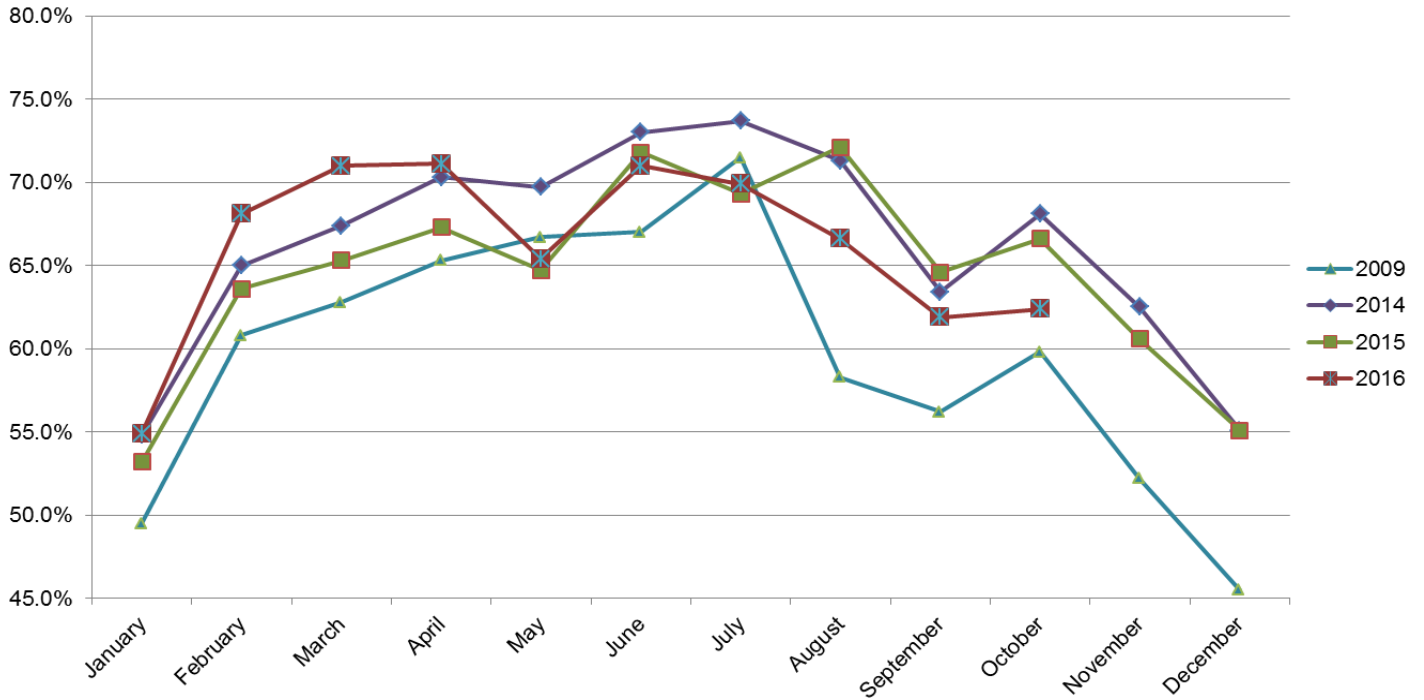


## Lubbock Lodging Analysis October 2016

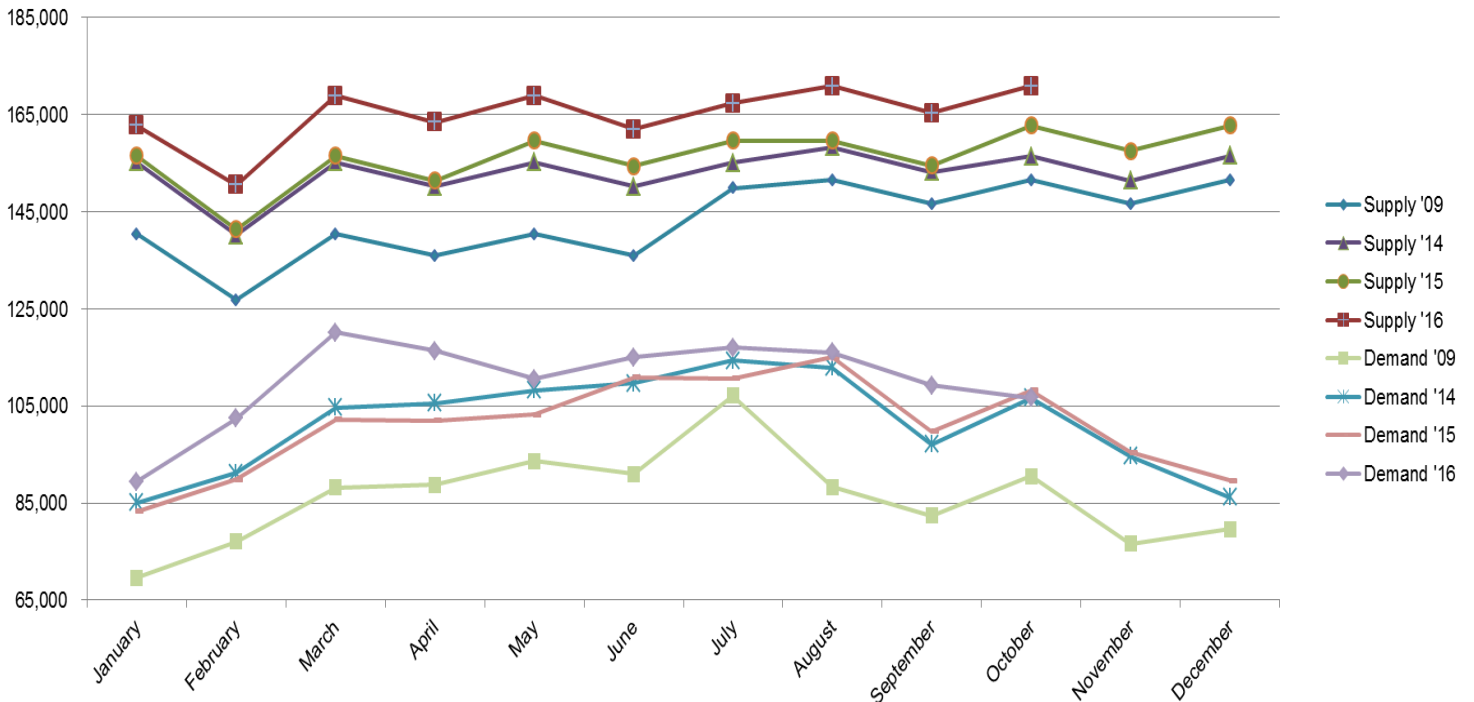
Occupancy for October 2016 decreased 6.3% from October 2015 to 62.4%. Occupancy is a function of supply and demand, and the next chart will help explain the reason for the decrease.

### Monthly Occupancy

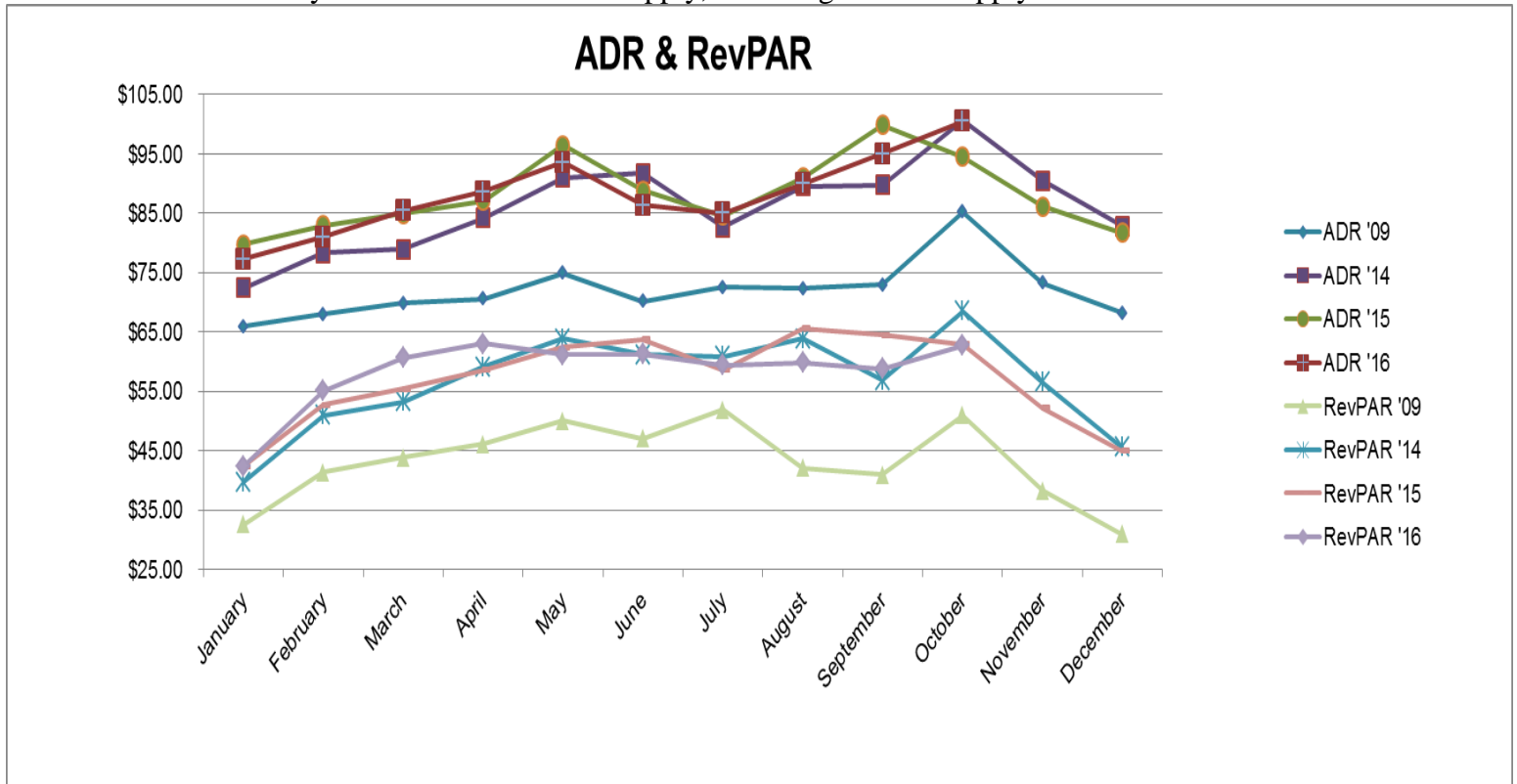


The following chart shows that the Year-to-Date supply of rooms in the market has increased 5.0%. There are currently approximately 700 rooms under construction in Lubbock. Room demand (rooms occupied) decreased 1.6% from room demand for October 2015, but is up 6.3% for 2016.

### Supply & Demand



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 2016 increased 6.3% from October 2015 to \$100.52. RevPAR for October 2016 decreased 0.4% from October 2015 to \$62.75. RevPAR is calculated based on total room revenues divided by all of the rooms in the supply, including the new supply of rooms left vacant.



The final chart below shows that total lodging revenue has increased 4.6% over October 2015 and is up 5.3% for calendar year 2016 over calendar year 2015. The trend in total lodging revenue continues to be at record levels and remains very positive.

