

True Share

™

by Source Strategies

June 2021



Know Your Market

Hilton

1510 Example Street, Fictional City, TX 78888

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<u>Properties in this Report</u>	<u>Rooms</u>	<u>Zip Code</u>
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aloft Airport	141	78888
Hyatt Regency	297	78889
Embassy Suites SW	263	78887
Holiday Inn	217	78888
Westin Fictional City	326	78888
Crowne Plaza Midtown	224	78889
Courtyard by Marriott	78	78889

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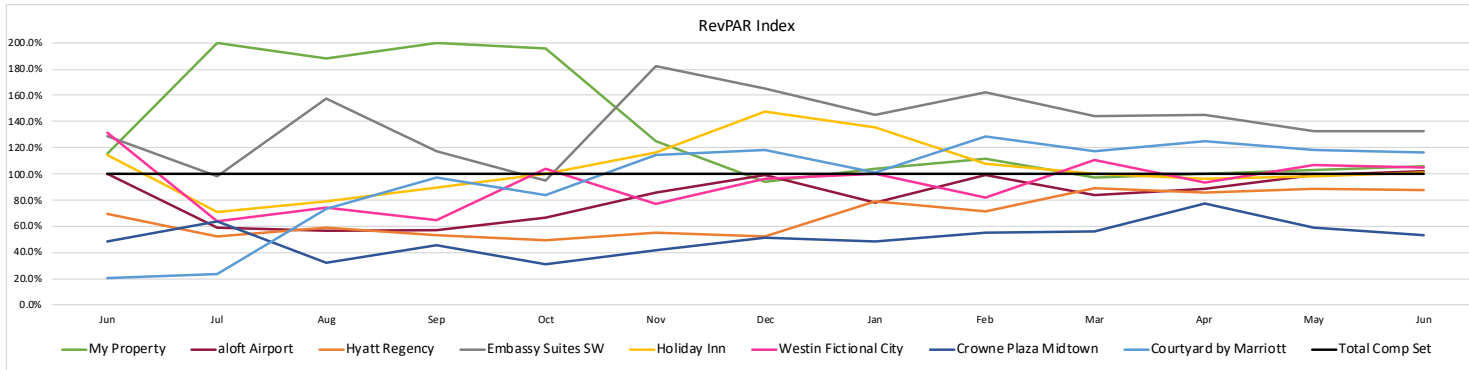
True Share™ - RevPAR



Subject Property: Hilton

Address: 1510 Example Street, Fictional City, TX 78888

Report Date: June 2021



Property	2020						2021						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Embassy Suites SW	29.18	32.92	66.47	46.27	38.57	52.40	39.92	37.81	53.00	94.78	90.45	86.37	102.25
Courtyard by Marriott	4.62	7.78	30.90	38.02	34.26	32.93	28.64	26.46	42.09	77.48	78.36	77.44	89.30
My Property	26.19	79.50	79.50	82.15	79.50	35.99	22.75	27.09	36.39	64.33	62.68	66.90	81.32
Westin Fictional City	29.84	21.35	31.22	25.34	42.26	22.18	23.37	26.00	26.92	72.95	58.36	69.55	80.51
aloft Airport	22.72	19.82	23.87	22.47	27.06	24.60	24.04	20.39	32.31	55.15	55.55	64.94	78.53
Holiday Inn	25.98	23.72	33.19	35.14	40.60	33.44	35.74	35.25	35.20	65.94	60.01	64.03	78.03
Total Comp Set	22.70	33.49	42.25	39.32	40.68	28.74	24.22	26.10	32.74	65.96	62.51	65.31	76.96
Hyatt Regency	15.85	17.35	24.80	20.80	20.03	15.72	12.52	20.64	23.45	58.72	53.74	57.95	67.70
Crowne Plaza Midtown	10.92	21.38	13.41	17.71	12.57	11.96	12.50	12.62	18.14	37.14	48.32	38.68	40.58

Property	2020						2021						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Embassy Suites SW	128.5%	98.3%	157.3%	117.7%	94.8%	182.3%	164.8%	144.9%	161.9%	143.7%	144.7%	132.3%	132.9%
Courtyard by Marriott	20.3%	23.2%	73.1%	96.7%	84.2%	114.6%	118.2%	101.4%	128.6%	117.5%	125.4%	118.6%	116.0%
My Property	115.3%	237.4%	188.2%	209.0%	195.4%	125.2%	93.9%	103.8%	111.1%	97.5%	100.3%	102.4%	105.7%
Westin Fictional City	131.4%	63.7%	73.9%	64.4%	103.9%	77.2%	96.5%	99.6%	82.2%	110.6%	93.4%	106.5%	104.6%
aloft Airport	100.1%	59.2%	56.5%	57.2%	66.5%	85.6%	99.3%	78.1%	98.7%	83.6%	88.9%	99.4%	102.0%
Holiday Inn	114.5%	70.8%	78.6%	89.4%	99.8%	116.4%	147.6%	135.1%	107.5%	100.0%	96.0%	98.0%	101.4%
Total Comp Set	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Hyatt Regency	69.8%	51.8%	58.7%	52.9%	49.2%	54.7%	79.1%	71.6%	89.0%	86.0%	88.7%	88.0%	
Crowne Plaza Midtown	48.1%	63.8%	31.7%	45.0%	30.9%	41.6%	51.6%	48.4%	55.4%	56.3%	77.3%	59.2%	52.7%

Property	2020						2021						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Embassy Suites SW	-72.5%	-71.0%	-29.9%	-40.6%	-60.3%	-35.3%	-52.0%	-54.0%	-49.9%	68.8%	217.3%	339.7%	250.5%
Courtyard by Marriott	-95.3%	-92.1%	-64.1%	-54.3%	-60.1%	-58.9%	-59.1%	-66.2%	-55.2%	106.4%	0.0%	0.0%	1833.6%
My Property	-66.5%	4.4%	23.3%	17.5%	104.3%	-48.7%	-57.3%	-46.2%	-56.7%	54.7%	329.1%	403.7%	210.6%
Westin Fictional City	-71.7%	-80.7%	-61.2%	-54.7%	-53.7%	-71.8%	-71.1%	-70.4%	-73.5%	58.6%	472.0%	247.9%	169.8%
aloft Airport	-70.9%	-75.8%	-67.3%	-70.0%	-64.4%	-65.8%	-62.1%	-69.5%	-64.3%	54.0%	734.8%	396.6%	245.6%
Holiday Inn	-75.8%	-78.9%	-62.3%	-52.7%	-53.7%	-56.5%	-54.4%	-53.6%	-65.9%	26.6%	807.6%	228.6%	200.3%
Total Comp Set	-77.0%	-67.8%	-48.2%	-47.3%	-41.5%	-60.3%	-62.7%	-62.4%	-63.4%	58.4%	539.1%	371.8%	438.6%
Hyatt Regency	-82.3%	-80.9%	-46.0%	-73.0%	-77.8%	-77.5%	-79.7%	-72.2%	-77.8%	0.0%	794.4%	645.4%	327.1%
Crowne Plaza Midtown	-80.8%	-67.7%	-78.4%	-50.9%	-66.7%	-68.2%	-66.2%	-66.8%	-63.6%	39.8%	418.4%	340.6%	271.6%

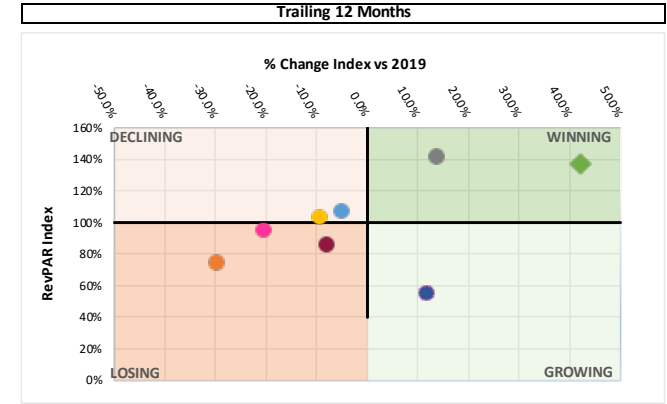
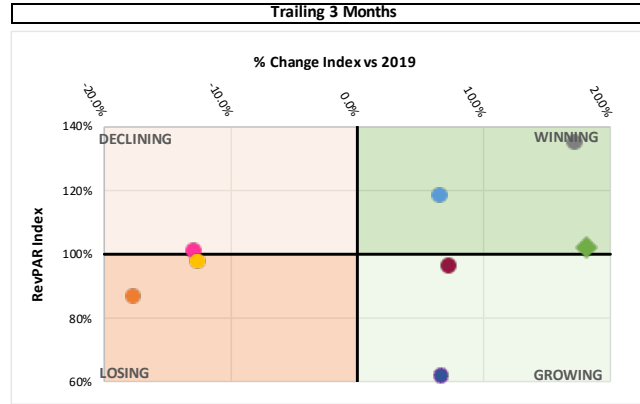
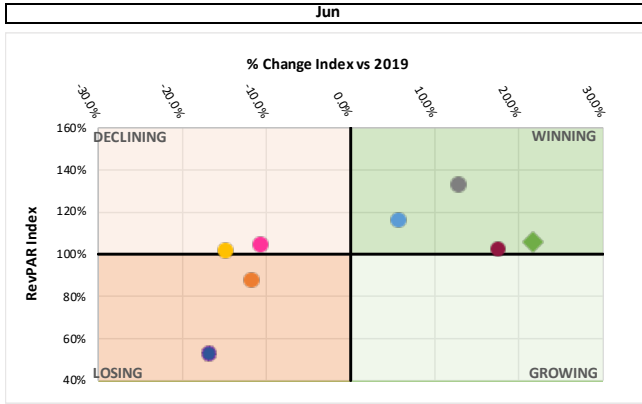
Property	2020						2021						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Embassy Suites SW	19.6%	-9.9%	35.4%	12.9%	-32.0%	63.2%	28.9%	22.2%	36.7%	6.5%	-50.3%	-6.8%	-34.9%
Courtyard by Marriott	-79.7%	-75.3%	-30.7%	-13.2%	-31.7%	3.7%	9.8%	-10.3%	22.3%	30.3%	-84.4%	-78.8%	259.0%
My Property	45.6%	224.5%	138.3%	123.2%	249.6%	29.2%	14.5%	42.8%	18.3%	-2.3%	-32.9%	6.8%	-42.3%
Westin Fictional City	22.9%	-39.9%	-25.0%	-14.0%	-20.8%	-29.0%	-22.3%	-21.3%	-27.7%	0.1%	-10.5%	-26.3%	-49.9%
aloft Airport	26.4%	-24.8%	-36.8%	-43.0%	-39.1%	-13.9%	1.6%	-18.9%	-2.5%	-2.8%	30.6%	5.3%	-35.8%
Holiday Inn	5.2%	-34.5%	-27.2%	-10.1%	-20.8%	9.7%	22.5%	23.4%	-7.0%	-20.1%	42.0%	-30.3%	-44.2%
Total Comp Set	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hyatt Regency	-23.2%	-40.5%	4.4%	-48.8%	-62.0%	-43.3%	-45.6%	-26.1%	-39.5%	-36.9%	39.9%	58.0%	-20.7%
Crowne Plaza Midtown	-16.7%	0.4%	-58.3%	-6.8%	-43.1%	-19.7%	-9.4%	-11.9%	-0.7%	-11.7%	-18.9%	-6.6%	-31.0%

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◆ My Property
 ● aloft Airport
 ● Hyatt Regency
 ● Embassy Suites SW
 ● Holiday Inn
 ● Westin Fictional City
 ● Crowne Plaza Midtown
 ● Courtyard by Marriott

Property	RevPAR Rank	RevPAR	RevPAR Index	% RevPAR Chg vs '19	% Index Chg vs '19
My Property	3	\$ 81.32	105.7%	4.0%	21.7%
aloft Airport	5	\$ 78.53	102.0%	0.4%	17.5%
Hyatt Regency	7	\$ 67.70	88.0%	-24.6%	-11.7%
Embassy Suites SW	1	\$ 102.25	132.9%	-3.6%	12.8%
Holiday Inn	6	\$ 78.03	101.4%	-27.3%	-15.0%
Westin Fictional City	4	\$ 80.51	104.6%	-23.8%	-10.7%
Crowne Plaza Midtown	8	\$ 40.58	52.7%	-28.8%	-16.7%
Courtyard by Marriott	2	\$ 89.30	116.0%	-9.8%	5.6%
Total Comp Set		\$ 76.96	100.0%	-14.6%	0.0%

Property	RevPAR Rank	RevPAR	RevPAR Index	% RevPAR Chg vs '19	% Index Chg vs '19
My Property	3	\$ 70.30	102.2%	-6.3%	18.1%
aloft Airport	6	\$ 66.34	96.4%	-15.0%	7.2%
Hyatt Regency	7	\$ 59.80	86.9%	-34.8%	-17.7%
Embassy Suites SW	1	\$ 93.03	135.2%	-7.1%	17.1%
Holiday Inn	5	\$ 67.36	97.9%	-30.8%	-12.7%
Westin Fictional City	4	\$ 69.47	101.0%	-31.0%	-13.0%
Crowne Plaza Midtown	8	\$ 42.53	61.8%	-15.4%	6.7%
Courtyard by Marriott	2	\$ 81.70	118.7%	-15.5%	6.5%
Total Comp Set		\$ 68.82	100.0%	-20.7%	0.0%

Property	RevPAR Rank	RevPAR	RevPAR Index	% RevPAR Chg vs '19	% Index Chg vs '19
My Property	2	\$ 59.84	137.1%	-20.9%	42.1%
aloft Airport	6	\$ 37.40	85.7%	-48.9%	-8.1%
Hyatt Regency	7	\$ 32.79	75.1%	-60.9%	-29.8%
Embassy Suites SW	1	\$ 61.77	141.5%	-36.7%	13.6%
Holiday Inn	4	\$ 45.02	103.1%	-49.7%	-9.6%
Westin Fictional City	5	\$ 41.67	95.5%	-55.7%	-20.4%
Crowne Plaza Midtown	8	\$ 23.75	54.4%	-37.8%	11.7%
Courtyard by Marriott	3	\$ 46.97	107.6%	-47.2%	-5.1%
Total Comp Set		\$ 43.65	100.0%	-44.3%	0.0%