,785,578	109	100	69.7	70.02
RESIDENCE INN	IRVING	RESID	3,041,666	119	108	64.9	69.99
ISLAND HOUSE COUNCIL	CORPUS CHR		1,736,064	68	138	50.5	69.95
BEST WESTERN OASIS	CANADIAN	BWEST	1,403,532	55	97	71.8	69.91
HAMPTON INN & SUITES	COLLEGE ST	HAMPT	2,015,788	79	113	62.0	69.91
HILTON GARDEN INN	MCALLEN	HILTG	2,652,210	104	111	63.1	69.87
HOMEWOOD SUITES	FORT WORTH	HOMEW	3,491,987	137	114	61.2	69.83
HOLIDAY EXPRESS	LAREDO	HIEXP	2,675,827	105	93	74.9	69.82
HOMEWOOD SUITES WEST	HOUSTON	HOMEW	2,444,908	96	114	61.0	69.77
HOLIDAY EXPRESS	SHAMROCK	HIEXP	1,654,457	65	94	74.3	69.73
HILTON BELLA HARBOR	ROCKWALL	HILTO	5,878,657	231	129	54.0	69.72
HILTON GARDEN INN	TYLER	HILTG	3,817,306	150	111	62.7	69.72
HOMEWOOD SUITES	ALLEN	HOMEW	1,841,381	96	117	59.7	69.65
HILTON GARDEN INN DFW	IRVING	HILTG	3,838,098	151	108	64.6	69.64
HOLIDAY EXPRESS	VAN HORN	HIEXP	1,143,812	45	104	66.7	69.64
HAMPTON INN & SUITES	WACO	HAMPT	3,241,279	127	100	69.8	69.64
HAMPTON INN	WICHITA FA	HAMPT	1,880,871	74	110	63.1	69.64
HAMPTON INN & SUITES	HURST	HAMPT	2,436,637	96	109	63.8	69.54
HOLIDAY INN	KILLEEN	HOLID	2,512,533	99	102	68.5	69.53
HAMPTON INN & SUITES	WEBSTER	HAMPT	2,741,057	108	109	63.9	69.53
HILTON GARDEN INN	LEWISVILLE	HILTG	4,161,454	164	108	64.6	69.51
HOMEWOOD SUITES	HOUSTON	HOMEW	1,621,371	64	105	65.9	69.41
HILTON GARDEN INN	TEMPLE	HILTG	3,369,224	133	117	59.4	69.40
HOLIDAY EXPRESS FMR	MCALLEN	HIEXP	4,847,146	191	110	63.3	69.35
BEST WESTERN OCEAN V	PORT ARANS	BWEST	1,214,462	48	116	59.7	69.32
RADISSON SUITES INN	EL PASO	RADIX	6,045,571	239	96	72.3	69.30
HILTON ANATOLE HOTEL	DALLAS	HILTO	40,628,070	1607	140	49.3	69.24
ALOFT CENTRAL PARK M	SAN ANTONI	ALOFT	3,528,362	139	106	65.4	69.16
HILTON GARDEN INN	RICHARDSON	HILTG	3,154,621	125	110	62.8	69.14

## NEW CHAIN HOTEL PERFORMANCE IN TEXAS - BRANDED HOTELS OPENED IN PAST FIVE YEARS

Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND	# Rooms	\$ Room Revenues <sup>1</sup>		% ADR <sup>2</sup>		Occupancy <sup>3</sup>		% Est. \$ REVPAR <sup>4</sup>		\$ Chg			
		2009	2010	Chg	2010	2009	2010	2009	2010				
4 POINTS	1	130	727,805	1,940,945	167	78.31	-9	39.8	52.2	12.5	34.40	40.91	6.51
ALOFT	7	1,033	11,228,456	26,139,750	133	118.61	4	43.7	58.5	14.8	49.74	69.34	19.61
BAYMONT	11	625	7,397,996	7,891,009	7	72.58	-3	54.7	52.7	-2.0	40.76	38.25	-2.51
BEST VALU	9	458	3,494,646	3,541,214	1	50.11	-27	42.8	46.2	3.4	29.45	23.17	-6.28
BEST WEST	62	3,471	36,047,527	51,181,252	42	75.52	-1	51.1	55.4	4.3	39.10	41.85	2.75
CAMBRIA S	1	126	2,003,455	2,326,517	16	89.47	-8	44.6	56.5	11.9	43.56	50.59	7.02
CANDLEWOOD	33	2,573	19,346,764	33,994,805	76	69.28	-11	59.5	56.1	-3.4	46.05	38.83	-7.22
CNTRY INN	5	343	1,444,389	4,730,782	228	79.99	-6	46.3	54.4	8.0	39.44	43.50	4.06
COMFO INN	21	1,395	12,026,422	17,490,215	45	70.82	-6	47.8	51.1	3.3	36.01	36.18	.17
COMFO STE	56	3,888	45,068,157	55,665,366	24	76.70	-8	51.2	51.8	.6	42.61	39.74	-2.87
COURTYARD	22	2,985	40,420,490	71,539,916	77	110.58	-5	55.8	60.6	4.8	64.87	66.97	2.10
DAYS INN	8	378	2,853,553	3,520,103	23	54.76	-4	49.8	46.7	-3.1	28.38	25.57	-2.81
DOUBLTREE	1	200	2,857,308	5,332,312	87	117.19	-5	42.2	62.3	20.1	51.95	73.05	21.09
DRURY INN	3	757	16,547,807	21,055,674	27	115.68	-4	57.9	65.8	7.9	70.13	76.15	6.02
ECONOLOGD	3	144	1,907,482	1,679,559	-12	62.92	-7	53.7	50.8	-2.9	36.29	31.96	-4.34
ELEMENT	2	246	1,430,181	6,042,892	323	114.68	2	37.7	58.7	21.0	42.28	67.30	25.02
EMBASSY	2	499	8,175,602	15,461,590	89	137.03	5	52.0	62.0	9.9	68.21	84.89	16.68
FAIRFIELD	14	1,271	8,621,136	19,158,914	122	79.03	-8	42.6	54.4	11.9	36.52	43.03	6.51
GUESTHUS	1	73	1,035,223	1,038,959	66.68	-15	49.5	58.5	9.0	38.85	38.99	.14	
HAMPTON	71	5,440	74,803,417	100,241,817	34	95.35	-2	57.8	56.9	-1.0	56.12	54.23	-1.89
HAWTH	1	132	1,601,694	2,340,200	46	77.49	1	43.3	62.7	19.4	33.24	48.57	15.33
HILT GARD	22	2,812	43,945,905	61,529,948	40	109.19	-1	53.6	58.6	5.1	58.82	64.03	5.21
HILTON	2	479	15,033,973	17,061,602	13	163.29	6	55.7	59.8	4.0	85.99	97.59	11.60
HO JO	1	45	375,914	375,914	63.87	47.6	47.6	47.6	47.6	47.6	30.38	30.38	30.38
HOLID EXP	105	7,869	99,767,497	147,638,452	48	91.24	-1	57.5	58.4	.9	53.20	53.26	.06
HOLID INN	15	1,818	22,943,121	30,032,317	31	92.70	-5	52.7	51.9	-8	51.47	48.07	-3.41
HOMWOOD	13	1,371	25,458,928	34,152,915	34	113.77	-4	60.4	65.2	4.8	71.81	74.18	2.36
HYATT	2	1,494	62,488,059	66,428,711	6	183.10		62.8	66.5	3.8	114.59	121.82	7.23
HYATT PIC	2	260	856,842	3,517,554	311	93.23	-9	29.9	44.2	14.3	30.44	41.19	10.75
INDIGO	2	219	3,345,190	4,404,384	32	120.19	-3	56.3	50.8	-5.5	69.43	61.00	-8.43
INTOWN ST	1	122	891,121	844,673	-5	29.91	2	68.0	63.4	-4.5	20.01	18.97	-1.04
LA QUINTA	91	6,321	66,300,285	86,384,495	30	75.73	-8	49.8	51.3	1.5	41.09	38.84	-2.25
MAINSTAY	3	227	4,187,269	3,279,427	-22	68.23	-15	62.7	58.0	-4.7	50.54	39.58	-10.96
MARRIOTT	2	1,140	41,812,435	41,812,435	188.34	53.3	53.3	53.3	53.3	53.3	100.47	100.47	100.47
MICROTEL	4	294	751,997	1,674,839	123	55.96	-8	46.1	37.2	-8.9	28.14	20.82	-7.32
MOTEL 6	8	563	2,946,600	4,634,696	57	47.65	-2	57.6	53.3	-4.3	27.93	25.41	-2.52
NOYO	2	376	3,847,598	7,005,524	82	110.31	-4	33.2	46.3	13.1	38.08	51.05	12.97
OMNI	1	614	17,122,203	23,445,491	37	160.47	-2	46.9	65.2	18.3	76.40	104.62	28.22
QUALITY	4	276	2,263,541	2,799,207	24	72.26	-4	64.2	49.0	-15.1	48.07	35.44	-12.63

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE IN TEXAS - BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup>		% Occupancy <sup>3</sup>		% Est. \$ REVPAR <sup>4</sup>		\$ Chg
		2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	
RADIS HTL	94	131,220	659,550	403	63.13	-26	47.9	30.4	-17.5	40.75	19.22	-21.53
RAMADA	140	361,965	1,300,527	259	63.80	18	23.2	44.7	21.5	12.55	28.51	15.96
RED ROOF	371	2,440,910	3,282,131	34	50.33	1	44.7	48.2	3.4	22.24	24.24	2.00
RESIDENCE	1,768	37,796,347	46,373,542	23	116.16	-2	62.8	64.1	1.4	74.07	74.49	.42
RITZ CARL	218	11,400,223	13,557,892	19	246.61		57.9	69.1	11.2	143.27	170.39	27.12
RODEWAY	30	365,405	287,766	-21	53.50	-13	54.1	49.1	-4.9	33.37	26.28	-7.09
SHERATON	277	6,300,269	7,145,573	13	133.54	-5	44.2	52.9	8.8	62.31	70.67	8.36
SLEEP INN	1,479	14,673,587	19,443,410	33	67.23	-6	53.4	55.6	2.3	38.18	37.40	-.78
SPRNGHILL	1,340	12,264,343	25,260,060	106	91.28		50.6	57.2	6.6	46.09	52.22	6.13
STAYBRIDG	1,369	20,875,178	31,367,999	50	98.09		53.1	64.0	10.9	52.18	62.78	10.60
STUDIO 6	288	2,497,184	2,786,188	12	47.71	-16	48.8	55.6	6.7	27.80	26.50	-1.29
SUBUR LDG	82	1,060,876	871,661	-18	54.31	-21	52.8	53.9	1.2	36.33	29.30	-7.03
SUPER 8	1,023	6,962,938	10,394,540	49	57.49	1	48.7	48.9	.2	27.64	28.14	.49
TOWNPLACE	1,218	10,418,289	20,400,535	96	84.09	-1	50.8	59.5	8.7	43.08	50.06	6.97
TRAVELODG	83	410,427	448,785	9	47.97	5	51.4	45.1	-6.2	23.43	21.64	-1.79
VALUE PLC	4,192	22,392,095	29,824,233	33	29.51	3	63.2	67.9	4.7	18.14	20.03	1.89
W HOTEL	252	11,518,887	12,688,497	10	224.95	-4	53.7	61.3	7.6	125.23	137.95	12.72
WESTIN	293		8,730,437		135.42		60.3	60.3			81.59	81.59
WINGATE	240	2,959,698	4,053,225	37	80.17	-2	54.0	57.7	3.7	44.28	46.27	1.99
OTH SUITE	126	5,710,423	7,010,768	23	218.10	-1	56.4	69.9	13.5	124.17	152.44	28.27
OTHER BUD	435	2,137,740	3,206,048	50	42.79	-9	46.0	47.2	1.2	21.61	20.19	-1.42
OTHER MIN	160	3,220,472	3,326,024	3	85.45	1	65.1	66.7	1.5	55.15	56.95	1.81
<b>TOTAL NEW TEXAS</b>	<b>67,945</b>	<b>850,100,396</b>	<b>1,241,755,766</b>	<b>46</b>	<b>91.18</b>	<b>-2</b>	<b>54.3</b>	<b>57.1</b>	<b>2.8</b>	<b>50.38</b>	<b>52.06</b>	<b>1.68</b>

**TOTAL NEW TEXAS**  
**CHAIN HOTELS 67,945 850,100,396 1,241,755,766 46 91.18 -2 54.3 57.1 2.8 50.38 52.06 1.68**

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

## NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> % Chg		Occupancy <sup>3</sup> % Chg		\$ REVPAR <sup>4</sup> 2009 2010 \$ Chg		
				2009 E <sup>5</sup>	2010 E	2009	2010	2009	2010	2009	2010	2009	2010	\$ Chg
4 POINTS														
SAN ANTONIO	78249	2009	130	727,805	1,940,945	167	78.31	-9	39.8	52.2	12.5	34.40	40.91	6.51
ALOFT														
AUSTIN	78758	2009	140	266,796	4,139,801	1	132.02	-3	30.6	61.4	30.8	41.43	81.01	39.59
DALLAS	75202	2009	193	659,794	4,273,894	1	120.65	-12	27.0	50.3	23.3	37.16	60.67	23.51
FRISCO	75034	2009	136	1,902,679	2,962,732		110.04	-4	33.5	54.2	20.7	38.33	59.68	21.35
HOUSTON	77056	2009	152	956,328	4,489,307		132.21	8	55.8	61.2	5.4	68.39	80.92	12.53
IRVING	75062	2008	136	2,689,651	3,205,957		106.05	1	51.7	60.9	9.2	54.18	64.58	10.40
PLANO	75024	2008	136	2,571,805	3,539,697		121.57	1	42.9	58.7	15.7	51.81	71.31	19.50
SAN ANTONIO	78216	2009	140	2,181,403	3,528,362		105.70	-1	52.9	65.4	12.5	56.43	69.16	12.74
*TOTAL BRAND- ALOFT			1,033	11,228,456	26,139,750		118.61	4	43.7	58.5	14.8	49.74	69.34	19.61
BAYMONT														
BEAUMONT	77705	2010	54	147,296			67.63	0		43.8	43.8		29.65	29.65
DECATUR	76234	2010	39	152,102			57.55	0		36.8	36.8		21.20	21.20
GALVESTON	77551	2006	89	2,090,486	1,732,956		98.41	-3	63.2	54.2	-9.0	64.35	53.35	-11.01
GRANBURY	76048	2008	64	337,887	228,186		33.41	-22	33.9	29.2	-4.6	14.46	9.77	-4.70
HENDERSON	75654	2008	49	953,442	825,551		76.17	-5	66.6	60.6	-6.0	53.31	46.16	-7.15
HUMBLE	77338	2008	50	864,878	706,838		65.44	-8	66.7	59.2	-7.5	47.39	38.73	-8.66
PERRYTON	79070	2008	50	709,004	1,028,984		77.67	18	58.8	72.6	13.8	38.85	56.38	17.53
SNYDER	79549	2009	70	255,493	647,806		55.43	0	35.8	45.7	10.0	19.84	25.35	5.52
TYLER	75701	2009	44	595,489	422,677	1	57.44	-13	56.0	45.8	-10.2	37.08	26.32	-10.76
WHEELER	79096	2008	51	687,808	1,224,769	1	67.58	16	49.0	75.1	26.2	36.95	65.79	28.85
WICHITA FALL	76309	2007	65	903,509	773,844		67.01	-1	56.1	48.7	-7.4	38.08	32.62	-5.47
*TOTAL BRAND- BAYMONT			625	7,397,996	7,891,009		72.58	-3	54.7	52.7	-2.0	40.76	38.25	-2.51
BEST VALUE														
BEDFORD	76021	2009	40	91,994	189,565		34.69	-13	21.0	37.4	16.4	8.36	12.98	4.62
HEMPHILL	75948	2009	44	171,993	246,782		34.93	-12	30.7	44.0	13.3	12.22	15.37	3.15
HOUSTON	77086	2010	38	231,185			55.06	0		40.2	40.2		22.12	22.12
HUMBLE	77338	2006	40	261,257	237,975		36.59	-25	36.7	44.5	7.9	17.89	16.30	-1.59
MIDLAND	79701	2009	90	214,195	354,871		30.38	-22	29.9	35.6	5.7	11.65	10.80	-0.85
ORANGE	77632	2006	73	2,028,561	1,452,815		87.50	-31	60.0	62.3	2.3	76.13	54.52	-21.61
RIVIERA	78379	2007	39	302,993	179,734	1	35.71	-11	53.0	35.4	-17.7	21.29	12.63	-8.66
SAN BENITO	78586	2010	40	70,917			35.00	0		55.1	55.1		19.27	19.27
TEMPLE	76504	2006	54	423,653	577,370		47.77	11	49.7	61.3	11.6	21.49	29.29	7.80
*TOTAL BRAND- BEST VALU			458	3,494,646	3,541,214		50.11	-27	42.8	46.2	3.4	29.45	23.17	-6.28

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

## NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	Est ADR <sup>2</sup>		% Chg		Occupancy <sup>3</sup>		% Chg		\$ REVPAR <sup>4</sup>	
				2009	E <sup>5</sup>		2010	E	2009	2010	2009	2010	2009	2010	2009	2010
<b>BEST WESTERN</b>																
ALVARADO	76009	2009	11	63,721	21,001	-67	64.42	-11	14.3	32.9	18.6	10.41	21.21	10.80		
ATHENS	75751	2010	61		346,090	0	76.32	0		40.4	40.4		30.83	30.83		
BASTROP	78602	2009	60	99,737	679,859	582	62.38	-7	26.9	49.8	22.9	18.07	31.04	12.98		
BOWIE	76230	2009	75	327,991	872,096	166	65.59	-6	42.7	48.6	5.8	29.71	31.86	2.15		
BRYAN	77802	2009	100	593,023	1,989,271	235	85.08	-7	47.1	64.1	16.9	42.97	54.50	11.53		
BURLESON	76028	2008	69	791,933	726,371	-8	59.93	-20	42.1	48.1	6.0	31.44	28.84	-2.60		
CANADIAN	79014	2009	55	261,760	1,403,532	436	97.41	20	41.4	71.8	30.4	33.47	69.91	36.44		
CANYON	79015	2006	51	767,576	754,702	-2	75.56	0	55.9	53.9	-2.0	42.06	40.74	-1.32		
CLEVELAND	77327	2007	49	939,435	699,100	-26	74.45	-16	58.9	52.5	-6.4	52.53	39.09	-13.44		
COLUMBUS	78934	2009	53	50,640	606,761	1	68.44	-1	19.8	45.8	26.0	13.76	31.37	17.60		
COTULLA	78014	2009	50	338,142	1,675,916	396	109.47	30	87.4	83.9	-3.5	73.51	91.83	18.32		
CRESSON	76035	2009	62	118,111	419,817	255	52.83	-21	15.5	35.1	19.6	10.35	18.55	8.20		
CUERO	77954	2010	43		1,270,781	0	100.23	0		80.1	80.1		80.28	80.28		
DENISON	75020	2009	77	465,418	954,590	105	69.51	-1	31.3	48.9	17.5	21.98	33.97	11.99		
DENTON	76208	2009	74	69,148	994,418	***	71.15	-12	16.9	51.7	34.8	13.67	36.82	23.15		
DONNA	78501	2009	55	278,451	631,057	127	62.61	-3	34.9	50.2	15.3	22.46	31.43	8.97		
DUNCANVILLE	75137	2007	70	1,152,218	1,046,459	-9	69.61	-7	60.0	58.8	-1.2	45.10	40.96	-4.14		
EDNA	77957	2008	43	472,347	553,199	17	64.08	-6	44.2	55.0	10.8	30.10	35.25	5.15		
FORNEY	75126	2009	70	455,165	748,479	64	62.14	-15	38.8	47.1	8.3	28.33	29.29	.96		
FRANKLIN	77856	2006	42	1,248,181	869,932	-30	93.43	-25	65.1	60.7	-4.4	81.42	56.75	-24.67		
GIDDINGS	78942	2010	32		134,717	0	64.09	0		35.7	35.7		22.88	22.88		
GRANBURY	76048	2006	57	920,486	697,776	-24	86.38	-8	47.3	38.8	-8.5	44.24	33.54	-10.70		
GROESBECK	76642	2009	75	175,059	271,855	55	53.10	-3	27.9	25.0	-2.9	15.35	13.27	-2.07		
HAMILTON	76531	2008	57	567,551	613,038	8	63.68	-5	40.7	46.3	5.6	27.28	29.47	2.19		
HEBBRONVILLE	78361	2008	42	521,220	561,644	8	61.00	3	57.2	60.1	2.9	34.00	36.64	2.64		
HENRIETTA	76365	2006	50	447,690	383,035	-14	53.03	-6	43.5	39.6	-3.9	24.53	20.99	-3.54		
HIDALGO	78557	2009	73	466,881	474,078	2	52.41	-11	38.6	33.9	-4.7	22.72	17.77	-4.95		
HONDO	78861	2009	57	484,783	847,589	75	61.92	-10	45.2	65.8	20.6	30.93	40.74	9.81		
HUMBLE	77346	2006	51	1,149,299	1,194,933	4	98.19	-7	60.8	66.0	5.2	64.26	64.82	.56		
JUNCTION	76849	2007	52	1,048,436	1,013,850	-3	84.07	3	67.5	63.5	-3.9	55.24	53.42	-1.82		
KATY	77494	2009	78	1,060,009	1,612,682	52	91.14	0	54.2	62.2	7.9	49.42	56.64	7.23		
LA GRANGE	78945	2006	53	1,086,789	1,085,271	0	86.45	3	69.7	65.5	-4.2	58.38	56.63	-1.75		
LAKE DALLAS	75065	2006	54	709,283	604,224	-15	62.87	-5	54.2	48.8	-5.4	35.99	30.66	-5.33		
LAMESA	79331	2010	56		843,199	0	69.09	0		59.7	59.7		41.25	41.25		
LAREDO	78045	2006	81	1,053,631	1,854,037	76	88.21	36	54.8	71.1	16.3	35.64	62.71	27.07		
LEWELLAND	79336	2007	47	754,715	807,023	7	74.72	-1	58.3	63.0	4.7	43.99	47.04	3.05		

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup>		% Occupancy <sup>3</sup>		\$ REVPAR <sup>4</sup>				
					2009 E <sup>5</sup>	2010 E		2010	2010	2009	2010	2009	2010			
	LITTLEFIELD	79339	2008	45	495,746	471,140	-5	58.83	48.8	50.3	48.8	-1.5	30.18	28.68	-1.50	
	LIVINGSTON	77351	2008	60	682,075	551,440	-19	56.82	44.7	49.4	44.7	-4.7	32.22	25.39	-6.83	
	LOCKHART	78644	2007	42	750,212	775,781	3	74.00	70.8	70.8	68.4	-2.4	48.94	50.61	1.67	
	LONGVIEW	75602	2009	60	205,877	671,981	226	67.38	45.5	31.6	45.5	13.9	22.38	30.68	8.31	
	LONGVIEW	75605	2006	51	755,999	696,588	-8	72.79	51.4	53.7	51.4	-2.3	40.61	37.42	-3.19	
	MANSFIELD	76063	2007	71	787,731	796,238	1	58.72	48.5	48.5	52.3	3.8	30.40	30.72	.33	
	MANVEL	77578	2009	50	218,341	480,112	120	57.99	35.2	35.2	45.4	10.2	23.73	26.31	2.57	
	MATHIS	78368	2008	51	398,019	652,687	64	61.74	33.7	33.7	56.8	23.1	21.38	35.06	13.68	
	MEXIA	76667	2006	34	402,206	363,786	-10	61.83	47.0	47.0	47.4	.4	32.41	29.31	-3.10	
	MINEOLA	75773	2007	50	693,762	767,886	11	71.46	52.7	52.7	58.9	6.2	38.01	42.08	4.06	
	MONAHANS	79756	2006	50	1,122,563	940,369	-16	89.10	15.5	59.0	57.8	-1.2	61.51	51.53	-9.98	
	NEW CANEY	77357	2009	49	262,400	249,072	1	53.83	23.7	23.7	25.9	2.2	17.70	13.93	-3.77	
	PEARSALL	78061	2008	48	1,148,710	1,529,884	33	104.37	20	75.5	83.7	8.1	65.57	87.32	21.76	
	PERRYTON	79070	2006	57	886,174	1,062,579	20	77.57	51.5	51.5	66.4	14.9	44.14	51.52	7.38	
	PORTLAND	78374	2006	43	744,335	690,125	-7	81.50	62.2	62.2	53.9	-8.3	50.98	43.96	-7.02	
	REFUGIO	78377	2007	42	550,827	618,643	12	66.07	4	56.8	61.1	4.3	35.93	40.36	4.42	
	SALADO	76571	2009	41	380,968	422,639	11	75.71	37.8	37.8	37.3	-5	30.18	28.24	-1.93	
	SAN ANTONIO	78218	2007	54	930,000	837,838	1	63.47	3	72.5	67.0	-5.5	47.18	42.51	-4.68	
	SAN ANTONIO	78219	2008	67	878,958	1,217,126	38	71.75	15	57.5	69.4	11.9	35.94	49.77	13.83	
	SAN ANTONIO	78224	2010	63		1,047,663	0	83.06	0		72.3	72.3	60.07	60.07	60.07	
	SAN ANTONIO	78227	2009	77	1,259,355	2,143,641	70	99.92	5	71.0	76.3	5.3	67.28	76.27	8.99	
	SCHULENBURG	78956	2008	52	1,171,070	1,253,021	7	94.94	9	71.1	69.5	-1.6	61.70	66.02	4.32	
	SUGAR LAND	77479	2008	61	943,530	782,978	-17	68.54	9	57.5	51.5	-5.9	43.08	35.31	-7.77	
	SWEETWATER	79556	2007	57	874,312	789,137	-10	72.29	6	54.7	52.5	-2.2	42.02	37.93	-4.09	
	WOODWAY	76712	2010	60		415,279	0	80.62	0		46.7	46.7	37.62	37.62	37.62	
	WYLIE	75098	2009	51	565,528	691,237	22	63.39	6	51.7	58.6	6.9	34.75	37.13	2.39	
	*TOTAL BRAND- BEST WEST			3,471	36,047,527	51,181,252	42	75.52	-1	51.1	55.4	4.3	39.10	41.85	2.75	
CAMBRIA SUITES																
	SAN ANTONIO	78217	2009	126	2,003,455	2,326,517	16	89.47	-8	44.6	56.5	11.9	43.56	50.59	7.02	
CANDLEWOOD SUITES																
	BAYTOWN	77521	2009	81	61,905	978,280	1	66.13	-21	26.9	50.0	23.1	22.43	33.09	10.66	
	BEAUMONT	77705	2006	80	1,752,860	1,231,016	1	69.17	-23	67.0	60.9	-6.1	60.03	42.16	-17.87	
	CEDAR PARK	78613	2010	71		962,645	0	63.24	0		58.4	58.4	36.95	36.95	36.95	
	CORPUS CHRIS	78415	2007	74	1,303,093	1,311,496	1	72.03	-5	63.4	67.4	4.0	48.24	48.56	.31	
	DEER PARK	77536	2010	61		653,198	0	57.66	0		50.5	50.5	29.13	29.13	29.13	
	FORT STOCKTO	79735	2010	45		192,560	0	75.01	0		62.0	62.0	46.51	46.51	46.51	
	FORT WORTH	76155	2007	74	1,483,926	1,307,263	-12	75.01	-7	67.9	64.5	-3.4	54.94	48.40	-6.54	

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup> % Est		Occupancy <sup>3</sup> % Est		\$ REVPAR <sup>4</sup>				
					2009 E <sup>3</sup>	2010 E		2010	Chg	2009	2010	2009	2010	\$ Chg		
	GALVESTON	77551	2008	83	1,332,190	973,579	-27	67.88	-13	56.3	47.3	-9.0	43.97	32.14	-11.84	
	HOUSTON	77015	2010	79		696,162	0	72.01	0	44.4	44.4	0	49.32	31.99	17.33	
	HOUSTON	77025	2008	80	1,440,010	1,444,520	0	70.72	3	71.6	69.9	-1.7	49.32	49.47	0.15	
	HOUSTON	77032	2009	115	365,319	1,135,093	211	55.64	-3	30.0	48.6	18.6	17.26	27.04	9.78	
	HOUSTON	77042	2009	81	607,462	1,386,813	128	71.96	-1	43.0	65.2	22.2	31.23	46.91	15.68	
	HOUSTON	77070	2009	83	49,614	759,288	***	58.78	-22	79.1	42.6	-36.5	59.92	25.06	-34.86	
	KATY	77449	2008	112	2,134,176	1,635,452	-23	69.31	-16	63.5	57.7	-5.8	52.21	40.01	-12.20	
	KILLEEN	76542	2006	71	1,557,098	1,649,590	6	87.48	10	75.4	72.8	-2.6	60.08	63.65	3.57	
	KINGWOOD	77339	2010	62		474,706	0	54.11	0	38.8	38.8	0	20.99	20.99	0.00	
	LA PORTE	77571	2008	111	1,652,856	1,301,142	-21	57.59	-15	60.3	55.8	-4.5	40.80	32.12	-8.68	
	LAKE JACKSON	77566	2009	86	434,764	1,161,788	167	62.26	-15	37.4	59.4	22.0	27.47	37.01	9.54	
	LEAGUE CITY	77573	2010	65		507,005	0	57.11	0	37.1	37.1	0	21.21	21.21	0.00	
	LONGVIEW	75605	2009	70	342,070	1,054,215	208	72.00	-5	35.0	57.3	22.3	26.56	41.26	14.70	
	MOUNT PLEASA	75455	2010	77		785,976	0	63.36	0	44.1	44.1	0	27.97	27.97	0.00	
	NEDERLAND	77627	2006	65	1,477,045	974,872	-34	71.93	-18	70.6	57.1	-13.5	62.26	41.09	-21.17	
	PEARLAND	77584	2010	50		144,766	0	66.96	0	47.0	47.0	0	31.47	31.47	0.00	
	PLANO	75074	2009	92	349,821	1,486,895	325	70.81	11	43.6	62.5	18.9	27.75	44.28	16.52	
	SAN ANTONIO	78204	2010	83		1,370,828	0	67.94	0	66.3	66.3	0	45.02	45.02	0.00	
	SAN ANTONIO	78254	2010	57		580,681	1	64.44	0	57.6	57.6	0	37.15	37.15	0.00	
	SAN ANTONIO	78259	2010	101		1,336,616	0	88.92	0	40.9	40.9	0	36.38	36.38	0.00	
	TEMPLE	76504	2010	76		529,893	0	69.90	0	54.2	54.2	0	37.89	37.89	0.00	
	TEXARKANA	75503	2009	80	655,380	1,578,284	141	77.91	1	57.6	69.4	11.8	44.52	54.05	9.53	
	TEXAS CITY	77590	2009	83	73,865	841,482	***	55.96	-17	29.9	49.6	19.7	20.07	27.78	7.70	
	THE WOODLAND	77384	2010	68		312,942	0	65.72	0	38.1	38.1	0	25.01	25.01	0.00	
	VICTORIA	77904	2009	82	650,584	1,684,495	159	79.99	4	56.1	70.4	14.3	43.12	56.28	13.16	
	WICHITA FALL	76306	2007	75	1,622,726	1,551,264	-4	84.95	5	73.3	66.7	-6.6	59.28	56.67	-2.61	
	*TOTAL BRAND-	CANDLWOOD		2,573	19,346,764	33,994,805	76	69.28	-11	59.5	56.1	-3.4	46.05	38.83	-7.22	
	COUNTRY INN & SUITES															
	COLLEGE STAT	77840	2010	64		696,666	0	80.57	0	49.1	49.1	0	39.58	39.58	0.00	
	GALVESTON	77550	2010	60		494,395	0	79.19	0	56.5	56.5	0	44.78	44.78	0.00	
	MIDLAND	79701	2009	66	82,709	1,061,927	***	80.33	3	34.9	54.5	19.6	27.24	43.75	16.51	
	SAN MARCOS	78666	2009	84	1,035,669	1,530,496	48	82.84	-5	51.4	60.3	8.9	44.83	49.92	5.08	
	TYLER	75703	2009	69	326,011	947,298	191	75.42	-7	38.5	49.9	11.4	31.08	37.61	6.53	
	*TOTAL BRAND-	CNTRY INN		343	1,444,389	4,730,782	228	79.99	-6	46.3	54.4	8.0	39.44	43.50	4.06	
	COMFORT INN															
	ABILENE	79606	2009	73	684,789	658,033	-4	65.52	-12	39.7	37.7	-2.0	29.48	24.70	-4.79	
	AMARILLO	79102	2007	92	1,593,178	1,689,940	6	79.79	-1	62.0	62.9	0.9	50.17	50.18	0.01	

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup> % Est		Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>			
					2009 E <sup>3</sup>	2010 E		2010	Chg	2009	2010	2009	2010	\$ Chg	
	BROWNSVILLE	78520	2008	81	670,117	979,307	46	63.81	-14	33.1	51.7	18.7	24.48	33.00	8.52
	CARTHAGE	75633	2009	59	1,281,274	1,281,274	0	92.02	0	64.7	64.7	64.7	59.50	59.50	0
	CORINTH	76210	2009	56	436,085	521,211	20	57.76	-20	39.2	44.1	5.0	28.32	25.50	-2.82
	DENTON	76207	2008	64	802,413	798,584	0	66.07	-6	49.1	51.7	2.6	34.35	34.19	-1.16
	FORT WORTH	76131	2010	45	220,222	220,222	0	79.10	0	33.6	33.6	33.6	26.60	26.60	0
	GLEN ROSE	76043	2008	70	509,664	562,381	10	54.76	-16	30.7	40.2	9.5	19.95	22.01	2.06
	MONAHANS	79756	2010	54	530,824	530,824	0	80.34	0	44.4	44.4	44.4	35.71	35.71	0
	NAVASOTA	77868	2009	54	123,525	724,990	487	74.75	-6	56.5	49.2	-7.3	44.76	36.78	-7.97
	ODESSA	79761	2009	79	997,376	1,332,316	34	79.13	7	46.3	58.2	11.9	34.16	46.06	11.90
	ORANGE	77630	2010	50	300,244	300,244	0	70.43	0	31.2	31.2	31.2	22.00	22.00	0
	PARIS	75460	2009	56	208,516	697,842	235	64.66	-1	31.1	52.8	21.7	20.24	34.14	13.90
	PASADENA	77506	2010	46	326,864	326,864	1	66.30	0	58.9	58.9	58.9	39.04	39.04	0
	PORT ARTHUR	77642	2008	58	1,098,726	924,842	-16	75.53	-13	59.6	57.8	-1.8	51.90	43.69	-8.21
	SAN ANTONIO	78201	2008	82	1,031,314	1,289,623	25	69.08	2	51.0	62.4	11.4	34.46	43.09	8.63
	SAN ANTONIO	78219	2009	79	829,258	1,024,804	24	59.23	-11	46.5	60.0	13.5	31.09	35.54	4.45
	SAN ANTONIO	78245	2009	77	1,079,825	1,551,739	44	85.22	6	63.4	64.8	1.4	51.00	55.21	4.22
	SELMA	78154	2009	88	107,206	959,446	795	66.92	-21	54.8	44.6	-10.2	46.61	29.87	-16.74
	TEXAS CITY	77590	2008	67	1,099,752	560,777	-49	58.40	-28	55.7	39.3	-16.4	44.97	22.93	-22.04
	WINNIE	77665	2009	65	754,678	554,952	-26	62.91	-22	48.4	37.3	-11.2	39.01	23.45	-15.57
	*TOTAL BRAND-	COMFO INN		1,395	12,026,422	17,490,215	45	70.82	-6	47.8	51.1	3.3	36.01	36.18	.17

**COMFORT SUITES**

	ABILENE	79601	2008	68	1,170,586	1,173,735	0	87.81	2	54.8	53.9	-1.0	47.16	47.29	.13
	ARLINGTON	76011	2009	108	1,602,678	1,874,981	17	86.52	-4	51.6	55.0	3.4	46.37	47.56	1.19
	BASTROP	78602	2010	61	482,249	482,249	0	70.31	0	40.8	40.8	40.8	28.72	28.72	0
	BAY CITY	77414	2009	72	365,604	736,360	101	74.16	-15	46.7	37.8	-8.9	40.97	28.02	-12.95
	BEAUMONT	77707	2008	74	1,288,533	1,076,672	-16	82.68	-16	48.8	48.2	-5	47.71	39.86	-7.84
	BENBROOK	76126	2008	55	565,839	622,783	10	55.64	-8	46.4	55.8	9.4	28.19	31.02	2.84
	BRIDGEPORT	76426	2009	57	141,148	1,067,137	656	88.80	9	39.4	57.8	18.4	31.96	51.29	19.33
	BUDA	78610	2009	72	821,908	821,908	0	76.68	0	40.8	40.8	40.8	31.28	31.28	0
	COLLEGE STAT	77840	2006	79	1,808,747	1,466,957	-19	86.60	-14	61.5	58.6	-3.0	61.94	50.72	-11.23
	COPPERAS COV	76522	2007	70	1,127,550	1,027,489	-9	67.09	-7	61.4	59.9	-1.4	44.13	40.21	-3.92
	CORPUS CHRIS	78405	2008	87	1,273,887	1,245,569	-2	87.26	-10	51.2	44.8	-6.4	49.86	39.08	-10.78
	CORPUS CHRIS	78412	2008	66	888,717	980,671	10	71.11	3	53.4	57.2	3.9	36.89	40.71	3.82
	CORPUS CHRIS	78418	2006	79	1,410,369	1,389,480	-1	94.74	-4	49.3	50.9	1.5	48.91	48.19	-.72
	DALLAS	75211	2009	70	1,106,993	1,047,623	-5	82.72	-17	48.7	49.6	.9	48.45	41.00	-7.44
	EL PASO	79912	2008	74	1,431,847	1,429,199	0	80.76	-8	60.2	65.5	5.4	53.01	52.91	-.10
	ENNIS	75119	2007	69	796,213	589,606	-26	50.22	-27	45.6	46.6	1.0	31.61	23.41	-8.20
	EULESS	76040	2009	66	239,194	906,218	279	66.28	2	30.3	56.8	26.4	19.70	37.62	17.92

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.

3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.

Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup>	% Est	Occupancy <sup>3</sup>		Pt Chg	\$ REVPAR <sup>4</sup>			
					2009 E <sup>3</sup>	2010 E				2009	2010		2009	2010	\$ Chg	
FORT STOCKTO	79735		2008	64	904,933	1,168,287	29	86.04	-3	47.9	58.1	10.2	42.69	50.01	7.33	
FRISCO	75034		2009	109	1,301,700	1,592,771	22	70.00	-11	44.0	57.2	13.2	34.60	40.03	5.44	
GAINESVILLE	76240		2007	72	1,012,218	738,501	-27	72.61	-1	52.3	38.7	-13.6	38.52	28.10	-10.42	
GALVESTON	77554		2007	57	1,152,412	903,207	-22	96.26	0	57.4	45.1	-12.3	55.39	43.41	-11.98	
GEORGETOWN	78626		2006	69	1,548,702	1,565,536	1	93.99	3	67.5	66.1	-1.4	61.49	62.16	.67	
GRANBURY	76048		2007	70	843,050	576,829	-32	71.69	-20	36.9	31.5	-5.4	33.00	22.58	-10.42	
GRAND PRAIRI	75052		2008	68	926,568	940,044	1	79.01	-10	42.3	47.9	5.6	37.33	37.87	.54	
HILLSBORO	76645		2009	65	173,443	546,487	1	58.48	-24	22.1	39.4	17.3	17.14	23.03	5.90	
HOUSTON	77032		2008	72	838,908	534,239	-36	58.65	-29	38.9	34.7	-4.2	31.92	20.33	-11.59	
HOUSTON	77061		2008	59	1,107,142	1,080,659	-2	76.13	-12	59.4	65.9	6.6	51.41	50.18	-1.23	
HOUSTON	77083		2010	58		458,869	0	70.12	0		31.1	31.1		21.80	21.80	
HUNTSVILLE	77340		2007	69	1,300,860	1,005,105	-23	73.90	-5	66.6	54.0	-12.6	51.65	39.91	-11.74	
JEWETT	75846		2010	62		632,838	0	80.40	0		46.2	46.2		37.12	37.12	
KILGORE	75662		2009	61	301,721	1,014,111	236	76.88	2	35.7	59.2	23.6	26.88	45.55	18.67	
KILLEEN	76542		2006	93	1,874,559	1,592,914	-15	78.29	-4	67.8	59.9	-7.8	55.22	46.93	-8.30	
LAREDO	78041		2008	80	825,802	1,272,866	54	63.37	8	48.4	68.8	20.4	28.28	43.59	15.31	
LINDALE	75771		2008	65	764,545	941,463	23	72.00	-5	42.6	55.1	12.5	32.23	39.68	7.46	
LONGVIEW	75602		2006	65	892,424	762,843	-15	64.00	-16	53.4	50.0	-3.3	40.75	32.02	-8.73	
MABANK	75147		2010	60		767,985	1	76.15	0		45.9	45.9		34.99	34.99	
MINERAL WELL	76067		2009	60	147,318	499,216	1	239	64.84	-12	22.8	35.2	12.4	16.86	22.80	5.94
NACOGDOCHES	75964		2008	70	1,289,435	1,743,672	35	96.84	17	60.8	70.5	9.6	50.47	68.25	17.78	
PALESTINE	75801		2009	54		400,700	1	51.23	0		39.7	39.7		20.36	20.36	
PEARLAND	77584		2009	73	30,819	422,042	1	**	63.62	-15	6.1	24.9	18.8	4.59	15.84	11.25
PFLUGERVILLE	78660		2009	64	497,468	1,199,095	141	79.92	-1	45.4	64.2	18.9	36.59	51.33	14.74	
PLANO	75074		2008	76	947,738	1,005,633	6	66.74	-8	47.2	54.3	7.1	34.17	36.25	2.09	
PLANO	75093		2009	62	96,656	696,992	3	621	66.88	-17	43.4	46.1	2.7	35.02	30.80	-4.22
RICHLAND HIL	76118		2009	72	425,840	899,332	111	70.57	4	37.2	48.5	11.3	25.22	34.22	9.01	
SAN ANTONIO	78202		2008	89	1,651,441	2,396,446	45	104.71	18	57.4	70.5	13.0	50.84	73.77	22.93	
SAN ANTONIO	78232		2008	95	1,068,228	1,324,461	24	67.86	0	45.4	56.3	10.9	30.81	38.20	7.39	
SAN ANTONIO	78233		2008	57	730,838	762,389	4	62.30	-4	54.2	58.8	4.6	35.13	36.64	1.52	
SAN ANTONIO	78238		2006	75	1,467,786	1,254,072	-15	87.81	-6	58.5	52.3	-6.1	54.34	45.96	-8.38	
SAN ANTONIO	78249		2010	67		536,153	0	61.62	0		35.7	35.7		22.02	22.02	
SAN MARCOS	78666		2006	52	1,119,017	1,166,259	4	104.65	0	58.4	58.4	.1	61.32	61.14	-.18	
SEABROOK	77586		2009	86	581,811	1,025,254	76	71.15	-17	32.6	45.9	13.3	27.81	32.66	4.85	
SPRING	77373		2009	62	364,443	1,154,000	217	82.05	-2	51.5	62.1	10.6	43.06	50.99	7.94	
TOMBALL	77375		2008	55	801,487	680,865	-15	63.37	-14	54.0	53.5	-5	39.92	33.92	-6.01	
WACO	76706		2006	74	1,544,413	1,364,289	-12	80.71	-7	65.7	62.6	-3.1	57.18	50.51	-6.67	
WAXAHACHIE	75165		2010	42		175,250	0	58.24	0		38.9	38.9		22.68	22.68	
WEBSTER	77598		2006	58	1,316,527	925,055	-30	70.81	-24	67.1	61.7	-5.4	62.19	43.70	-18.49	

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup>		% Chg	% Est. Occupancy <sup>3</sup>		Pt Chg	\$ REVPAR <sup>4</sup>			
					2009 E <sup>3</sup>	2010 E		2010	2009		2010	2009		2010	\$ Chg		
*TOTAL BRAND- COMFO STE					3,888	45,068,157	55,665,366	24	76.70	-8	51.2	51.8	.6	42.61	39.74	-2.87	
COURTYARD BY MARRIOTT																	
ALLEN		75013	2010	203		3,842,886		0	108.53	0		47.9	47.9		51.97	51.97	
ARLINGTON		76015	2010	83		1,709,239		0	114.70	0		49.2	49.2		56.40	56.40	
AUSTIN		78701	2006	270	10,703,956	10,855,774	1	150.17	1	73.1	73.4	.3	108.61	110.15	1.54		
AUSTIN		78744	2006	150	3,385,488	3,695,098	9	100.36	-4	59.3	67.3	7.9	61.84	67.49	5.65		
AUSTIN		78753	2009	145	575,981	2,132,266	270	88.41	-18	27.1	45.6	18.5	29.12	40.29	11.17		
BROWNSVILLE		78520	2006	90	1,831,725	1,834,323	0	87.37	-6	60.0	63.9	3.9	55.76	55.84	.08		
CORPUS CHRIS		78411	2008	105	2,319,093	2,487,663	7	102.42	3	61.1	63.4	2.2	60.51	64.91	4.40		
DENTON		76210	2008	119	1,387,100	1,914,197	38	83.64	-14	52.2	52.7	.5	50.71	44.07	-6.64		
FORT WORTH		76132	2009	104	650,469	2,227,235	242	96.24	6	37.6	61.0	23.4	33.99	58.67	24.68		
HOUSTON		77030	2010	164		3,007,804		0	92.76	0		54.0	54.0		50.11	50.11	
HOUSTON		77056	2007	190	5,403,047	6,254,455	16	132.69	2	60.2	68.0	7.8	77.91	90.19	12.28		
LUFKIN		75901	2009	101	270,451	2,079,155	669	93.40	-8	28.8	60.4	31.6	29.11	56.40	27.29		
MIDLAND		79706	2008	97	2,063,478	2,637,894	28	110.74	6	55.8	67.3	11.5	58.28	74.51	16.22		
NEW BRAUNFEL		78130	2009	125	1,326,595	2,977,114	124	108.89	-2	52.1	59.9	7.8	57.68	65.25	7.57		
PEARLAND		77584	2008	106	2,132,735	2,090,327	-2	94.02	-14	50.6	57.5	6.8	55.12	54.03	-1.10		
SAN ANTONIO		78205	2009	220	2,171,588	7,379,912	240	135.45	1	40.0	67.9	27.9	53.65	91.90	38.26		
SAN ANTONIO		78238	2007	96	1,946,948	1,856,934	-5	92.82	-2	58.6	57.1	-1.5	55.56	52.99	-2.57		
SAN ANTONIO		78251	2009	179	1,060,819	3,744,366	253	92.62	2	35.6	61.9	26.3	32.21	57.31	25.10		
SAN ANTONIO		78257	2009	124	330,484	2,811,045	751	110.89	15	37.3	56.0	18.7	35.92	62.11	26.19		
SAN ANTONIO		78259	2008	103	2,839,358	2,642,337	-7	114.28	2	67.2	61.5	-5.7	75.52	70.28	-5.24		
TYLER		75703	2010	118		1,373,903		0	98.27	0		64.4	64.4		63.28	63.28	
WICHITA FALL		76308	2009	93	21,175	1,985,989	***	101.73	2	15.4	57.5	42.2	15.34	58.51	43.16		
*TOTAL BRAND- COURTYARD					2,985	40,420,490	71,539,916	77	110.58	-5	55.8	60.6	4.8	64.87	66.97	2.10	
DAYS INN																	
ALVARADO		76009	2007	45	167,031	209,071	25	36.70	-19	22.4	34.7	12.3	10.17	12.73	2.56		
BAYTOWN		77520	2009	42	114,801	221,143	93	39.27	-13	32.8	36.7	4.0	14.86	14.43	-0.43		
CLEBURNE		76033	2007	60	488,035	389,111	-20	51.47	-18	46.2	34.7	-11.4	29.07	17.88	-11.18		
COPPERAS COV		76522	2008	61	715,209	761,103	6	58.12	9	60.3	58.8	-1.5	32.12	34.18	2.06		
MINERAL WELL		76067	2010	34		344,523		0	64.13	0		43.8	43.8		28.08	28.08	
ROCKDALE		76567	2009	45	122,019	590,629	1	384	64.73	1	45.8	55.6	9.8	29.47	35.96	6.49	
SAN ANTONIO		78224	2008	42	433,698	374,018	-14	48.32	-4	55.9	50.5	-5.5	28.29	24.40	-3.89		
WICHITA FALL		76309	2007	49	812,760	630,505	-22	62.69	-6	68.4	56.2	-12.1	45.44	35.25	-10.19		
*TOTAL BRAND- DAYS INN					378	2,853,553	3,520,103	23	54.76	-4	49.8	46.7	-3.1	28.38	25.57	-2.81	

**DOUBLETREE HOTELS**

**DOUBLETREE HOTELS**

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> \$		% Est. Occupancy <sup>3</sup>		\$ REVPAR <sup>4</sup>	
					2009 E <sup>3</sup>	2010 E	2009	2010	2009	2010	2009	2010	2009	2010
EL PASO	79901	2009	200	2,857,308	5,332,312	87	117.19	-5	42.2	62.3	20.1	51.95	73.05	21.09
<b>DRURY INN</b>														
AMARILLO	79106	2006	164	3,999,968	4,298,880	7	98.73	2	69.0	72.7	3.8	66.82	71.82	4.99
SAN ANTONIO	78205	2007	366	10,860,369	12,746,268	17	143.82	1	56.5	66.3	9.7	80.85	95.28	14.43
SAN ANTONIO	78257	2009	227	1,687,470	4,010,526	138	80.45	-7	46.5	60.2	13.7	40.40	48.40	8.00
*TOTAL BRAND- DRURY INN														
			757	16,547,807	21,055,674	27	115.68	-4	57.9	65.8	7.9	70.13	76.15	6.02
<b>ECONOLODGE</b>														
AZIE	76020	2006	39	338,509	306,216	-10	43.26	-6	51.9	49.7	-2.2	23.78	21.51	-2.27
NEW BRAUNFEL	78130	2008	50	500,428	496,509	-1	63.59	-2	42.4	42.8	.4	27.42	27.21	-.21
PORT ARTHUR	77642	2006	55	1,068,545	876,834	-18	74.26	-9	65.3	58.8	-6.5	53.23	43.68	-9.55
*TOTAL BRAND- ECONOLODGE														
			144	1,907,482	1,679,559	-12	62.92	-7	53.7	50.8	-2.9	36.29	31.96	-4.34
<b>ELEMENT</b>														
HOUSTON	77070	2009	123	1,430,181	3,288,898	130	115.65	3	37.7	63.3	25.6	42.28	73.26	30.98
IRVING	75063	2010	123	2,753,994	0	113.54	0	54.0	54.0	54.0	54.0	61.34	61.34	61.34
*TOTAL BRAND- ELEMENT														
			246	1,430,181	6,042,892	323	114.68	2	37.7	58.7	21.0	42.28	67.30	25.02
<b>EMBASSY SUITES</b>														
HOUSTON	77079	2009	216	505,581	6,432,911	***	137.84	-3	21.5	59.2	37.7	30.53	81.59	51.06
SAN MARCOS	78666	2009	283	7,670,021	9,028,679	18	136.45	5	56.9	64.1	7.1	74.25	87.41	13.15
*TOTAL BRAND- EMBASSY														
			499	8,175,602	15,461,590	89	137.03	5	52.0	62.0	9.9	68.21	84.89	16.68
<b>FAIRFIELD INN &amp; SUITES</b>														
AUSTIN	78753	2009	150	965,415	2,089,281	116	74.86	-15	26.6	51.0	24.4	23.40	38.16	14.76
BOERNE	78015	2009	78	96,997	670,652	591	64.10	-21	18.6	36.7	18.2	15.06	23.56	8.49
CHANNELVIEW	77530	2010	63	1,157,594	0	80.88	0	62.2	62.2	62.2	62.2	50.34	50.34	50.34
CONROE	77303	2010	103	602,797	0	83.61	0	38.2	38.2	38.2	38.2	31.96	31.96	31.96
DENTON	76201	2006	75	1,489,286	1,284,586	-14	84.24	-8	59.7	55.7	-4.0	54.40	46.93	-7.48
EL PASO	79912	2009	95	192,442	1,977,751	928	93.27	-7	32.2	61.2	29.0	32.18	57.04	24.86
MANSFIELD	76063	2009	82	585,991	1,048,769	79	69.08	-16	36.1	50.7	14.6	29.84	35.04	5.20
NEW BRAUNFEL	78130	2010	72	1,144,758	0	85.90	0	50.7	50.7	50.7	50.7	43.57	43.57	43.57
SAN ANTONIO	78232	2009	84	1,030,516	1,235,993	20	76.39	-3	50.6	52.8	2.1	39.80	40.31	.51
SAN ANTONIO	78251	2008	98	2,015,316	1,909,280	-5	89.31	-9	57.0	59.6	2.6	55.77	53.24	-2.53
SCHERTZ	78154	2009	118	918,038	1,699,490	85	67.57	-16	35.4	58.4	23.0	28.29	39.46	11.17
TEXARKANA	75503	2009	83	379,886	1,590,408	319	87.93	-1	43.3	59.7	16.4	38.59	52.50	13.91
THE COLONY	75056	2009	104	511,693	1,765,373	245	72.49	16	51.3	64.2	12.8	31.96	46.51	14.54
WEATHERFORD	76087	2009	66	435,556	982,182	126	79.11	-3	35.6	51.5	16.0	28.93	40.77	11.84

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

## NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup>		% Occupancy <sup>3</sup>		Pt Chg	\$ REVPAR <sup>4</sup>		
				2009 E <sup>5</sup>	2010 E		2010	2009	2010	2009		2010	\$ Chg	
*TOTAL BRAND- FAIRFIELD														
			1,271	8,621,136	19,158,914	122	79.03	-8	42.6	54.4	11.9	36.52	43.03	6.51
GUESTHOUSE INNS														
EL PASO	79925	2008	73	1,035,223	1,038,959	0	66.68	-15	49.5	58.5	9.0	38.85	38.99	.14
HAMPTON														
ABILENE	79601	2007	72	1,793,588	1,789,196	0	115.48	3	60.7	59.0	-1.8	68.25	68.08	-.17
ALICE	78332	2009	61	668,214	1,254,486	88	86.16	15	43.6	65.4	21.8	32.65	56.34	23.69
ALLEN	75013	2006	103	2,367,393	1,996,531	-16	92.14	-13	59.4	57.6	-1.8	62.97	53.11	-9.86
ALPINE	79830	2009	64	511,541	1,519,524	197	100.79	19	51.5	64.5	13.1	43.44	65.05	21.61
ARLINGTON	76006	2010	103	866,419	866,419	0	110.12	0	41.5	41.5	0	45.72	45.72	0
ARLINGTON	76018	2007	98	2,418,773	2,014,833	-17	102.24	-8	60.8	55.1	-5.7	67.62	56.33	-11.29
AUSTIN	78750	2007	71	1,837,751	1,836,949	0	103.09	0	68.9	68.8	-.2	70.91	70.88	-.03
BASTROP	78602	2010	66	330,284	330,284	0	95.90	0	28.6	28.6	0	27.40	27.40	0
BAY CITY	77414	2009	86	1,480,769	1,480,769	0	90.09	0	52.4	52.4	0	47.17	47.17	0
BEAUMONT	77706	2009	60	482,751	961,913	99	95.10	-18	41.3	46.2	4.8	47.70	43.92	-3.78
BIG SPRING	79720	2009	85	1,644,007	1,291,643	0	94.52	0	44.0	44.0	0	41.63	41.63	0
BOERNE	78006	2008	85	1,644,007	1,718,988	5	82.99	8	69.2	66.8	-2.5	52.99	55.41	2.42
BRENHAM	77833	2009	66	1,089,496	1,089,496	0	88.86	0	50.9	50.9	0	45.23	45.23	0
BUDA	78610	2008	74	1,601,289	1,662,722	4	95.60	3	63.9	64.4	.5	59.29	61.56	2.27
BUFFALO	75855	2009	77	627,167	952,260	52	79.76	-11	32.9	42.5	9.5	29.62	33.88	4.26
BURKBURNETT	76354	2006	80	1,399,045	1,295,624	-7	80.25	5	62.9	55.3	-7.7	47.91	44.37	-3.54
BURLESON	76028	2008	74	1,597,385	1,906,859	19	104.90	3	57.9	67.3	9.4	59.14	70.60	11.46
CHILDRESS	79201	2009	64	557,849	778,176	39	74.09	-10	42.6	45.0	2.3	35.15	33.31	-1.84
CLEBURNE	76033	2010	62	430,565	430,565	0	76.02	0	33.3	33.3	0	25.33	25.33	0
CLUTE	77531	2009	67	774,133	1,333,528	72	84.61	-16	36.1	64.4	28.3	36.34	54.53	18.19
CONROE	77303	2009	105	468,003	1,546,438	230	84.16	-12	33.8	47.9	14.2	32.40	40.35	7.95
CORPUS CHRIS	78408	2008	80	1,435,814	1,716,246	20	84.19	0	58.5	69.8	11.3	49.17	58.78	9.60
CORPUS CHRIS	78418	2006	60	1,097,841	1,051,741	-4	87.35	-5	54.7	55.0	.3	50.13	48.02	-2.11
CORSICANA	75110	2007	79	1,025,474	1,064,345	4	75.50	4	49.2	48.9	-.3	35.56	36.91	1.35
DALLAS	75211	2010	48	225,055	225,055	0	110.32	0	46.2	46.2	0	50.96	50.96	0
DE SOTO	75115	2008	81	1,425,826	1,930,283	35	90.96	19	63.0	71.8	8.8	48.23	65.29	17.06
DECATUR	76234	2009	74	1,211,585	1,536,824	27	93.30	-9	43.9	61.0	17.1	44.86	56.90	12.04
DEL RIO	78840	2006	65	1,711,951	1,924,125	12	104.95	6	72.9	77.3	4.4	72.16	81.10	8.94
DUMAS	79029	2009	78	1,698,364	1,698,364	0	107.91	0	55.3	55.3	0	59.65	59.65	0
EL PASO	79912	2009	93	895,515	2,136,506	139	98.77	-5	50.4	63.7	13.3	52.33	62.94	10.61
FOREST HILL	76140	2009	100	1,23,611	1,196,643	868	83.26	-11	14.3	39.4	25.1	13.44	32.78	19.35
FORT WORTH	76137	2008	77	1,791,323	2,024,459	13	114.56	12	62.1	62.9	.8	63.74	72.03	8.30

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> % Est		Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>		
				2009 E <sup>3</sup>	2010 E	2009	2010	2009	2010	2009	2010	2009	2010	2009
FORT WORTH	76116	2008	105	2,716,182	2,869,594	6	119.51	3	61.2	62.7	1.5	70.87	74.88	4.00
FREDERICKSBURG	78624	2007	55	1,787,816	1,985,931	11	143.25	15	71.4	69.1	-2.3	89.06	98.93	9.87
GAINESVILLE	76240	2006	75	1,444,839	1,522,268	5	86.34	4	63.6	64.4	.8	52.78	55.61	2.83
GALVESTON	77551	2007	104	1,819,215	1,735,702	-5	96.49	1	50.2	47.4	-2.8	47.92	45.72	-2.20
GREENVILLE	75402	2006	75	2,003,347	1,799,469	-10	104.80	-4	67.1	62.7	-4.4	73.18	65.73	-7.45
HILLSBORO	76645	2007	70	788,257	528,612	-33	59.17	-11	46.2	35.0	-11.2	30.85	20.69	-10.16
HOUSTON	77032	2006	98	3,169,509	3,106,048	-2	129.40	-1	67.7	67.1	-.6	88.61	86.83	-1.77
KILGORE	75662	2009	63	83,613	569,772	581	57.66	-1	28.5	43.0	14.5	16.52	24.78	8.25
KINGSVILLE	78363	2007	50	1,330,065	1,165,829	-12	103.12	-3	68.5	62.0	-6.5	72.88	63.88	-9.00
LAKELAND	78734	2008	70	1,806,932	2,055,222	14	124.08	16	65.9	64.8	-1.1	70.72	80.44	9.72
LEAGUE CITY	77573	2010	30	95,385	95,385	0	87.59	0	39.5	39.5	0	34.56	34.56	0.00
LEWISVILLE	75067	2010	105	692,676	692,676	0	85.63	0	41.9	41.9	0	35.85	35.85	0.00
LIVINGSTON	77351	2006	55	773,817	623,414	-19	68.35	-15	48.0	45.4	-2.6	38.55	31.05	-7.49
LONGVIEW	75605	2009	91	2,393,820	2,595,290	8	113.13	4	66.5	69.1	2.6	72.07	78.14	6.07
LUBBOCK	79424	2008	80	2,054,746	2,109,739	3	103.04	7	72.8	70.1	-2.7	70.37	72.25	1.88
MANSFIELD	76063	2008	88	1,054,986	1,301,219	23	70.41	-1	46.2	57.5	11.4	32.85	40.51	7.67
MISSION	78572	2009	107	2,20,641	1,572,026	612	84.27	-20	43.9	47.8	3.8	46.12	40.25	-5.87
MOUNT PLEASA	75455	2008	79	1,483,047	1,415,052	-5	91.35	-7	52.6	53.7	1.2	51.43	49.07	-2.36
NACOGDOCHES	75964	2006	79	1,980,713	2,150,822	9	108.14	7	68.2	69.0	.8	68.69	74.59	5.90
NEW BRAUNFEL	78130	2010	85	1,799,451	1,799,451	0	104.75	0	55.7	55.7	0	58.32	58.32	0.00
ORANGE	77632	2010	93	901,245	901,245	0	82.73	0	42.4	42.4	0	35.10	35.10	0.00
PALESTINE	75801	2009	80	421,487	1,016,188	141	73.50	-11	34.7	47.3	12.6	28.63	34.80	6.17
PAMPA	79065	2010	68	883,339	883,339	0	82.14	0	43.1	43.1	0	35.37	35.37	0.00
PECOS	79772	2010	47	395,355	395,355	0	75.02	0	60.9	60.9	0	45.72	45.72	0.00
PHARR	78507	2006	96	2,040,472	1,997,827	-2	92.76	1	63.2	61.5	-1.8	58.23	57.02	-1.22
PORT ARTHUR	77642	2007	72	2,093,719	2,006,647	-4	109.18	-7	68.1	69.9	1.9	79.67	76.36	-3.31
ROCKPORT	78358	2006	64	1,425,563	1,515,416	6	103.24	10	64.8	62.8	-2.0	61.03	64.87	3.85
ROCKWALL	75087	2008	62	931,470	1,177,376	26	77.76	0	53.0	66.9	13.9	41.16	52.03	10.87
ROSENBERG	77471	2008	77	1,115,874	876,696	-21	72.59	-14	47.3	43.0	-4.3	39.70	31.19	-8.51
SAN ANTONIO	78216	2007	103	2,774,783	2,954,030	6	113.08	-1	64.8	69.5	4.7	73.81	78.58	4.77
SAN ANTONIO	78224	2010	47	396,036	396,036	1	87.17	0	53.1	53.1	0	46.29	46.29	0.00
SEGUN	78155	2007	68	1,248,412	1,770,512	42	100.59	12	55.9	70.9	15.1	50.30	71.33	21.04
STEPHENVILLE	76401	2007	64	1,357,865	1,209,204	-11	85.23	-4	65.2	60.7	-4.5	58.13	51.76	-6.36
SULPHUR SPRI	75482	2010	70	294,815	294,815	0	79.25	0	28.9	28.9	0	22.89	22.89	0.00
SWEETWATER	79556	2010	67	814,166	814,166	1	77.64	0	43.2	43.2	0	33.50	33.50	0.00
TOMBALL	77377	2010	67	1,084,975	1,084,975	0	96.92	0	60.4	60.4	0	58.51	58.51	0.00
VAN HORN	79855	2009	59	492,533	239,819	-51	85.56	-14	38.4	52.8	14.4	38.31	45.16	6.86
WACO	76711	2008	128	3,213,992	3,241,279	1	99.78	-1	71.3	69.8	-1.5	71.59	69.64	-1.95
WAXAHACHIE	75165	2006	86	1,307,873	1,211,577	-7	75.56	-6	52.0	51.1	-.9	41.67	38.60	-3.07

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

## NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> Est.		% Chg		Occupancy <sup>3</sup> Est.		\$ REVPAR <sup>4</sup>	
				2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
*TOTAL BRAND-				74,803,417	100,241,817	34	95.35	-2	57.8	56.9	-1.0	56.12	54.23	-1.89	
<b>HAWTHORN SUITES</b>															
LUBBOCK	79407	2009	132	1,601,694	2,340,200	46	77.49	1	43.3	62.7	19.4	33.24	48.57	15.33	
<b>HILTON GARDEN</b>															
ABILENE	79606	2008	123	2,417,606	2,620,621	8	106.89	1	51.0	54.6	3.6	53.85	58.37	4.52	
AMARILLO	79124	2008	90	2,017,534	2,518,144	25	105.41	11	64.7	72.7	8.1	61.42	76.66	15.24	
ARLINGTON	76006	2009	132	1,438,016	3,572,665	148	123.45	6	50.8	60.1	9.2	59.21	74.15	14.95	
AUSTIN	78753	2008	117	2,192,258	2,648,801	21	92.09	-3	53.8	67.4	13.5	51.33	62.03	10.69	
BEAUMONT	77707	2007	100	3,142,404	2,564,730	-18	119.28	-14	62.3	58.9	-3.4	86.09	70.27	-15.83	
CORPUS CHRIS	78412	2007	119	3,158,595	3,150,872	0	108.30	0	67.2	67.0	-0.2	72.72	72.54	-0.18	
DENTON	76210	2010	113	834,087	834,087	0	92.52	0	29.1	29.1	0.0	26.96	26.96	0.00	
<b>EL PASO</b>															
FRISCO	79902	2006	153	4,601,126	4,642,304	1	111.09	-4	71.5	74.8	3.3	82.39	83.13	0.74	
GRANBURY	75034	2009	102	1,867,390	2,750,767	47	116.70	-2	45.5	63.3	17.8	54.36	73.89	19.52	
GRAPEVINE	76048	2008	106	2,159,596	2,284,521	6	107.96	-3	50.3	54.7	4.4	55.82	59.05	3.23	
HOUSTON	76051	2009	110	1,254,262	3,752,297	2	199.139.64	20	53.3	66.9	13.6	61.97	93.46	31.49	
KATY	77079	2008	190	4,049,140	4,378,972	8	105.02	-9	50.8	60.1	9.3	58.39	63.14	4.76	
KILLEEN	77494	2010	92	1,129,768	1,129,768	0	108.16	0	41.1	41.1	0.0	44.46	44.46	0.00	
LEWISVILLE	76542	2007	102	1,754,766	2,412,598	37	101.75	3	47.6	63.7	16.1	47.13	64.80	17.67	
NEW BRAUNFEL	75067	2007	164	4,028,470	4,161,454	3	107.56	-1	63.1	64.6	1.5	68.55	69.51	0.96	
PEARLAND	78130	2010	103	989,614	989,614	0	106.41	0	49.1	49.1	0.0	52.22	52.22	0.00	
RICHARDSON	77584	2009	137	726,132	1,705,730	1	88.28	-22	25.5	38.6	13.1	28.81	34.11	5.31	
SOUTH PADRE	75080	2008	125	2,671,641	3,154,621	18	110.10	-2	52.0	62.8	10.8	58.56	69.14	10.59	
SUGAR LAND	78597	2010	156	1,487,363	1,487,363	0	137.29	0	37.7	37.7	0.0	51.82	51.82	0.00	
TYLER	77479	2008	202	3,902,803	4,822,074	24	108.07	2	49.9	60.5	10.6	52.93	65.40	12.47	
WEBSTER	75703	2009	150	2,132,634	3,817,306	79	111.21	14	45.5	62.7	17.2	44.43	69.72	25.29	
*TOTAL BRAND-				431,532	2,130,639	394	93.40	-12	26.3	49.6	23.3	27.92	46.33	18.41	
HILT GARD				2,812	43,945,905	61,529,948	40	109.19	-1	53.6	58.6	5.1	58.82	64.03	5.21
<b>HILTON HOTELS</b>															
ROCKWALL	75032	2008	231	5,018,036	5,878,657	17	129.21	5	48.2	54.0	5.8	59.52	69.72	10.21	
SOUTHLAKE	76092	2007	248	10,015,937	11,182,945	12	189.57	7	62.7	65.2	2.4	110.65	123.54	12.89	
*TOTAL BRAND-				15,033,973	17,061,602	13	163.29	6	55.7	59.8	4.0	85.99	97.59	11.60	
<b>HOWARD JOHNSON</b>															
HOUSTON	77032	2010	45	375,914	375,914	0	63.87	0	47.6	47.6	0.0	30.38	30.38	0.00	

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

## NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> % Est.		% Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>	
				2009	2010	E <sup>5</sup>	E	2010	Chg	2009	2010	2009	Chg
<b>HOLIDAY EXPRESS</b>													
ABILENE	79606	2006	66	1,495,589	1,151,109	-23	96.67	-12	56.4	49.4	-7.0	62.08	47.78-14.30
ALLEN	75013	2006	87	1,825,953	1,697,162	-7	94.68	-8	55.7	56.5	.7	57.50	53.45 -4.06
ALVIN	77511	2009	69	445,904	750,441	68	71.04	-14	56.5	41.9-14.6		46.60	29.80-16.81
AMARILLO	79118	2008	69	2,160,719	2,459,267	14	124.31	7	73.5	78.6	5.0	85.79	97.65 11.85
AMARILLO	79119	2009	70	945,305	1,212,747	28	78.02	-12	41.9	60.8	19.0	37.00	47.47 10.47
ANDREWS	79714	2009	67	1,007,125	1,444,930	43	87.89	0	46.9	67.2	20.3	41.18	59.09 17.90
ATHENS	75751	2006	66	1,570,029	1,420,773	-10	95.89	-1	67.5	61.5	-6.0	65.17	58.98 -6.20
BEAUMONT	77708	2010	74		946,216	0	91.33	0		50.9	50.9		46.47 46.47
BEEVILLE	78102	2009	100	753,886	2,762,642	266	102.34	6	42.6	74.0	31.3	40.97	75.69 34.72
BORGER	79007	2009	72	951,374	1,555,827	64	89.68	3	55.1	66.0	10.9	48.05	59.20 11.15
BROWNFIELD	79316	2010	54		622,475	0	94.93	0		43.8	43.8		41.58 41.58
BUDA	78610	2010	76	143,594	899,005	526	82.65	15	36.1	39.2	3.1	26.01	32.41 6.39
BURLESON	76028	2006	74	1,588,068	1,656,932	4	96.24	-5	57.9	63.7	5.8	58.80	61.35 2.55
CARTHAGE	75633	2009	75	1,511,964	2,106,403	39	114.25	3	66.3	67.3	1.0	73.31	76.95 3.64
CEDAR HILL	75104	2009	74	129,038	949,072	635	76.71	-5	43.4	45.8	2.4	35.06	35.14 .07
CENTER	75935	2007	60	2,158,857	2,416,711	12	136.78	9	78.2	80.7	2.4	98.58	110.35 11.77
CHILDRESS	79201	2009	70	415,877	1,003,672	141	69.93	-15	31.6	56.2	24.6	25.89	39.28 13.40
CLEBURNE	76033	2007	74	1,283,738	1,124,186	-12	76.35	-7	57.6	54.5	-3.1	47.53	41.62 -5.91
CIUTE	77531	2010	82		994,153	0	87.37	0		50.5	50.5		44.09 44.09
CORPUS CHRIS	78410	2008	70	917,643	1,040,852	13	75.82	13	52.9	53.5	.6	35.41	40.59 5.19
CORPUS CHRIS	78411	2009	88	677,819	1,905,344	181	91.66	-3	39.7	64.7	25.0	37.44	59.32 21.88
DALLAS	75211	2010	73		869,759	0	79.37	0		41.0	41.0		32.54 32.54
DALLAS	75228	2009	87	50,000	1,324,626	***	82.39	-13	47.6	50.6	3.0	45.29	41.71 -3.58
DALLAS	75240	2010	95		1,498,380	0	83.48	0		51.7	51.7		43.18 43.18
DALLAS	75247	2010	83		1,460,826	0	93.71	0		51.7	51.7		48.49 48.49
DE SOTO	75115	2007	88	1,874,689	1,966,829	5	95.51	-2	59.7	64.1	4.5	58.37	61.23 2.87
DEER PARK	77536	2008	78	1,458,946	1,407,116	-4	82.39	-3	60.2	60.0	-3	51.25	49.42 -1.82
DENISON	75020	2009	72	231,060	964,550	317	65.29	-13	46.5	56.2	9.7	34.88	36.70 1.82
DENTON	76207	2009	92	109,117	1,342,793	***	76.49	-11	30.7	52.3	21.6	26.36	39.99 13.63
DUMAS	79029	2010	65		1,090,868	1	79.74	0		57.5	57.5		45.83 45.83
EASTLAND	76448	2009	70	55,770	667,113	***	80.03	-6	20.4	32.6	12.3	17.32	26.11 8.79
EL PASO	79915	2010	70		280,480	0	98.62	0		44.2	44.2		43.55 43.55
EL PASO	79932	2010	96		551,640	0	68.66	0		45.5	45.5		31.23 31.23
EL PASO	79936	2006	90	2,641,369	2,751,995	4	112.50	2	73.3	74.5	1.2	80.41	83.77 3.37
ENNIS	75119	2009	68	935,104	808,427	-14	70.43	-16	49.9	46.2	-3.7	41.93	32.57 -9.36
FAIRFIELD	75840	2007	68	1,681,978	1,613,155	-4	102.85	-4	63.0	63.2	.2	67.77	64.99 -2.77
FALFURRIAS	78355	2007	60	624,660	870,650	39	66.84	9	46.5	59.5	13.0	28.52	39.76 11.23
FORT STOCKTO	79735	2009	73	198,550	1,550,343	681	98.25	-5	28.4	59.2	30.8	29.56	58.19 28.62

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.

3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.

Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup>		% Chg	Occupancy <sup>3</sup>		\$ REVPAR <sup>4</sup>		
					2009 E <sup>3</sup>	2010 E		2010	2009		2010	2009	2010	\$ Chg	
	FORT WORTH	76102	2008	132	3,901,977	4,258,551	9	130.27	15	71.2	67.8	-3.3	80.99	88.39	7.40
	FORT WORTH	76131	2007	75	1,983,871	2,191,128	10	124.25	6	62.0	64.4	2.4	72.47	80.04	7.57
	GALVESTON	77554	2009	81	981,010	1,907,005	94	112.83	8	63.1	57.2	-5.9	65.82	64.50	-1.32
	GEORGETOWN	78628	2010	51		441,556	0	89.10	0		52.8	52.8		47.05	47.05
	GLEN ROSE	76043	2008	71	781,952	781,854	0	80.90	-7	34.7	37.3	2.6	30.17	30.17	
	GRAHAM	76450	2009	71	420,426	1,010,901	140	79.71	-6	37.9	48.9	11.0	32.18	39.01	6.83
	HEARNE	77859	2009	64	1,156,872	967,216	-16	79.76	-8	57.1	51.9	-5.2	49.52	41.40	-8.12
	HENDERSON	75652	2009	64	680,430	1,013,863	49	77.72	-3	48.0	55.8	7.8	38.66	43.40	4.74
	HOUSTON	77064	2010	50		277,705	0	113.30	0		53.3	53.3		60.37	60.37
	HOUSTON	77065	2009	75	293,111	723,859	147	60.11	-15	37.5	44.0	6.5	26.55	26.44	-1.11
	HOUSTON	77077	2008	79	1,106,895	893,595	-19	65.30	-20	47.0	47.5	.5	38.39	30.99	-7.40
	HUNTSVILLE	77340	2008	87	2,033,692	2,057,363	1	99.39	5	67.5	65.2	-2.3	64.04	64.79	.75
	HURST	76054	2008	100	1,757,419	1,875,516	7	84.38	-6	53.8	60.9	7.1	48.15	51.38	3.24
	HUTTO	78634	2008	60	916,892	1,020,410	11	78.37	3	55.2	59.5	4.2	41.87	46.59	4.73
	JACKSONVILLE	75766	2010	64		624,091	0	80.67	0		44.2	44.2		35.63	35.63
	JASPER	75951	2006	65	1,521,677	1,507,486	-1	105.89	0	60.6	60.0	-.6	64.14	63.54	-.60
	JOURDANTON	78026	2008	70	1,485,077	2,019,302	36	97.80	23	73.2	80.8	7.6	58.12	79.03	20.91
	KATY	77449	2010	85		1,913,465	0	103.81	0		59.4	59.4		61.67	61.67
	KILGORE	75662	2008	66	1,655,524	1,517,594	-8	96.35	-3	69.4	65.4	-4.0	68.72	63.00	-5.73
	KINGSVILLE	78363	2009	70	1,460,670	1,387,008	-5	91.00	-2	61.5	59.7	-1.8	57.17	54.29	-2.88
	LA PORTE	77571	2006	55	1,427,952	1,171,111	-18	91.63	-15	65.7	63.7	-2.0	71.13	58.34	-12.79
	LAREDO	78041	2007	105	1,787,881	2,675,827	50	93.22	25	62.3	74.9	12.6	46.65	69.82	23.17
	LEWELLAND	79336	2007	63	868,206	1,008,441	16	73.83	9	55.7	59.4	3.7	37.76	43.85	6.10
	LUBBOCK	79407	2010	65		1,023,070	0	87.77	0		48.8	48.8		42.81	42.81
	LUFKIN	75901	2008	83	1,632,185	1,803,478	10	83.33	5	67.8	71.4	3.6	53.88	59.53	5.65
	MANSFIELD	76063	2008	70	1,156,513	1,250,277	8	77.72	0	58.3	63.0	4.7	45.26	48.93	3.67
	MARBLE FALLS	78654	2010	60		738,724	0	78.36	0		57.1	57.1		44.72	44.72
	MARSHALL	75670	2008	80	1,743,254	1,959,858	12	107.62	6	58.6	62.4	3.8	59.70	67.12	7.42
	MEXIA	76667	2008	61	813,305	755,141	-7	68.23	-14	45.8	49.7	3.9	36.53	33.92	-2.61
	MIDLAND	79707	2006	94	2,899,995	2,846,586	-2	119.61	-4	67.7	69.4	1.6	84.52	82.97	-1.56
	MINERAL WELL	76067	2008	67	1,062,880	1,263,467	19	81.74	-8	48.8	63.2	14.4	43.46	51.66	8.20
	NEW BOSTON	75570	2007	63	1,472,368	1,267,218	-14	82.61	-1	70.3	66.7	-3.6	58.46	55.13	-3.33
	ODESSA	79762	2009	92	741,684	2,358,161	218	111.71	18	46.4	62.9	16.4	43.81	70.23	26.41
	OZONA	76943	2009	70	540,410	1,642,413	204	94.72	14	50.3	67.9	17.5	41.96	64.28	22.33
	PAMPA	79065	2007	69	1,091,329	946,227	-13	69.45	-17	51.3	53.9	2.6	42.71	37.44	-5.28
	PARIS	75460	2009	84	595,011	1,687,738	184	89.11	7	46.1	61.8	15.6	38.50	55.05	16.55
	PECOS	79772	2009	71	511,325	1,422,146	178	88.45	-10	40.0	62.0	22.0	39.14	54.88	15.74
	PORT ARTHUR	77642	2010	118		2,094,856	0	90.78	0		53.5	53.5		48.60	48.60
	PORTLAND	78374	2009	62	416,570	1,142,306	174	88.48	-2	44.9	57.0	12.2	40.43	50.48	10.05

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup> % Chg		Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>			
					2009 E <sup>3</sup>	2010 E		2010	%	2009	2010	2009	2010	\$ Chg	
	RIO GRANDE C	78582	2006	68	1,064,751	965,614	-9	65.62	-2	64.2	59.3	-4.9	42.90	38.90	-3.99
	ROCKPORT	78382	2010	40		138,107	0	95.71	0		39.2	39.2	42.90	37.53	37.53
	ROYSE CITY	75189	2009	76	504,872	730,730	1	67.11	-7	41.1	39.2	-1.8	29.59	26.32	-3.27
	SALADO	76571	2006	79	1,277,729	1,606,805	26	87.26	5	53.3	63.9	10.6	44.31	55.72	11.41
	SAN ANTONIO	78201	2008	80	1,310,278	1,295,650	-1	76.04	-4	56.5	58.4	1.8	44.87	44.37	-0.50
	SAN ANTONIO	78221	2008	66	1,273,775	2,088,263	64	105.35	27	63.8	82.3	18.5	52.88	86.69	33.81
	SEALY	77474	2009	70	801,000	991,600	24	78.28	-17	44.0	49.6	5.6	41.61	38.81	-2.80
	SEGUIN	78155	2008	89	1,288,304	1,956,553	52	89.61	13	50.1	67.2	17.1	39.66	60.23	20.57
	SELMA	78154	2007	84	2,058,906	2,187,577	6	99.17	1	68.6	71.9	3.3	67.15	71.35	4.20
	SHAMROCK	79079	2009	65	912,556	1,654,457	81	93.86	9	44.8	74.3	29.5	38.46	69.73	31.27
	SHERMAN	75092	2006	84	1,707,947	1,680,337	-2	86.80	6	67.9	63.1	-4.7	55.71	54.81	-0.90
	SNYDER	79549	2008	72	1,499,206	1,589,081	6	90.90	-2	61.3	66.5	5.2	57.05	60.47	3.42
	STEPHENVILLE	76401	2010	82		824,073	0	71.69	0		38.4	38.4	27.53	27.53	27.53
	SULPHUR SPRI	75482	2007	72	1,379,212	1,056,580	-23	77.44	-6	63.6	51.9	-11.7	52.48	40.20	-12.28
	SWEETWATER	79556	2006	67	1,360,780	1,306,213	-4	87.10	-6	59.9	61.3	1.4	55.64	53.41	-2.23
	TERRELL	75160	2007	68	1,420,748	1,469,356	3	92.22	3	63.7	64.2	.5	57.24	59.20	1.96
	TEXARKANA	75503	2008	90	2,621,154	2,617,122	0	114.38	1	70.7	69.6	-1.1	79.79	79.67	-0.12
	TEXAS CITY	77591	2007	70	1,570,523	1,072,152	-32	66.16	-28	66.5	63.4	-3.1	61.47	41.96	-19.51
	UVALDE	78801	2009	88	1,140,397	2,180,266	91	100.41	13	56.7	67.6	10.9	50.55	67.88	17.33
	VERNON	76384	2006	60	1,656,640	1,734,610	5	115.14	9	71.9	68.8	-3.1	75.65	79.21	3.56
	VICTORIA	77904	2010	96		2,623,668	0	120.93	0		61.9	61.9	74.88	74.88	74.88
	VIDOR	77662	2009	73	100,641	677,214	573	65.89	1	23.0	38.6	15.5	14.99	25.42	10.43
	WEATHERFORD	76087	2009	75	491,278	1,121,469	128	76.43	-5	44.3	53.6	9.3	35.60	40.97	5.37
	WEBSTER	77598	2010	95		1,093,866	0	87.24	0		36.3	36.3	31.68	31.68	31.68
	WICHITA FALL	76310	2008	80	1,815,687	1,772,377	-2	94.10	5	69.6	64.5	-5.1	62.18	60.70	-1.48
	WINNIE	77665	2009	66	414,189	877,070	112	70.49	-19	30.9	51.7	20.7	26.86	36.41	9.55
	WOLFFORTH	79382	2010	67		776,816	0	74.32	0		43.1	43.1	32.00	32.00	32.00
	ZAPATA	78076	2007	70	1,354,836	964,844	-29	84.61	-14	54.1	44.6	-9.5	53.03	37.76	-15.26
	*TOTAL BRAND-	HOLID EXP		7,869	99,767,497	147,638,452	48	91.24	-1	57.5	58.4	.9	53.20	53.26	.06
<b>HOLIDAY INN</b>															
	ARLINGTON	76011	2008	147	2,532,054	3,127,857	24	91.56	3	53.1	63.7	10.6	47.19	58.30	11.10
	BELLMead	76705	2009	122	1,807,533	2,151,907	19	78.38	-2	51.0	61.7	10.7	40.59	48.32	7.73
	DENTON	76205	2007	153	3,103,454	2,203,432	-29	81.55	-18	55.7	48.4	-7.3	55.57	39.46	-16.12
	FORT WORTH	76106	2008	126	2,046,181	2,270,181	11	87.44	-7	47.4	56.5	9.0	44.49	49.36	4.87
	FRISCO	75034	2007	120	1,532,553	1,729,195	13	79.38	-15	37.7	49.7	12.1	34.99	39.48	4.49
	HOUSTON	77077	2010	93		1,419,330	0	99.40	0		41.9	41.9	41.63	41.63	41.63
	IRVING	75062	2009	140	2,847,343	3,016,986	6	103.89	-8	55.2	56.8	1.7	62.31	59.04	-3.26
	KEMAH	77565	2010	104		666,624	0	102.45	0		34.0	34.0	34.84	34.84	34.84

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> \$ Est.		Occupancy <sup>3</sup> %		\$ REVPAR <sup>4</sup>		
					2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	
<b>*TOTAL BRAND- HOLID INN</b>															
				1,818	22,943,121	30,032,317	31	92.70	-5	52.7	51.9	-8	51.47	48.07	-3.41
<b>HOMEWOOD SUITES</b>															
	ALLEN	75013	2010	96		1,841,381	0	116.74	0	59.7	59.7		69.65	69.65	
	DENTON	76210	2009	107		1,783,143	**	87.77	-16	41.5	52.0	10.5	43.35	45.66	2.31
	EL PASO	79915	2008	114		3,012,389	17	108.52	2	68.0	78.1	10.1	72.40	84.79	12.40
	FRISCO	75034	2008	117		3,307,109	11	125.71	1	62.1	68.6	6.4	77.44	86.21	8.77
	HOUSTON	77056	2006	162		5,353,981	4	139.76	-6	61.1	67.6	6.5	90.55	94.52	3.97
	HOUSTON	77065	2009	123		2,055,057	44	107.94	-5	43.9	60.9	17.0	49.87	65.75	15.88
	HOUSTON	77084	2007	74		2,019,634	-3	110.15	-5	64.7	66.1	1.3	74.77	72.78	-1.99
	IRVING	75039	2006	77		1,881,223	18	108.31	-1	61.1	72.9	11.8	66.94	78.94	12.01
	MCALLEN	78504	2008	114		2,945,700	12	115.06	4	63.7	68.8	5.1	70.79	79.11	8.32
	ROUND ROCK	78664	2010	115		451,345	0	93.43	0	45.7	45.7		42.66	42.66	
	SAN ANTONIO	78232	2008	106		2,551,597	13	109.47	0	60.2	68.0	7.7	65.95	74.40	8.45
	STAFFORD	77477	2006	78		2,118,511	-1	111.32	-3	65.0	66.0	1.0	74.41	73.50	-0.91
	WACO	76712	2009	88		74,155	**	103.85	-14	22.2	56.3	34.1	26.87	58.50	31.64
<b>*TOTAL BRAND- HOMEWOOD</b>															
				1,371	25,458,928	34,152,915	34	113.77	-4	60.4	65.2	4.8	71.81	74.18	2.36
<b>HYATT HOTELS</b>															
	LOST PINES	78612	2006	491		24,213,230	0	236.16	2	58.4	56.9	-1.5	135.11	134.43	-0.67
	SAN ANTONIO	78205	2008	1,003		38,274,829	11	162.35	1	64.9	71.2	6.3	104.55	115.64	11.09
<b>*TOTAL BRAND- HYATT</b>															
				1,494	62,488,059	66,428,711	6	183.10	0	62.8	66.5	3.8	114.59	121.82	7.23
<b>HYATT PLACE SUITES</b>															
	GARLAND	75040	2009	153		856,842	155	93.72	-8	29.9	41.7	11.8	30.44	39.09	8.65
	SAN ANTONIO	78259	2010	107		1,334,573	0	92.44	0	48.8	48.8		45.16	45.16	
<b>*TOTAL BRAND- HYATT PLC</b>															
				260	856,842	3,517,554	311	93.23	-9	29.9	44.2	14.3	30.44	41.19	10.75
<b>INDIGO</b>															
	HOUSTON	77056	2006	132		3,345,190	-1	117.75	-5	56.3	58.5	2.3	69.43	68.93	-0.50
	SAN ANTONIO	78205	2010	87		1,083,427	1	128.35	0	35.1	35.1		45.10	45.10	
<b>*TOTAL BRAND- INDIGO</b>															
				219	3,345,190	4,404,384	32	120.19	-3	56.3	50.8	-5.5	69.43	61.00	-8.43

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

## NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> % Est		Occupancy <sup>3</sup> Pt % Est.		\$ REVPAR <sup>4</sup>		
				2009 E <sup>3</sup>	2010 E	2009	2010	2009	2010	2009	2010	2009	2010	2009
INTOWN SUITES ATLANTA	76180	2009	122	891,121	844,673	-5	29.91	2	68.0	63.4	-4.5	20.01	18.97	-1.04
<b>LA QUINTA INN &amp; SUITES</b>														
ABILENE	79606	2010	72		802,731	0	87.58	0		46.3	46.3		40.54	40.54
ALAMO	78516	2007	61	972,063	947,403	-3	77.37	-6	53.1	55.0	1.9	43.66	42.55	-1.11
ALICE	78332	2008	65	869,999	1,279,180	47	84.21	-3	42.4	64.0	21.6	36.67	53.92	17.25
ALLEN	75013	2009	90	1,005,584	1,103,228	10	74.69	-10	36.8	45.0	8.1	30.61	33.58	2.97
ALVARADO	76009	2008	65	574,076	848,557	48	69.09	-2	34.4	51.8	17.4	24.20	35.77	11.57
ANGLETON	77515	2008	57	1,009,069	748,642	-26	73.99	-11	58.6	48.6	-10.0	48.50	35.98	-12.52
AUSTIN	78717	2010	80		398,769	0	77.28	0		35.1	35.1		27.09	27.09
BAY CITY	77414	2008	57	1,483,065	672,539	-55	82.73	-22	66.9	39.1	-27.8	71.28	32.33	-38.96
BEDFORD	76021	2009	76	897,240	1,091,935	22	70.67	-12	46.2	55.7	9.4	37.31	39.36	2.06
BELTON	76513	2006	72	1,454,869	1,336,934	-8	87.60	-1	62.4	58.1	-4.3	55.36	50.87	-4.49
BIG SPRING	79720	2009	73	1,95,930	1,024,810	423	73.07	-4	38.5	52.6	14.1	29.17	38.46	9.29
BOERNE	78006	2008	67	799,990	827,223	3	59.56	-3	53.1	56.8	3.7	32.71	33.83	1.11
BRENHAM	77833	2008	61	1,081,043	885,590	-18	74.76	-6	61.1	53.2	-7.9	48.55	39.77	-8.78
BRIDGE CITY	77611	2009	62	428,435	991,283	1	72.96	-2	50.3	60.0	9.7	37.56	43.80	6.25
BRIDGEPORT	76426	2008	99	714,959	621,878	1	66.91	-20	23.8	25.7	1.9	19.79	17.21	-2.58
BROWNWOOD	76801	2008	71	945,451	958,354	1	76.10	-3	46.3	48.6	2.3	36.48	36.98	.50
BUDA	78610	2008	66	1,088,019	1,032,864	-5	73.79	-7	57.0	58.1	1.1	45.16	42.88	-2.29
BURLESON	76028	2010	77		709,013	0	82.17	0		40.8	40.8		33.48	33.48
CEDAR HILL	75104	2008	74	935,416	798,601	-15	65.36	-16	44.7	45.2	.5	34.63	29.57	-5.07
CEDAR PARK	78613	2009	95		1,225,206	1	78.81	0		44.8	44.8		35.33	35.33
CLEBURNE	76031	2008	62	753,491	671,980	-11	68.23	-15	41.6	43.5	2.0	33.30	29.69	-3.60
CLEVELAND	77327	2010	10		39,765	0	77.36	0		55.9	55.9		43.22	43.22
CORPUS CHRIS	78405	2007	67	1,282,609	1,436,396	12	88.41	0	59.4	66.4	7.0	52.45	58.74	6.29
CORPUS CHRIS	78410	2006	66	849,676	1,095,762	29	69.35	7	54.4	65.6	11.2	35.27	45.49	10.22
CORSICANA	75109	2008	56	656,326	641,924	-2	64.71	-1	49.3	48.5	-0.8	32.11	31.41	-0.70
DE SOTO	75115	2008	75	815,793	903,419	1	66.87	-17	37.1	49.4	12.3	29.80	33.00	3.20
DECATUR	76234	2009	71	161,956	946,844	1	80.76	-4	29.5	45.2	15.8	24.79	36.54	11.74
DEER PARK	77536	2008	72	1,079,986	1,096,720	2	69.89	-9	53.5	59.7	6.2	41.10	41.73	.64
DENTON	76207	2010	70		467,972	0	63.07	0		57.6	57.6		36.33	36.33
DUMAS	79029	2009	70	31,567	848,835	***	81.34	-3	20.4	40.8	20.5	17.16	33.22	16.07
EASTLAND	76448	2008	65	1,148,865	899,028	-22	73.41	-8	60.6	51.6	-9.0	48.42	37.89	-10.53
ENNIS	75119	2009	67	121,552	598,522	392	52.23	-18	23.7	46.9	23.1	15.19	24.47	9.29
EULESS	76040	2009	71	242,518	1,188,068	390	78.80	-1	28.7	58.2	29.4	22.92	45.84	22.92
FAIRFIELD	75840	2008	64	980,148	952,184	-3	73.48	-12	50.0	55.5	5.4	41.96	40.76	-1.20
FOREST HILL	76140	2009	86	176,110	1,032,401	486	76.13	-4	28.1	43.2	15.1	22.26	32.89	10.63

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> % Est		% Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>			
					2009 E <sup>3</sup>	2010 E	2009 E	2010 E	2009	2010	2009	2010	2009	2010	\$ Chg	
	FORT WORTH	76135	2009	71	533,239	811,552	1	52	67.74	-19	32.8	46.2	13.4	27.31	31.32	4.01
	GAINESVILLE	76240	2007	71	1,220,857	1,138,645		-7	76.81	-2	60.2	57.2	-3.0	47.11	43.94	-3.17
	GARLAND	75043	2009	65	468,297	574,839		23	52.22	-22	39.1	46.4	7.3	26.20	24.23	-1.97
	GLEN ROSE	76043	2009	65	474,162	457,436		-4	60.70	-20	29.9	31.8	1.9	22.55	19.28	-3.27
	GRANBURY	76048	2007	57	984,955	682,123		-31	87.36	-15	46.1	37.5	-8.5	47.34	32.79	-14.56
	GRAND PRAIRI	75052	2010	81		1,156,850	1	0	81.31	0		48.2	48.2	39.18	39.18	
	GUN BARREL C	75156	2010	64		324,901		0	71.52	0		38.6	38.6	27.59	27.59	
	HILLSBORO	76645	2010	58		386,520		0	67.88	0		27.1	27.1	18.38	18.38	
	HOUSTON	77015	2009	91	390,843	1,077,206		176	72.92	-14	41.4	44.5	3.1	35.11	32.43	-2.68
	HOUSTON	77015	2009	69	1,069,986	907,402		-15	70.71	-18	50.1	51.1	1.0	43.11	36.16	-6.95
	HOUSTON	77061	2007	73	1,129,816	1,001,577		-11	66.79	-11	56.6	56.3	-3	42.40	37.59	-4.81
	HOUSTON	77070	2009	55	480,480	551,552	1	15	58.51	-26	39.9	47.0	7.0	31.77	27.47	-4.29
	HOUSTON	77072	2007	82	1,643,991	1,650,730		0	87.82	-4	60.1	62.8	2.7	54.93	55.15	.23
	HOUSTON	77073	2007	65	1,108,883	844,495		-24	68.98	-19	55.1	51.6	-3.5	46.74	35.60	-11.14
	HOUSTON	77077	2010	46		298,585		0	78.89	0		44.7	44.7	35.28	35.28	
	HUMBLE	77338	2010	78		820,152		0	67.34	0		42.8	42.8	28.81	28.81	
	HUTCHINS	75141	2009	65	123,173	901,919		632	71.61	-16	52.5	53.1	.6	44.63	38.02	-6.61
	JACKSONVILLE	75766	2009	62	256,454	569,717	1	122	58.50	-7	39.4	43.0	3.6	24.89	25.18	.29
	JOSHUA	76058	2010	57		382,552		0	67.61	0		36.0	36.0	24.37	24.37	
	KATY	77450	2007	71	1,655,615	1,470,014		-11	90.74	-10	63.3	62.5	-8	63.89	56.72	-7.16
	LINDALE	75771	2008	62	778,786	878,981		13	78.87	-2	42.5	49.2	6.7	34.41	38.84	4.43
	LIVINGSTON	77351	2009	57	449,606	652,534		45	72.63	-4	41.0	43.2	2.2	31.04	31.36	.32
	LONGVIEW	75602	2007	64	1,203,426	1,068,064		-11	74.62	-2	67.5	61.3	-6.2	51.52	45.72	-5.79
	LONGVIEW	75605	2008	70	1,367,904	1,363,066		0	86.92	-4	59.3	61.4	2.1	53.54	53.35	-.19
	LUBBOCK	79416	2006	67	1,332,158	1,688,050		27	87.65	14	70.9	78.7	7.9	54.47	69.03	14.55
	LUMBERTON	77657	2009	57	136,612	643,074		371	71.83	-16	30.6	43.0	12.4	26.05	30.91	4.86
	MAGNOLIA	77354	2010	60		814,992		0	80.04	0		46.5	46.5	37.21	37.21	
	MANSFIELD	76063	2008	67	998,475	1,045,268		5	75.44	-18	44.5	56.7	12.2	40.83	42.74	1.91
	MARBLE FALLS	78654	2008	73	1,488,822	1,554,762		4	100.59	6	58.8	58.0	-.8	55.88	58.35	2.47
	MCKINNEY	75070	2010	79		400,602	1	0	83.25	0		33.1	33.1	27.56	27.56	
	MERCEDES	78570	2007	66	1,109,677	1,095,226		-1	75.72	-3	58.8	60.0	1.2	46.06	45.46	-.60
	MIDLAND	79707	2007	74	1,896,024	2,033,179		7	110.98	-2	62.0	67.8	5.8	70.20	75.28	5.08
	MISSION	78572	2006	71	935,107	1,085,416		16	67.65	-5	50.9	61.9	11.0	36.08	41.88	5.80
	MOUNT PLEASA	75038	2009	89	658,340	969,554		47	62.46	-6	40.5	47.8	7.3	26.90	29.85	2.95
	NEW CANEY	77357	2009	55	56,340	465,365		726	70.30	-19	23.5	33.0	9.5	20.41	23.18	2.77
	ORANGE	77630	2009	58	651,578	817,216		25	75.89	-12	47.6	50.9	3.3	40.85	38.60	-2.25
	PALESTINE	75801	2008	60	924,651	767,849		-17	73.17	-11	51.5	47.9	-3.6	42.22	35.06	-7.16
	PARIS	75460	2008	71	906,820	730,846		-19	67.97	-10	46.2	41.5	-4.7	34.99	28.20	-6.79
	PASADENA	77505	2006	63	1,452,939	1,087,703		-25	82.04	-15	65.8	57.7	-8.2	63.18	47.30	-15.88

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> % Est.		Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>		
					2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009
	PEARLAND	77584	2007	56	1,261,619	916,650	-27	86.09	-19	57.8	52.1	-5.7	61.72	44.85	-16.88
	PORT ARTHUR	77640	2009	63	499,927	1,289,369	158	93.76	-11	40.7	59.8	19.1	43.13	56.07	12.94
	PORT LAVACA	77979	2008	57	953,156	1,375,908	44	97.53	9	51.3	67.8	16.5	45.81	66.13	20.32
	RAYMONDVILLE	78580	2008	60	444,468	543,946	22	58.33	-9	31.6	42.6	11.0	20.30	24.84	4.54
	RICHLAND HIL	76118	2009	86	672,023	1,173,939	75	70.59	-6	41.0	53.0	12.0	30.91	37.40	6.49
	ROSENBERG	77471	2007	56	818,094	790,978	-3	71.70	-5	53.0	54.0	1.0	40.02	38.70	-1.33
	SAN ANTONIO	78229	2007	168	3,034,645	3,106,454	2	84.50	-3	57.1	59.9	2.9	49.49	50.66	1.17
	SAN ANTONIO	78249	2008	93	1,127,945	1,191,138	6	56.66	-9	53.3	61.9	8.6	33.23	35.09	1.86
	SAN ANTONIO	78254	2010	76	1,195,178	1,195,178	0	82.19	0	52.4	52.4	0	39.65	43.09	43.09
	SAN ANTONIO	78257	2008	75	1,085,399	1,090,009	0	77.60	-7	47.3	51.3	4.0	39.65	39.82	.17
	SAN ANTONIO	78258	2007	85	1,697,150	1,652,728	-3	90.89	2	61.6	58.6	-3.0	54.70	53.27	-1.43
	SCHERTZ	78154	2009	81	1,180,265	1,630,220	38	79.86	-2	52.3	69.0	16.7	42.51	55.14	12.63
	STEPHENVILLE	76401	2007	68	1,100,100	816,985	-26	75.12	-15	50.0	43.8	-6.2	44.32	32.92	-11.41
	SULPHUR SPRI	75482	2009	65	122,659	738,606	502	70.31	-11	33.9	44.3	10.4	26.67	31.13	4.47
	WAXAHACHIE	75165	2009	60	64,740	291,720	1	45.06	0	26.1	29.6	3.5	11.73	13.32	1.59
	WINNIE	77665	2008	52	582,383	589,527	1	57.15	-15	45.6	54.3	8.8	30.68	31.06	.38
	WOODWAY	76712	2009	99	1,011,891	1,696,066	68	75.23	2	48.4	62.4	14.0	35.75	46.94	11.19
	*TOTAL BRAND- LA QUINTA			6,321	66,300,285	86,384,495	30	75.73	-8	49.8	51.3	1.5	41.09	38.84	-2.25
	<u>MAINSTAY SUITES</u>														
	HOUSTON	77054	2007	92	1,748,540	1,549,160	-11	75.52	-9	62.8	61.1	-1.7	52.07	46.13	-5.94
	INGLESIDE	78362	2007	54	903,353	787,272	-13	65.66	-2	68.5	60.8	-7.7	45.83	39.94	-5.89
	PORT ARTHUR	77642	2008	81	1,535,376	942,995	-39	60.60	-32	58.7	52.6	-6.1	51.93	31.90	-20.04
	*TOTAL BRAND- MAINSTAY			227	4,187,269	3,279,427	-22	68.23	-15	62.7	58.0	-4.7	50.54	39.58	-10.96
	<u>MARRIOTT HOTELS</u>														
	HOUSTON	77094	2010	200	3,952,329	1	0	136.76	0	39.5	39.5		54.05	54.05	
	SAN ANTONIO	78261	2010	940	37,860,106	0	0	196.06	0	56.3	56.3		110.36	110.36	
	*TOTAL BRAND- MARRIOTT			1,140	41,812,435	0	0	188.34	0	53.3	53.3		100.47	100.47	
	<u>MICROTEL</u>														
	AUSTIN	78744	2010	71	299,205	0	0	53.78	0	28.5	28.5		15.32	15.32	
	NEW BRAUNFEL	78130	2009	65	138,445	676,306	389	60.35	17	36.4	47.2	10.8	18.81	28.51	9.70
	PORT ARTHUR	77640	2009	83	613,552	536,179	-13	52.30	-18	49.8	33.8	-15.9	31.68	17.70	-13.98
	SAN ANGELO	76901	2010	75	163,149	0	0	56.10	0	42.1	42.1		23.64	23.64	
	*TOTAL BRAND- MICROTEL			294	751,997	1,674,839	123	55.96	-8	46.1	37.2	-8.9	28.14	20.82	-7.32

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	Est ADR <sup>2</sup>		% Chg		Occupancy <sup>3</sup>		\$ REVPAR <sup>4</sup>	
				2009	2010		2009	2010	2009	2010	2009	2010	2009	2010
<b>MOTEL 6</b>														
CEDAR PARK	78613	2010	50		97,993	0	55.55	0	38.3	38.3	0	38.3	21.30	21.30
EAGLE PASS	78852	2010	41		607,140	0	67.04	0	80.7	80.7	0	80.7	54.12	54.12
FREDERICKSBU	78624	2008	50	438,758	436,835	0	50.91	4	49.1	47.0	-2.1	49.1	24.04	23.94
MARBLE FALLS	78654	2010	65		308,812	0	42.74	0	40.1	40.1	0	40.1	17.15	17.15
MISSION	78572	2007	83	1,017,202	1,054,360	4	57.21	7	63.0	60.8	-2.1	63.0	33.58	34.80
NORTHLAKE	76262	2009	120	129,441	731,805	465	36.19	-5	61.7	46.2	-15.6	61.7	23.45	16.71
SAN ANTONIO	78232	2009	79	555,156	683,121	23	40.64	-3	55.2	58.3	3.1	55.2	23.07	23.69
SAN ANTONIO	78254	2006	75	806,043	714,630	-11	47.08	-6	58.6	55.4	-3.2	58.6	29.44	26.11
*TOTAL BRAND-	MOTEL 6		563	2,946,600	4,634,696	57	47.65	-2	57.6	53.3	-4.3	57.6	27.93	25.41
<b>NYLO HOTELS</b>														
IRVING	75039	2009	200	746,583	3,030,768	1	306	109.99	-10	16.6	37.7	21.1	20.29	41.52
PLANO	75024	2008	176	3,101,015	3,974,756	28	110.56	-2	42.7	56.0	13.3	42.7	48.27	61.87
*TOTAL BRAND-	NYLO		376	3,847,598	7,005,524	82	110.31	-4	33.2	46.3	13.1	33.2	38.08	51.05
<b>OMNI HOTELS</b>														
FORT WORTH	76102	2009	614	17,122,203	23,445,491	37	160.47	-2	46.9	65.2	18.3	46.9	76.40	104.62
<b>QUALITY INN</b>														
GALVESTON	77551	2010	80		320,754	0	87.57	0	49.8	49.8	0	49.8	43.58	43.58
LA PORTE	77571	2010	67		446,320	0	61.11	0	29.8	29.8	0	29.8	18.19	18.19
IJUBOCK	79407	2006	65	1,276,926	1,158,266	-9	75.24	3	73.4	64.9	-8.5	73.4	53.82	48.82
SAN ANTONIO	78254	2006	64	986,615	873,867	-11	70.59	-8	54.8	53.0	-1.8	54.8	42.24	37.41
*TOTAL BRAND-	QUALITY		276	2,263,541	2,799,207	24	72.26	-4	64.2	49.0	-15.1	64.2	48.07	35.44
<b>RADISSON HOTELS</b>														
WACO	76705	2009	94	131,220	659,550	1	63.13	-26	47.9	30.4	-17.5	47.9	40.75	19.22
<b>RAMADA INN</b>														
COLLEGE STAT	77840	2010	61		710,204	0	79.21	0	53.4	53.4	0	53.4	42.34	42.34
WICHITA FALL	76308	2008	79	361,965	590,323	63	51.71	-5	23.2	39.6	16.4	23.2	12.55	20.47
*TOTAL BRAND-	RAMADA		140	361,965	1,300,527	259	63.80	18	23.2	44.7	21.5	23.2	12.55	28.51

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	ADR <sup>2</sup> 2010	% Chg	% Est. Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>	
				2009	2010				2009	2010	2009	2010
<b>RED ROOF INNS</b>												
BEAUMONT	77705	2009	94	164,692	831,467	405	61.83	-5	29.3	39.2	9.9	19.04
CORPUS CHRIS	78408	2007	87	935,201	793,272	-15	52.41	-8	51.8	47.7	-4.1	29.45
DALLAS	75243	2008	120	880,729	823,408	-7	40.38	-11	44.5	46.6	2.0	20.11
LAREDO	78046	2008	70	460,288	833,984	81	51.36	18	41.5	63.6	22.0	18.80
*TOTAL BRAND-	RED ROOF		371	2,440,910	3,282,131	34	50.33	1	44.7	48.2	3.4	22.24
<b>RESIDENCE INN BY MARRIOTT</b>												
ABILENE	79601	2009	115	2,431,449	2,818,337	16	108.61	10	58.6	61.8	3.2	57.93
ARLINGTON	76015	2009	96	218,735	2,388,459	992	119.58	1	44.5	57.0	12.5	52.83
AUSTIN	78701	2006	179	6,725,228	6,951,127	3	144.34	3	73.1	73.7	.6	102.93
BEAUMONT	77705	2008	133	4,461,073	2,763,864	1	108.57	-21	67.3	52.4	-14.8	91.90
COLLEGE STAT	77840	2008	84	2,574,815	2,726,610	6	129.02	0	64.9	68.9	4.0	83.98
GRAPEVINE	76051	2007	133	3,313,839	4,218,856	27	127.11	4	55.8	68.4	12.6	68.26
HOUSTON	77077	2006	129	3,991,418	3,938,857	-1	121.45	-3	67.9	68.9	1.0	84.77
KATY	77494	2010	126		1,174,716	0	114.54	0	44.2	44.2		50.67
KILLEEN	76541	2007	109	2,647,684	2,833,748	7	106.14	4	65.2	67.1	1.9	66.55
MIDLAND	79706	2008	131	2,750,446	3,600,545	31	110.05	3	54.1	68.4	14.3	57.52
SAN ANTONIO	78232	2006	88	2,462,257	2,368,900	-4	108.11	-3	68.9	68.2	-.7	76.66
SAN ANTONIO	78238	2008	109	3,121,534	3,412,115	9	121.62	9	70.5	70.5		78.46
SAN ANTONIO	78257	2009	131	351,142	2,747,124	682	99.13	-5	33.1	58.0	24.9	34.70
TEMPLE	76502	2007	103	1,942,195	2,255,519	16	98.30	9	57.2	61.0	3.8	51.66
THE COLONY	75056	2009	102	804,532	2,174,765	170	96.10	-9	45.6	60.8	15.2	48.05
*TOTAL BRAND-	RESIDENCE		1,768	37,796,347	46,373,542	23	116.16	-2	62.8	64.1	1.4	74.07
<b>RITZ CARLTON</b>												
DALLAS	75201	2007	218	11,400,223	13,557,892	19	246.61	0	57.9	69.1	11.2	143.27
<b>RODEWAY INN</b>												
ALVIN	77511	2008	30	365,405	287,766	-21	53.50	-13	54.1	49.1	-4.9	33.37
<b>SHERATON HOTEL</b>												
FRISCO	75034	2008	119	2,218,233	2,620,857	18	116.59	-4	42.0	51.8	9.7	51.07
HOUSTON	77041	2008	158	4,082,036	4,524,716	11	145.83	-6	45.7	53.8	8.1	70.78
*TOTAL BRAND-	SHERATON		277	6,300,269	7,145,573	13	133.54	-5	44.2	52.9	8.8	62.31

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> % Chg		Occupancy <sup>3</sup> Pt Chg		\$ REVPAR <sup>4</sup> 2009 2010 \$ Chg	
				2009 E <sup>3</sup>	2010 E	2009	2010 E	2009	2010	2009	2010	2009	2010
SLEEP INN													
ABILENE	79601	2010	55		425,135	0	55.95	0	37.8	37.8	21.18	21.18	
ABILENE	79605	2010	73		412,509	0	62.74	0	32.8	32.8	20.55	20.55	
AMARILLO	79106	2009	63	37,907	1,246,144	***	77.60	33	23.6	69.8	13.73	54.19	
BEAUMONT	77703	2006	53	705,117	520,786	-26	62.83	-17	48.0	42.8	36.45	26.92	
EL PASO	79925	2008	39	388,056	544,112	40	54.06	-3	48.7	70.7	27.26	38.22	
FORT STOCKTO	79735	2008	49	935,779	1,029,649	10	89.40	-1	58.1	64.4	52.32	57.57	
FRANKLIN	77856	2009	51	407,288	781,951	92	73.80	-16	55.3	56.9	48.65	42.01	
GONZALES	78629	2009	48	615,169	968,262	57	74.26	10	51.9	74.4	35.11	55.27	
HEWITT	76643	2006	66	899,709	854,220	-5	61.15	-8	56.4	58.0	37.35	35.46	
HOUSTON	77009	2009	41	191,725	459,154	139	53.56	-16	32.1	57.3	20.47	30.68	
HOUSTON	77090	2010	37		137,431	0	57.10	0	35.8	35.8	20.46	20.46	
HOUSTON	77092	2009	53	72,346	635,463	778	66.08	-18	18.4	49.7	14.84	32.85	
KILLEEN	76541	2006	80	1,472,860	1,526,174	4	76.77	2	67.1	68.1	50.44	52.27	
MIDLAND	79706	2008	71	1,605,183	1,668,845	4	94.18	0	65.5	68.4	61.94	64.40	
NEW BRAUNFEL	78130	2008	57	807,512	822,019	2	73.32	1	53.5	53.9	38.81	39.51	
ORANGE	77630	2009	62	381,652	526,541	38	53.07	-21	36.5	43.8	24.62	23.27	
PEARLAND	77584	2009	66	503,669	647,235	29	61.90	-14	42.0	43.4	30.17	26.87	
ROUND ROCK	78681	2010	74		663,978	0	60.98	0	53.5	53.5	32.63	32.63	
SAN ANTONIO	78245	2009	72	710,779	748,797	5	49.08	-6	59.4	58.1	30.85	28.49	
SAN ANTONIO	78249	2009	60	696,593	793,808	14	64.91	-3	47.6	55.8	31.81	36.25	
SHAMROCK	79079	2007	53	667,893	1,006,659	51	65.60	7	56.2	79.3	34.53	52.04	
STAFFORD	77477	2006	63	1,088,079	805,579	-26	60.35	-20	63.1	58.0	47.32	35.03	
TYLER	75703	2008	79	1,204,116	1,105,212	-8	70.34	-5	56.6	54.5	41.76	38.33	
WAXAHACHIE	75165	2007	63	755,462	675,714	-11	61.21	0	53.6	48.0	32.85	29.39	
WEATHERFORD	76086	2007	51	526,693	438,033	-17	55.52	-15	43.3	42.4	28.29	23.53	
*TOTAL BRAND- SLEEP INN			1,479	14,673,587	19,443,410	33	67.23	-6	53.4	55.6	38.18	37.40	

**SPRINGHILL SUITES**

EL PASO	79912	2009	103	770,189	2,447,035	218	87.78	3	47.9	74.2	40.64	65.09
GALVESTON	77551	2008	74	1,798,138	1,323,885	-26	110.08	-4	58.1	44.5	66.57	49.01
HOUSTON	77032	2009	156		3,277,816	0	120.61	0	47.7	47.7	57.57	57.57
IRVING	75038	2006	120	2,552,031	2,649,310	4	95.00	1	61.8	63.7	58.27	60.49
LAREDO	78041	2006	108	1,639,514	2,569,724	57	95.75	26	54.6	68.1	41.59	65.19
MCALLEN	78503	2009	102	1,283,216	2,125,407	66	94.29	5	49.5	60.5	44.46	57.09
PEARLAND	77584	2007	91	1,776,642	1,217,192	-31	73.45	-22	56.5	49.9	53.49	36.65
ROSENBERG	77471	2009	118	321,897	1,037,245	222	64.75	-13	20.0	37.2	14.83	24.08
SAN ANTONIO	78216	2009	116	1,493,299	2,697,244	81	92.52	1	48.5	68.9	44.31	63.70
SAN ANTONIO	78230	2009	109	171,671	1,731,912	909	79.66	-6	24.4	54.6	20.73	43.53

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup>		% Occupancy <sup>3</sup>		\$ REVPAR <sup>4</sup>	
					2009	2010	E <sup>3</sup>	E	2010	2009	2010	2009	2010	2009
	SAN ANTONIO	78245	2010	102	1,791,062	1,791,062	0	81.40	0	59.0	59.0	48.02	48.02	
	SEABROOK	77586	2010	20	88,498	88,498	0	87.62	0	54.9	54.9	48.10	48.10	
	WEBSTER	77598	2009	121	457,746	2,303,730	403	88.97	7	49.4	58.6	41.12	52.16	
	*TOTAL BRAND-	SPRNGHILL		1,340	12,264,343	25,260,060	106	91.28	0	50.6	57.2	46.09	52.22	
<b>STAYBRIDGE SUITES</b>														
	AUSTIN	78741	2009	110	1,429,637	2,472,895	73	100.48	2	38.4	61.3	22.9	37.85	
	AUSTIN	78750	2009	80	941,667	1,860,984	98	93.33	-3	48.4	68.3	19.9	46.66	
	CORPUS CHRIS	78411	2009	84	731,803	1,978,292	170	101.25	-6	40.7	63.7	23.1	43.98	
	FORT WORTH	76108	2009	86	236,230	1,684,027	613	94.32	-5	30.2	56.9	26.7	29.86	
	HOUSTON	77064	2006	114	2,777,524	2,525,768	-9	98.58	-8	62.5	61.6	-9	66.75	
	IRVING	75063	2008	100	1,475,506	2,059,464	40	89.68	-4	43.1	62.9	19.8	40.42	
	LAREDO	78041	2006	111	1,750,517	2,441,126	39	84.66	8	55.2	71.2	16.0	43.21	
	MCALLEN	78503	2009	104	1,962,795	2,858,627	46	111.05	6	56.8	67.8	11.0	59.30	
	PLANO	75075	2007	112	2,143,793	2,502,118	17	93.99	0	55.7	65.1	9.5	52.44	
	SAN ANTONIO	78205	2007	138	3,181,560	3,833,259	20	107.60	4	61.0	70.7	9.7	63.16	
	SAN ANTONIO	78249	2008	120	2,584,510	2,112,585	-18	84.08	-9	64.1	57.4	-6.7	59.01	
	SAN ANTONIO	78251	2010	98	2,531,562	2,531,562	0	102.55	0	69.0	69.0	70.77	70.77	
	WEBSTER	77598	2009	112	1,659,636	2,507,292	51	110.77	-1	48.0	55.4	7.4	53.88	
	*TOTAL BRAND-	STAYBRIDGE		1,369	20,875,178	31,367,999	50	98.09	0	53.1	64.0	10.9	52.18	
	STUDIO 6													
	BAY CITY	77414	2007	64	651,748	440,004	-32	39.94	-12	61.2	47.2	-14.1	27.90	
	BEAUMONT	77703	2008	72	812,343	864,773	6	53.82	-16	48.4	61.1	12.7	30.91	
	LUBBOCK	79407	2009	56	139,867	617,016	341	48.63	-11	49.5	62.1	12.6	27.15	
	ODESSA	79761	2006	96	893,226	864,395	-3	46.40	-26	40.8	53.2	12.4	25.49	
	*TOTAL BRAND-	STUDIO 6		288	2,497,184	2,786,188	12	47.71	-16	48.8	55.6	6.7	27.80	
	SUBURBAN LODGE													
	BAYTOWN	77521	2007	82	1,060,876	871,661	-18	54.31	-21	52.8	53.9	1.2	36.33	
	SUPER 8													
	ABILENE	79605	2008	66	544,523	437,482	-20	53.95	-8	47.3	33.9	-13.4	27.63	
	ALVARADO	76009	2006	48	300,502	266,324	-11	45.20	-8	35.0	33.6	-1.3	17.15	
	AUSTIN	78723	2008	62	618,501	775,412	25	53.63	4	53.1	63.9	10.8	27.33	
	BROOKSHIRE	77423	2007	43	576,332	287,045	-50	49.47	-28	53.2	37.0	-16.2	36.72	
	BROWNSVILLE	78521	2009	47	89,353	543,128	508	54.23	-1	37.6	58.4	20.8	20.66	
	CONROE	77301	2008	43	388,706	401,320	3	51.07	-6	45.4	50.1	4.6	24.77	
	DEER PARK	77536	2006	30	314,272	276,255	-12	46.59	-16	51.7	54.2	2.5	28.70	

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

**NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS**  
**Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.**

BRAND	City	Zip-Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> Est.		% Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>		
					2009	2010	E	E	2010	2009	2010	2010	2009	2010	2010
HARKER HEIGH	76548	46	2009	46	310,826	571,624	84	54.72	-2	55.1	62.2	7.1	30.77	34.05	3.28
HOUSTON	77015	40	2009	40	75,515	286,689	280	46.40	-14	38.1	42.3	4.3	20.52	19.64	-0.88
HOUSTON	77032	62	2009	62	517,775	581,032	12	50.49	-15	40.7	50.9	10.2	24.20	25.69	1.49
HUTCHINS	75141	42	2006	42	331,924	286,751	-14	39.61	-15	46.4	47.2	.8	21.65	18.71	-2.95
KEMAH	77565	42	2010	42		338,110	0	64.54	0		45.4	45.4	29.27	29.27	0
LUBBOCK	79404	75	2006	75	1,107,058	938,276	-15	60.12	1	67.9	57.0	-10.9	40.44	34.27	-6.17
NACOGDOCHES	75964	60	2009	60	648,247	1,990,142	1	102.37	34	77.1	88.8	11.6	58.72	90.87	32.16
ODESSA	79766	61	2010	61		733,508	0	67.60	0		48.7	48.7	32.94	32.94	0
PORTER	77365	50	2009	50	258,473	333,865	29	45.42	-18	39.0	40.3	1.3	21.67	18.29	-3.37
ROSENBERG	77471	53	2010	53		326,419	0	48.59	0		34.8	34.8	16.91	16.91	0
SAN BENITO	78586	54	2006	54	472,924	450,473	-5	45.14	-6	49.8	50.6	.8	23.99	22.86	-1.14
STEPHENVILLE	76401	50	2009	50	121,833	264,908	117	44.44	-21	31.5	32.7	1.2	17.66	14.52	-3.14
WHARTON	77488	49	2007	49	286,174	305,777	7	49.22	3	33.6	34.7	1.1	16.00	17.10	1.10
*TOTAL BRAND- SUPER 8		1,023			6,962,938	10,394,540	49	57.49	1	48.7	48.9	.2	27.64	28.14	.49
<b>TOWNPLACE SUITES</b>															
DALLAS	75240	117	2010	117		1,170,455	0	65.07	0		42.1	42.1	27.41	27.41	0
DE SOTO	75115	99	2009	99	97,290	1,365,562	**	74.58	-21	22.3	50.7	28.4	21.15	37.79	16.64
FORT WORTH	76102	110	2010	110		875,046	1	113.85	0		38.0	38.0	43.23	43.23	0
HOUSTON	77032	134	2009	134	670,884	1,961,011	192	75.40	15	39.3	53.2	13.8	25.87	40.09	14.22
LEWISVILLE	75067	118	2009	118	584,288	1,938,308	232	74.37	-18	29.8	60.5	30.7	26.91	45.00	18.09
ODESSA	79762	108	2009	108	971,491	2,003,212	106	77.26	12	47.4	65.8	18.4	32.71	50.82	18.11
SAN ANTONIO	78205	94	2010	94		1,111,617	0	117.22	0		55.1	55.1	64.61	64.61	0
SAN ANTONIO	78216	106	2007	106	2,219,251	2,572,522	16	92.06	5	65.6	72.2	6.6	57.36	66.49	9.13
SAN ANTONIO	78240	123	2007	123	1,901,070	2,133,479	12	73.76	-2	56.3	64.4	8.1	42.34	47.52	5.18
SHENANDOAH	77384	124	2008	124	1,714,380	3,025,511	76	90.99	0	41.5	73.5	31.9	37.88	66.85	28.97
TEXARKANA	75503	85	2006	85	2,259,635	2,243,812	-1	106.77	2	69.8	67.7	-2.1	72.83	72.32	-.51
*TOTAL BRAND- TOWNPLACE		1,218			10,418,289	20,400,535	96	84.09	-1	50.8	59.5	8.7	43.08	50.06	6.97
<b>TRAVELODGE</b>															
HARKER HEIGH	76548	48	2008	48	410,427	345,827	-16	44.31	-3	51.4	44.5	-6.8	23.43	19.74	-3.69
PHARR	78577	35	2010	35		102,958	0	66.34	0		48.2	48.2	31.97	31.97	0
*TOTAL BRAND- TRAVELODGE		83			410,427	448,785	9	47.97	5	51.4	45.1	-6.2	23.43	21.64	-1.79

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
 3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
 Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

## NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg		ADR <sup>2</sup> % Est.		% Occupancy <sup>3</sup> Pt		\$ REVPAR <sup>4</sup>	
				2009	E <sup>5</sup> 2010	E	Chg	2010	Chg	2009	2010	2009	Chg
ABILENE	79605	2010	113		408,812	0	29.82	0	65.9	65.9		19.66	19.66
AMARILLO	79106	2007	105	518,954	621,028	20	25.59	-2	51.9	63.3	11.4	13.54	16.20
AUSTIN	78750	2010	113		486,105	0	29.67	0	78.8	78.8		23.38	23.38
AUSTIN	78753	2009	121	156,321	931,983	496	28.96	6	51.5	72.9	21.4	14.04	21.10
BAYTOWN	77521	2009	124	322,794	667,457	107	24.27	-3	42.6	60.8	18.1	10.66	14.75
BEAUMONT	77705	2009	121	956,791	1,272,031	33	43.17	20	***	66.7	-36.3	36.94	28.80
BROWNSVILLE	78521	2006	121	752,795	688,491	-9	26.23	-6	60.8	59.4	-1.4	17.05	15.59
CONROE	77304	2008	121	646,883	711,859	10	25.18	-1	57.7	64.0	6.3	14.65	16.12
CORPUS CHRIS	78416	2007	121	1,000,558	1,142,080	14	35.41	14	72.7	73.0	.3	22.65	25.86
DENTON	76207	2008	121	672,114	653,149	-3	25.59	-2	58.0	57.8	-3	15.22	14.79
EL PASO	79936	2006	121	836,929	1,039,079	24	30.57	8	67.0	77.0	9.9	18.95	23.53
EL PASO	79938	2009	121	430,911	1,067,918	148	31.40	17	66.7	77.0	10.3	17.89	24.18
FOREST HILL	76119	2007	121	896,197	954,664	7	31.35	7	69.1	68.9	-2	20.29	21.62
FORT WORTH	76137	2006	121	760,316	815,650	7	28.67	6	63.6	64.4	.8	17.22	18.47
HARLINGEN	78550	2007	121	842,200	827,611	-2	28.97	0	65.9	64.7	-1.2	19.07	18.74
HOUSTON	77048	2009	121	440,402	824,308	87	27.04	7	52.3	69.0	16.7	13.24	18.66
HOUSTON	77070	2009	121	308,812	683,141	121	25.40	4	56.7	60.9	4.2	13.87	15.47
HOUSTON	77090	2009	121	254,431	679,436	167	24.27	3	45.7	63.4	17.7	10.77	15.38
HOUSTON	77094	2009	121	558,030	859,648	54	28.19	7	63.7	69.1	5.4	16.77	19.46
KILLEEN	76541	2006	105	1,124,281	1,115,194	-1	43.77	3	68.8	66.5	-2.3	29.34	29.10
LA PORTE	77571	2007	121	844,120	776,977	-8	26.92	-22	55.1	65.3	10.3	19.11	17.59
LAREDO	78043	2007	121	816,872	954,222	17	32.31	13	64.7	66.9	2.2	18.50	21.61
LUBBOCK	79403	2007	121	684,390	740,242	8	25.74	0	60.4	65.1	4.8	15.50	16.76
MCKINNEY	75071	2008	121	816,688	783,398	-4	27.47	0	67.4	64.6	-2.8	18.49	17.74
MIDLAND	79707	2009	121	170,838	1,284,406	652	38.30	42	56.8	75.9	19.1	15.35	29.08
PHARR	78577	2006	121	853,839	894,620	5	30.57	1	63.9	66.3	2.3	19.33	20.26
ROCKWALL	75087	2007	121	775,962	981,395	26	28.21	5	65.1	78.8	13.7	17.57	22.22
ROUND ROCK	78681	2008	121	945,495	946,410	0	29.64	-7	67.0	72.3	5.3	21.41	21.43
SAN ANTONIO	78218	2006	121	799,480	858,754	7	28.35	8	69.2	68.6	-6	18.10	19.44
SAN ANTONIO	78224	2008	121	729,123	805,493	10	25.67	3	66.3	71.0	4.7	16.51	18.24
SAN ANTONIO	78233	2008	121	797,668	894,019	1	28.40	10	69.7	71.3	1.6	18.06	20.24
TEXAS CITY	77591	2009	124	149,489	762,072	410	26.98	-1	34.2	62.4	28.2	9.34	16.84
TROPHY CLUB	76262	2007	121	570,782	779,108	36	24.34	-1	52.3	72.5	20.1	12.92	17.64
TYLER	75701	2008	121	1,076,599	1,013,270	-6	34.17	2	73.1	67.2	-5.9	24.38	22.94
WACO	76705	2007	120	881,031	900,203	2	30.15	0	66.7	68.2	1.5	20.11	20.55
*TOTAL BRAND-	VALUE PLC		4,192	22,392,095	29,824,233	33	29.51	3	63.2	67.9	4.7	18.14	20.03

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)

## NEW CHAIN HOTEL PERFORMANCE FACTBOOK: BRANDED HOTELS OPENED IN PAST FIVE YEARS Results for the 12 month periods ending Dec. 31, 2009 and 2010. Includes new chain properties opened since 2006.

BRAND City	Zip- Code	Year Open	# Rooms	\$ Room Revenues <sup>1</sup>		% Chg	Est ADR <sup>2</sup>		% Chg		Occupancy <sup>3</sup>		% Chg		\$ REVPAR <sup>4</sup>	
				2009	2010		2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
<b>W HOTELS</b>																
DALLAS	75219	2006	252	11,518,887	12,688,497	10	224.95	-4	53.7	61.3	7.6	125.23	137.95	12.72		
<b>WESTIN HOTELS</b>																
AUSTIN	78758	2010	293	8,730,437		0	135.42	0	60.3	60.3		81.59	81.59			
<b>WINGATE INN</b>																
ABILENE	79606	2008	66	704,484	649,367	-8	65.71	-4	42.7	41.0	-1.7	29.24	26.96	-2.29		
EL PASO	79925	2007	102	2,124,311	2,351,403	11	86.83	-1	65.0	72.7	7.7	57.06	63.16	6.10		
NEW BRAUNFEL	78130	2009	72	130,903	1,052,455	704	77.40	-4	29.3	51.7	22.5	23.71	40.05	16.33		
*TOTAL BRAND-	WINGATE		240	2,959,698	4,053,225	37	80.17	-2	54.0	57.7	3.7	44.28	46.27	1.99		
<b>OTHER SUITES</b>																
HOUSTON	77056	2006	126	5,710,423	7,010,768	23	218.10	-1	56.4	69.9	13.5	124.17	152.44	28.27		
<b>OTHER BUDGETS</b>																
ANGLETON	77515	2009	41	29,247	131,437	1	349	24.06	9	35.2	36.5	1.3	7.75	8.78	1.03	
BIG SPRING	79720	2006	30	27,849	117,981	324	25.04	1	40.5	43.0	2.5	10.09	10.77	.68		
CAMERON	76520	2007	40	411,979	430,858	5	55.90	1	51.0	52.8	1.8	28.22	29.51	1.29		
FORT WORTH	76137	2009	34	301,869	301,869	0	47.95	0	50.7	50.7		24.32	24.32			
HOUSTON	77075	2008	31	310,339	214,034	-31	45.13	-13	52.6	41.9	-10.7	27.43	18.92	-8.51		
HOUSTON	77084	2009	40	65,279	385,017	490	52.95	7	35.8	49.8	14.0	17.74	26.37	8.63		
HOUSTON	77086	2007	35	277,945	257,323	-7	38.82	-11	50.1	51.9	1.8	21.76	20.14	-1.61		
HUMBLE	77396	2009	35	45,980	278,566	1	506	45.58	3	32.4	47.8	15.5	14.28	21.81	7.53	
KILLEEN	76542	2008	36	435,310	375,865	-14	57.85	-7	53.5	49.4	-4.0	33.13	28.60	-4.52		
KILLEEN	76543	2009	42	177,917	365,884	106	42.48	-11	48.3	56.2	7.9	23.02	23.87	.84		
RHOME	76078	2009	25	168,863	168,782	0	41.70	3	45.8	44.4	-1.4	18.51	18.50	-.01		
SAN ANTONIO	78227	2006	46	187,032	178,432	1	-5	26.08	-17	35.4	40.8	5.4	11.14	10.63	-0.51	
*TOTAL BRAND-	OTHER BUD		435	2,137,740	3,206,048	50	42.79	-9	46.0	47.2	1.2	21.61	20.19	-1.42		
<b>OTHER MINI-SUITES</b>																
KILLEEN	76542	2007	160	3,220,472	3,326,024	3	85.45	1	65.1	66.7	1.5	55.15	56.95	1.81		
<b>TOTAL NEW BRANDED HOTELS IN TEXAS</b>																
			67,945	850,100,396	1,241,755,766	46	91.18	-2	54.3	57.1	2.8	50.38	52.06	1.68		

1. Gross room revenues from Texas Comptroller (with estimates for missing reports). 2. ADR's from Directories and SSI surveys.  
3. Occupancy: room-nights sold divided by nights available; room-nights sold = \$ Revs/ADR. 4. Revenue per available room per day.  
Copyright © 2011 Source Strategies, Inc. San Antonio, TX 2/15/11 Factbrnd.fex (210) 734-3434 [www.SourceStrategies.Org](http://www.SourceStrategies.Org)



# Source Strategies, Inc.

Endorsed by the Texas Hotel & Lodging Association

## NEW SERVICES AVAILABLE FROM SOURCE STRATEGIES

***New!*** The ability to determine **Business Value of your brand and hotel**. Source has developed the records of what happens when brands change....and the value of each brand.

We expect this developing product to revolutionize real estate tax valuation.

***New!*** Let us develop a **Ten Year Revenue projection for your local market and your hotel**. Normally about 60 pages. Very high quality will let you 'take it to the bank.'

Limited time offer: introductory price of just \$500.

***Financial Feasibility Studies.*** Bankers trust Source's **hotel feasibility studies** (more than 100 generated by Source Strategies annually). Source is the recognized expert on hotel branding and its studies of proposed hotels are fast, accurate and inexpensive.

***The Hotel Performance Factbook.*** Place every Texas hotel's **revenue and occupancy** numbers on your desk, hotel-by-hotel, and compared to last year.

Sub-totals are calculated for every zip-code, city and metro.

Factbooks are available with both 3-month and 12-month data, and are mailed.

***The Hotel Brand Report Newsletter.*** ***The ONLY source that tracks how each major brand is performing,*** as well as product and price segments. Learn which brands are winning and where! It also covers the latest performance of all the Texas metros. Sent by Email every quarter.

***Data Service for Appraisers*** Source provides comprehensive histories of Metro areas, market sectors and subject properties for revenue line development. Also includes a report on your selected comparables. Data available from 1980 to present. **Sample on our website.**

***Legal Services*** Comprehensive lodging research and Expert Witness Testimony.

Call 210 734-3434 or check out our website: **SourceStrategies.Org**

## *Know Your Competition!*