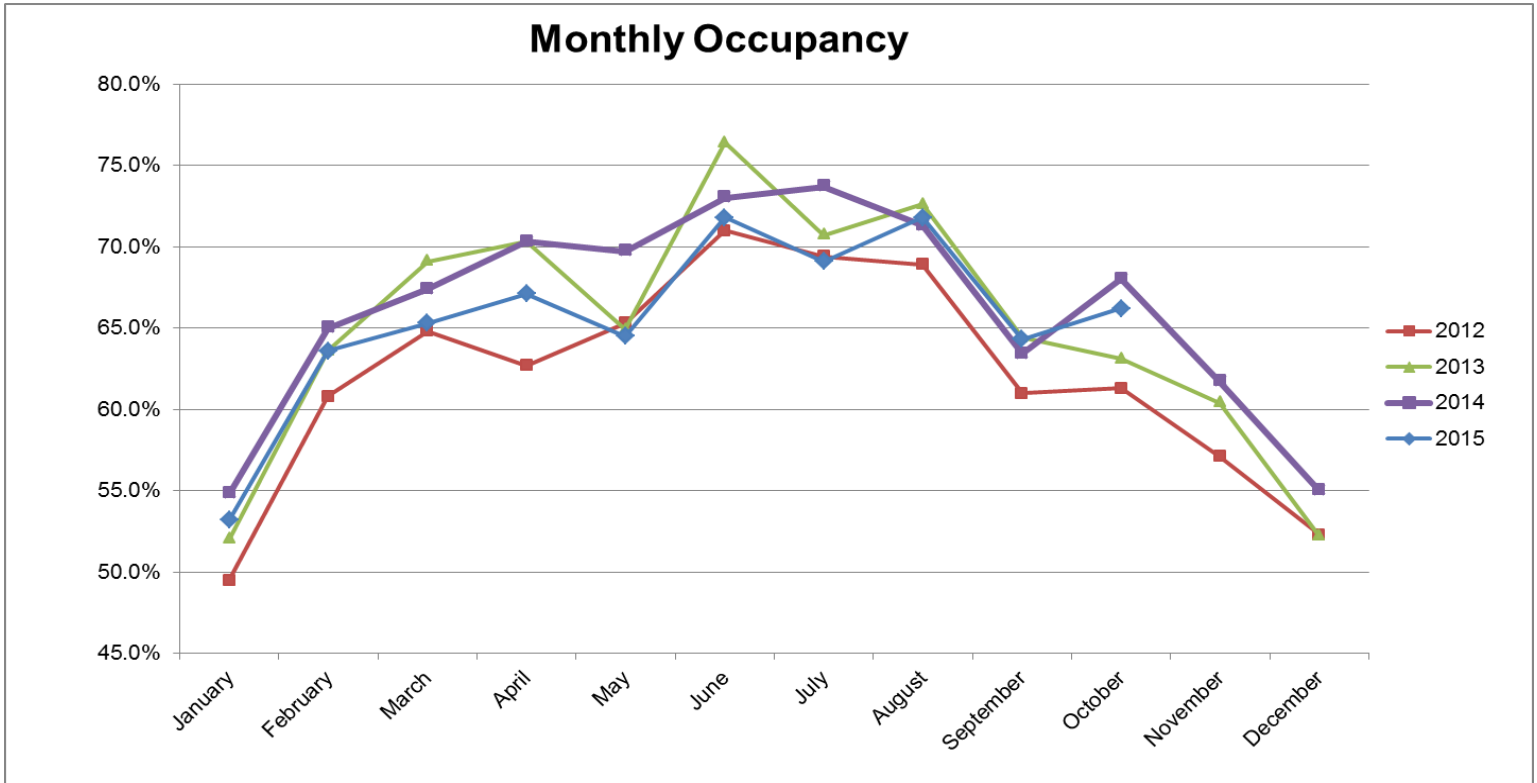
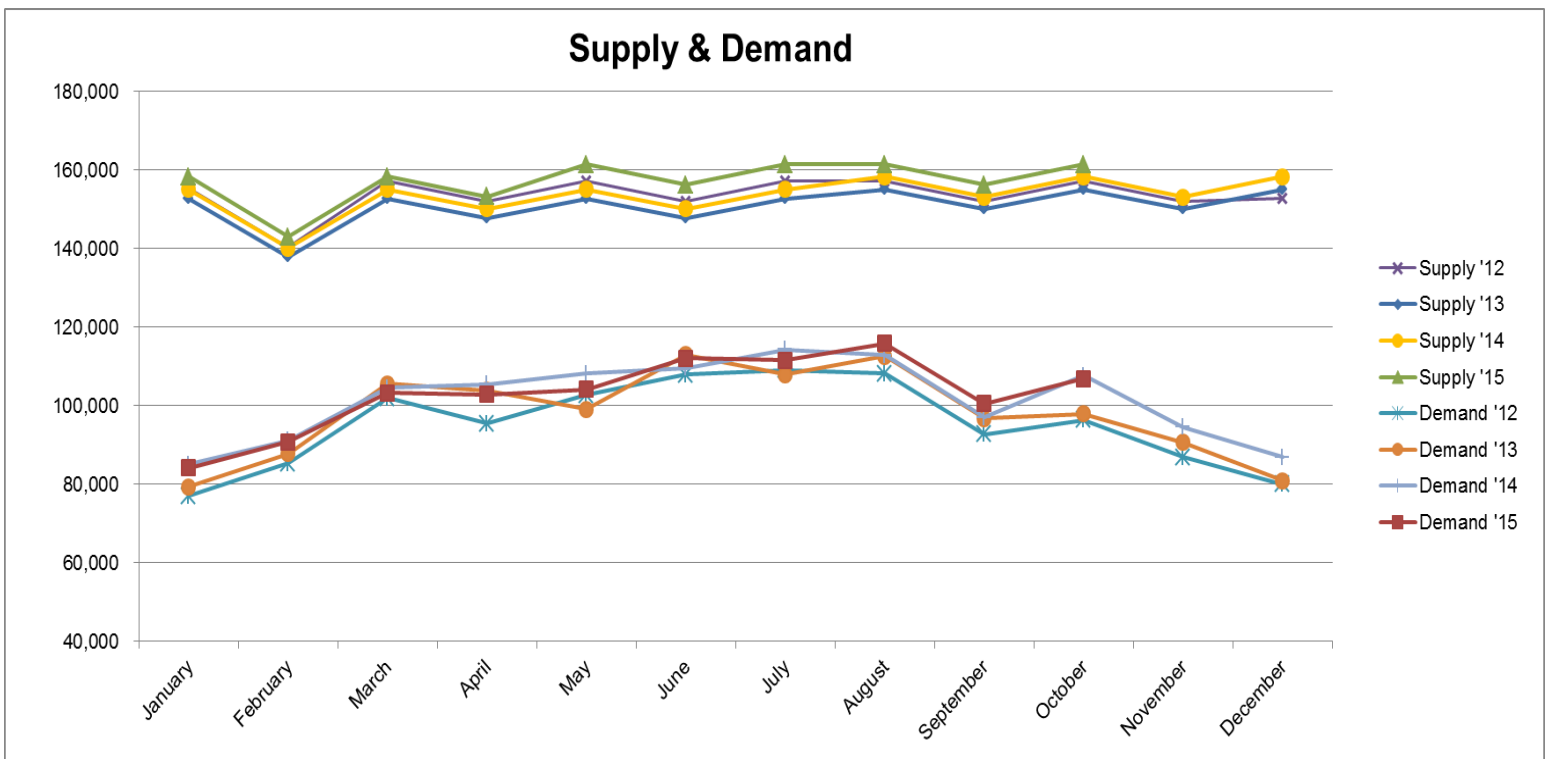


Lubbock Lodging Analysis October 2015

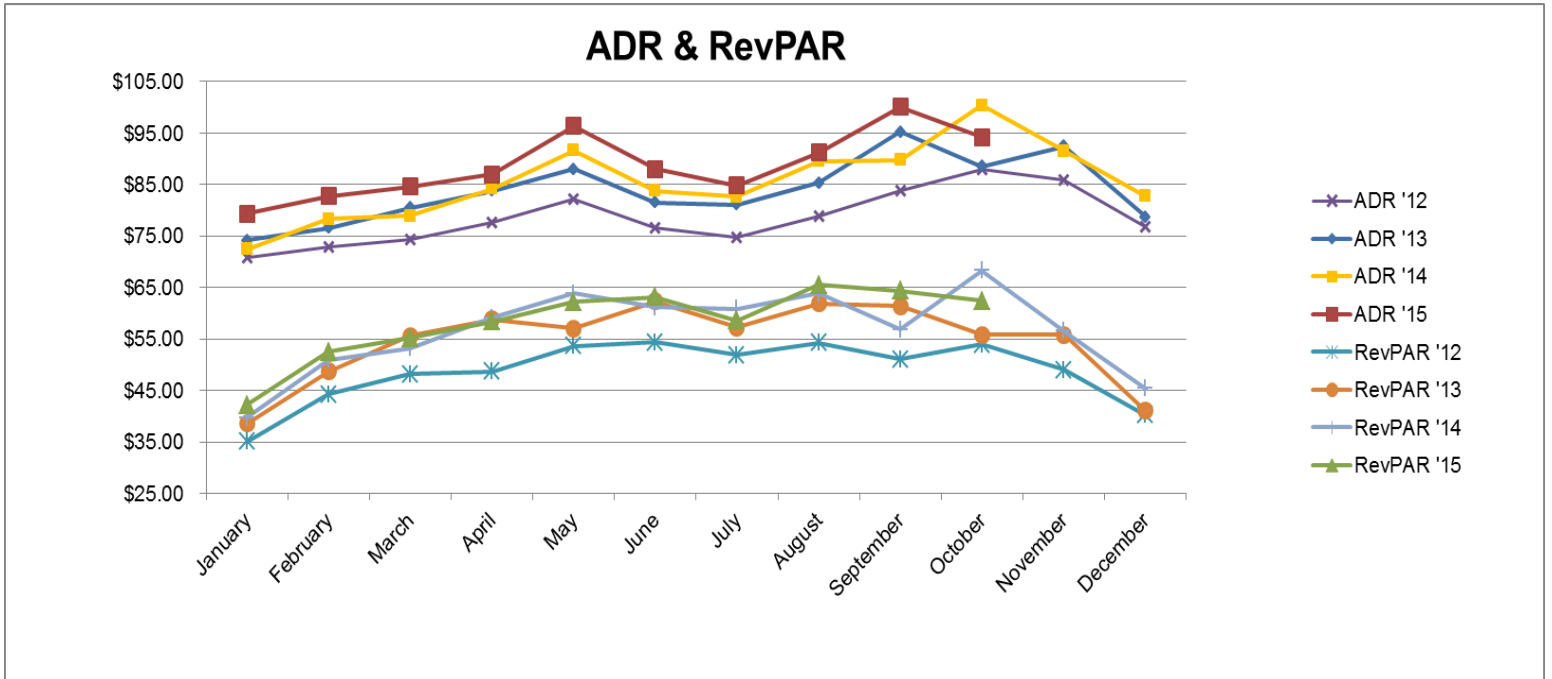
Occupancy for October 2015 decreased 2.6% from October 2014 to 66.2%. This decrease can be attributed to the home football game schedule. In October 2014 Texas Tech hosted 3 home games, one of which was Parents Weekend. In 2015 only 2 home games were held in Lubbock. Occupancy is calculated as a percentage of the rooms that are available in any given month.



The following chart shows that the Year-to-Date supply of rooms in the market has increased 2.0%. There are currently approximately 800 rooms under construction in Lubbock. Room demand (rooms occupied) decreased 0.7% from room demand for October 2014.



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 October 2015 have decreased 6.2% from October 2014 to \$94.19. RevPAR for October 2015 also decreased 8.6% from October 2014 to \$62.40. 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 decreased 6.8% from October 2014 but is up 3.7% for calendar year 2015. Total revenue has increased for 16 of the last 18 consecutive months. The trend shown in the revenue chart directly corresponds to the ADR and RevPAR increases in the previous charts.

