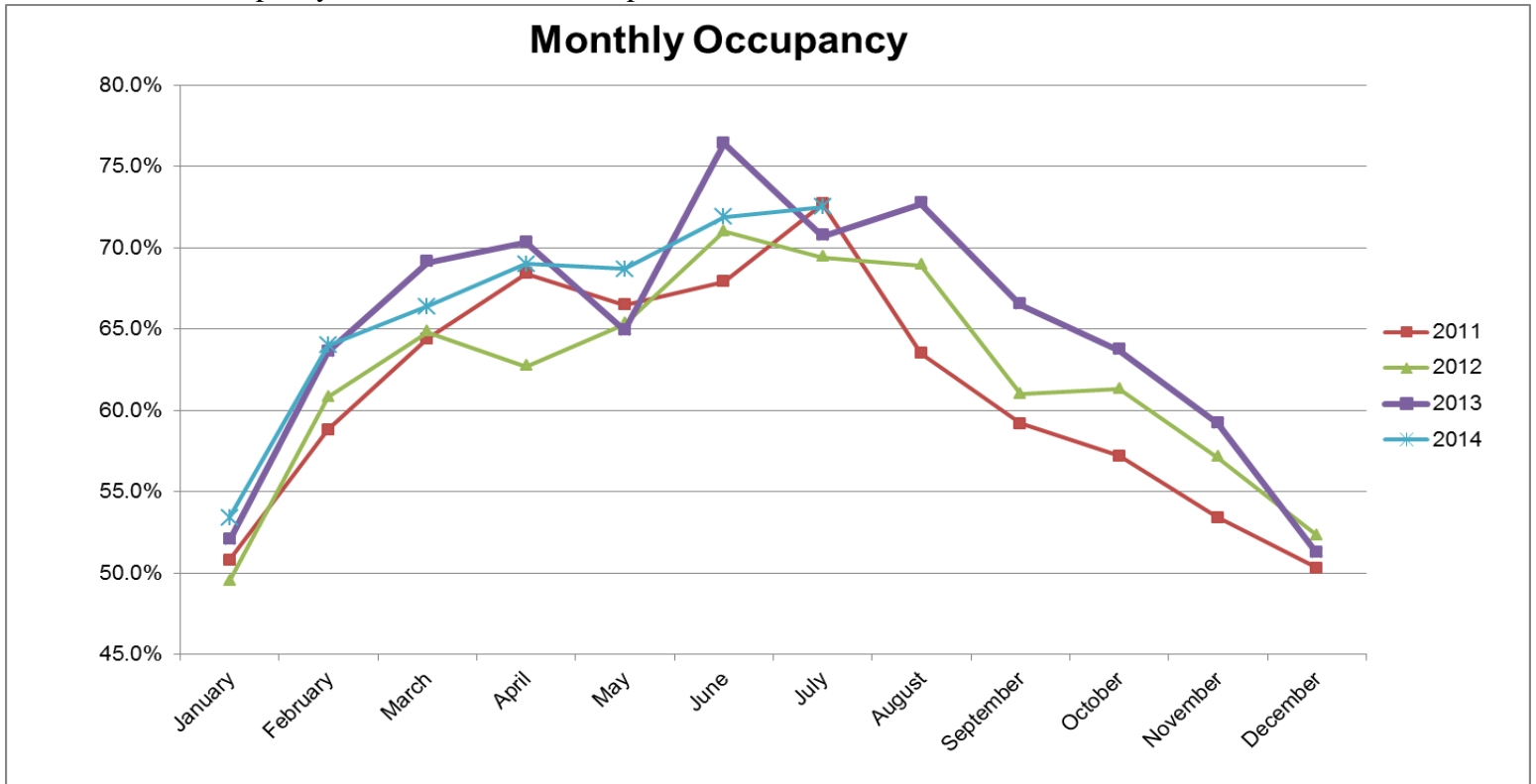
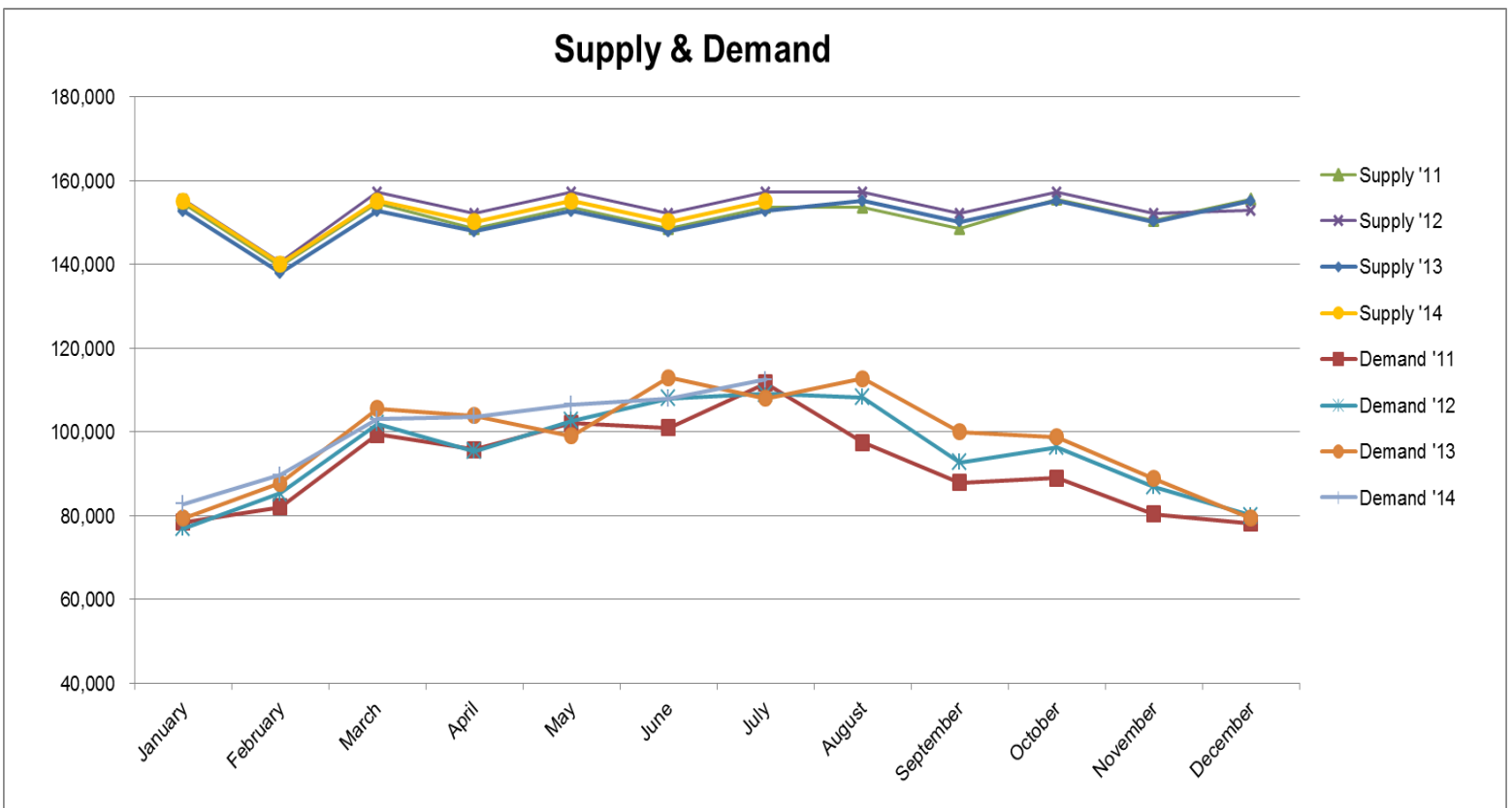


Lubbock Lodging Analysis July 2014

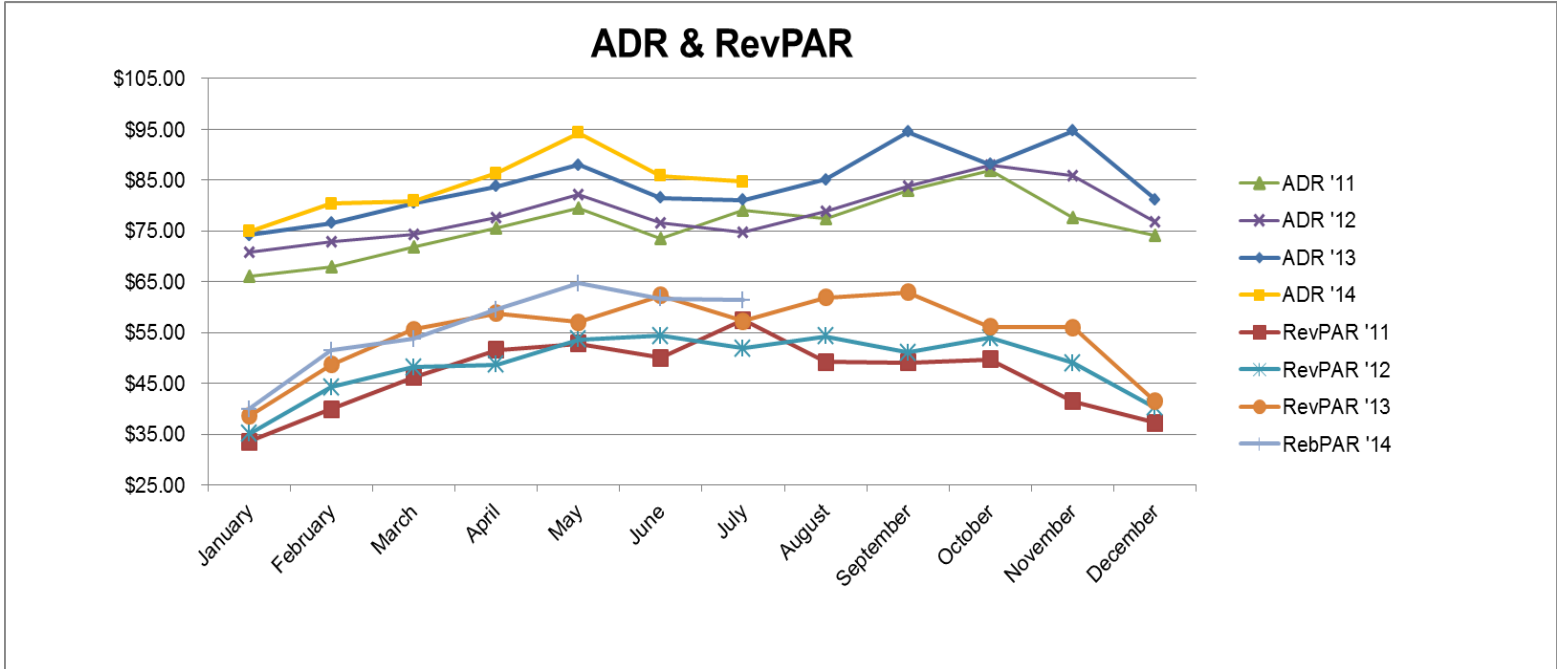
Occupancy for July 2014 increased 2.6% from July 2013 to 72.5%. Occupancy is calculated as a percentage of the rooms that are available in any given month. Total occupancy in Lubbock has been up 13 of the last 18 months.



The following chart shows that the Year-to-Date supply of rooms in the market has increased 1.5%. Room demand (rooms occupied) increased 4.1% from room demand for July 2013. Currently there are approximately 190 new rooms under construction in Lubbock. Room demand for Lubbock has been up 12 of the last 18 months.



The following chart shows the average daily rate (ADR) and RevPAR (REVENUE PER AVAILABLE ROOM) for the market. The chart shows that room rates for July 2014 have increased 4.6% from July 2013 to \$4.73. RevPAR for July 2014 increased 7.3% over July 2013 to \$61.42. ADR has increased each month for the last 18 months and RevPAR has shown increases for 16 of the last 18 months. RevPAR is calculated based on total room revenues divided by all of the rooms in the supply which includes rooms left vacant.



The final chart below shows that total lodging revenue has increased 8.9% over July 2013 and is up 5.4% for the year. Total revenue has increased in 17 of the last 18 months. The trend shown in the revenue chart directly corresponds to the ADR and RevPAR changes shown in the previous charts.

