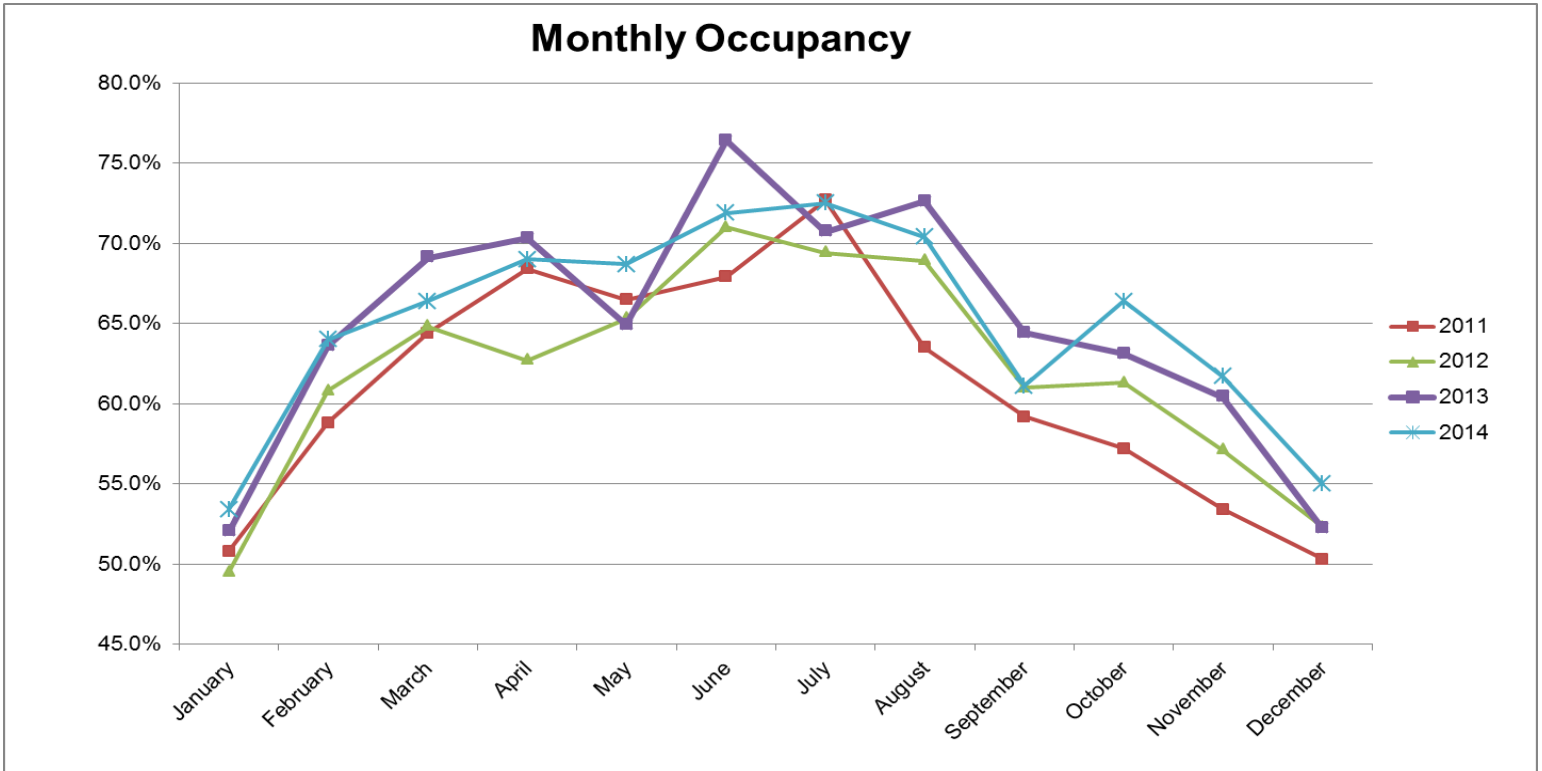
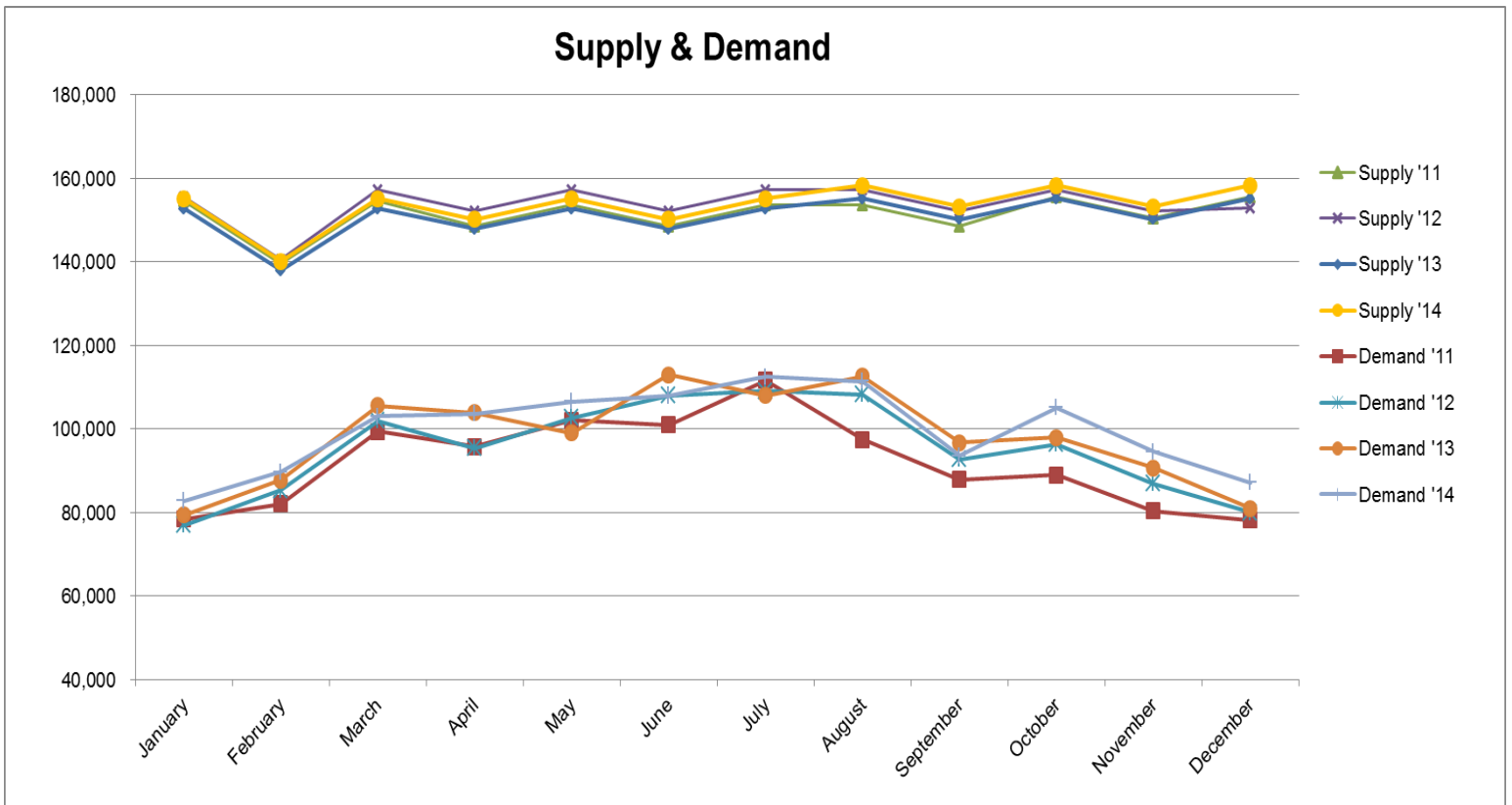


Lubbock Lodging Analysis December 2014

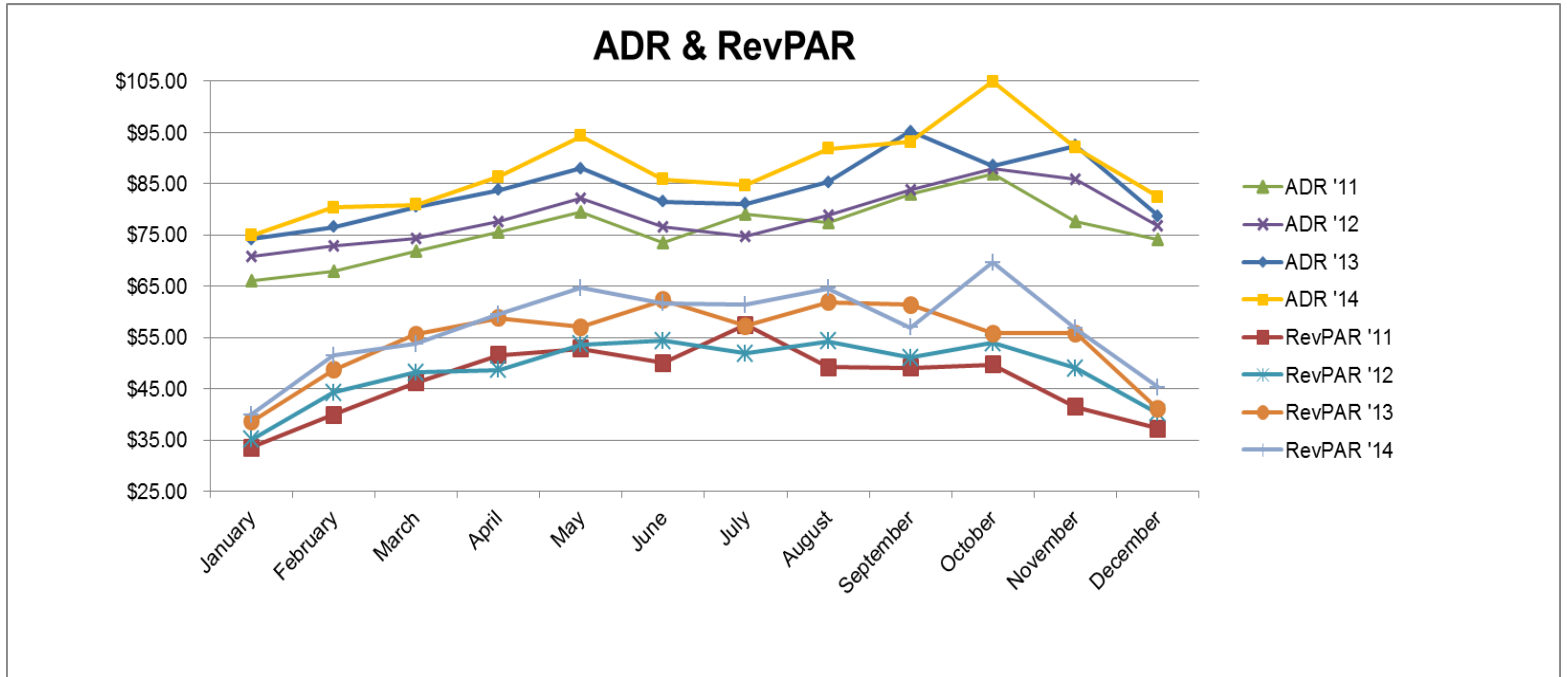
Occupancy for December 2014 increased 5.5% from December 2013 to 55.0%. Occupancy is calculated as a percentage of the rooms that are available in any given month. Total occupancy in Lubbock has been up 12 of the last 18 months.



The following chart shows that the Year-to-Date supply of rooms in the market has increased 2.0%. Room demand (rooms occupied) increased 7.6% over room demand for December 2013. Currently there are approximately 420 new rooms under construction in Lubbock. Room demand for Lubbock has been up 11 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 December 2014 increased 4.7% over December 2013 to \$82.41. Room rates for 2014 ended 5.0% over 2013 to \$86.70. RevPAR for December 2014 increased 10.4% over December 2013 to \$45.35 and ended the year up 4.9% to \$57.02. ADR has increased 16 of the last 18 months and RevPAR has shown increases for 15 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 12.7% from December 2013. For calendar year 2014 revenue ended 6.8% over 2013. Total revenue has increased in 16 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.

