

Inntopia's CommerceMetrics Weekly Lodging Analysis

Produced for *Property Name*

Reporting Period as of August 11, 2019

As of August 11, 2019

CommerceMetrics Lodging Analysis

Weekly Summary

| Inntopia Sold Occupancy | | |
|-------------------------|-------|----------|
| 08/05/19 - 08/11/19 | | |
| Your Property | Index | Comp Set |
| 9.4% | ▼ 39 | 24.4% |
| 08/12/19 - 08/18/19 | | |
| Your Property | Index | Comp Set |
| 9.1% | ▼ 72 | 12.7% |

| Average Daily Rate | | |
|---------------------|-------|----------|
| 08/05/19 - 08/11/19 | | |
| Your Property | Index | Comp Set |
| \$192 | ▼ 84 | \$229 |
| 08/12/19 - 08/18/19 | | |
| Your Property | Index | Comp Set |
| \$193 | ▼ 93 | \$207 |

| RevPAR | | |
|---------------------|-------|----------|
| 08/05/19 - 08/11/19 | | |
| Your Property | Index | Comp Set |
| \$18 | ▼ 33 | \$56 |
| 08/12/19 - 08/18/19 | | |
| Your Property | Index | Comp Set |
| \$18 | ▼ 67 | \$26 |

| Room Nights Booked | | | | |
|---------------------|-----------------------|------------------------|------------------------|------------------------------------|
| 08/05/19 - 08/11/19 | | | | |
| Your Property | Your Prop | Comp Set | Index | |
| 59 | 625 | ▼ 61 | ▼ 65 | ▼ 93 |
| Room Nights Booked | Room Nights Available | YOY Room Nights Booked | YOY Room Nights Booked | Your Property YOY vs. Comp Set YOY |
| 08/12/19 - 08/18/19 | | | | |
| Your Property | Your Prop | Comp Set | Index | |
| 57 | 625 | ▲ 190 | ▼ 85 | ▲ 222 |
| Room Nights Booked | Room Nights Available | YOY Room Nights Booked | YOY Room Nights Booked | Your Property YOY vs. Comp Set YOY |

| Revenue | | | |
|---------------------|-------------------|-------------------|------------------------------------|
| 08/05/19 - 08/11/19 | | | |
| Your Property | Your Prop | Comp Set | Index |
| \$11,331 | ▼ 76 | ▼ 70 | ▲ 108 |
| Revenue | YOY Revenue Index | YOY Revenue Index | Your Property YOY vs. Comp Set YOY |
| 08/12/19 - 08/18/19 | | | |
| Your Property | Your Prop | Comp Set | Index |
| \$10,975 | ▲ 236 | ▼ 93 | ▲ 255 |
| Revenue | YOY Revenue Index | YOY Revenue Index | Your Property YOY vs. Comp Set YOY |

As of August 11, 2019

Incremental Sold Occupancy Trend Analysis

Your Property vs. Competitive Set

33

Your Property Room Nights Booked
Between 08/05/2019 - 08/11/2019

59

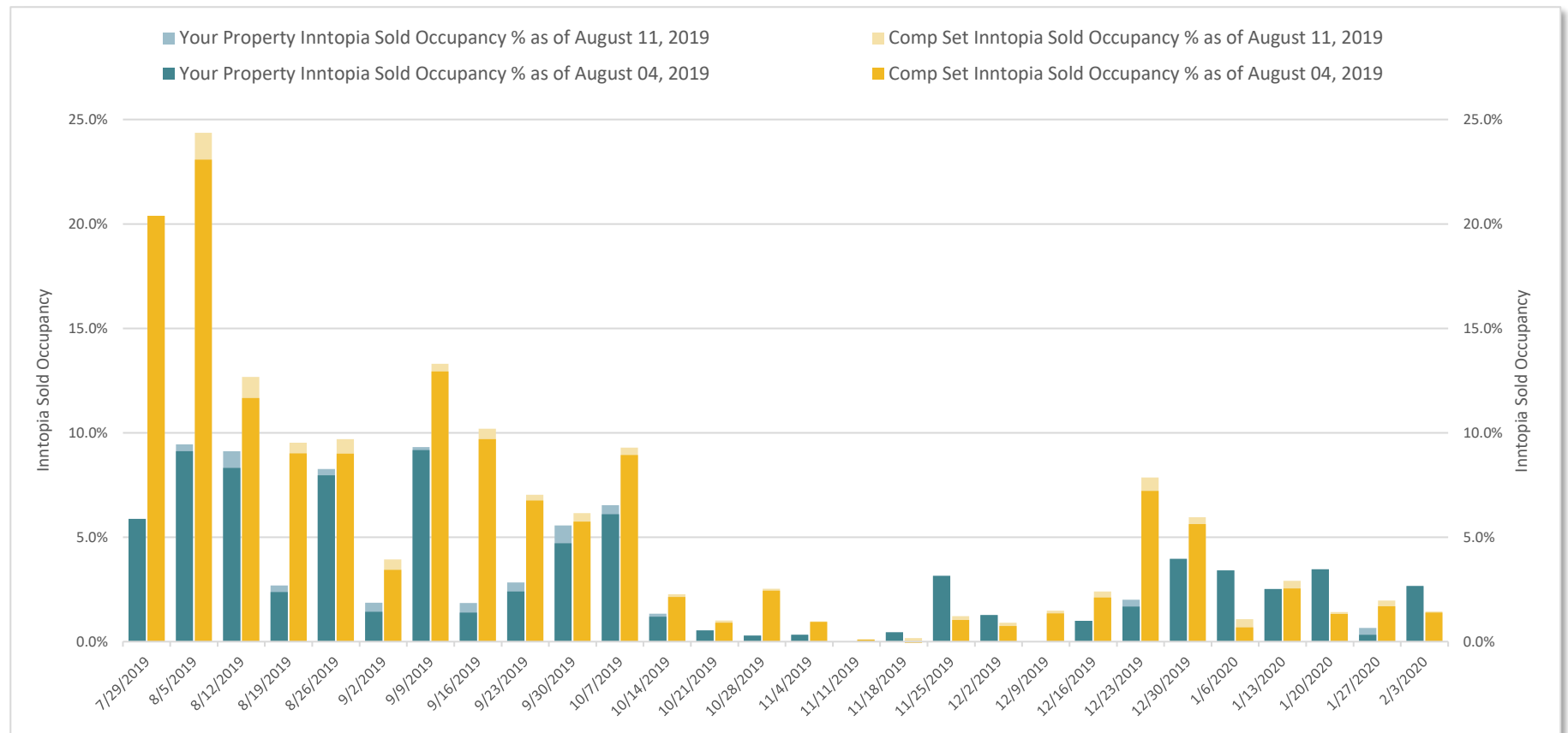
Your Property Sold Room Nights
Arriving Between 08/05/2019 -
08/11/2019

340

Comp Set Room Nights Booked
Between 08/05/2019 - 08/11/2019

904

Comp Set Sold Room Nights Arriving
Between 08/05/2019 - 08/11/2019



As of August 11, 2019

Daily View of Your Key Metrics

Your Property's "Sold Occupancy" and "Average Daily Rate"

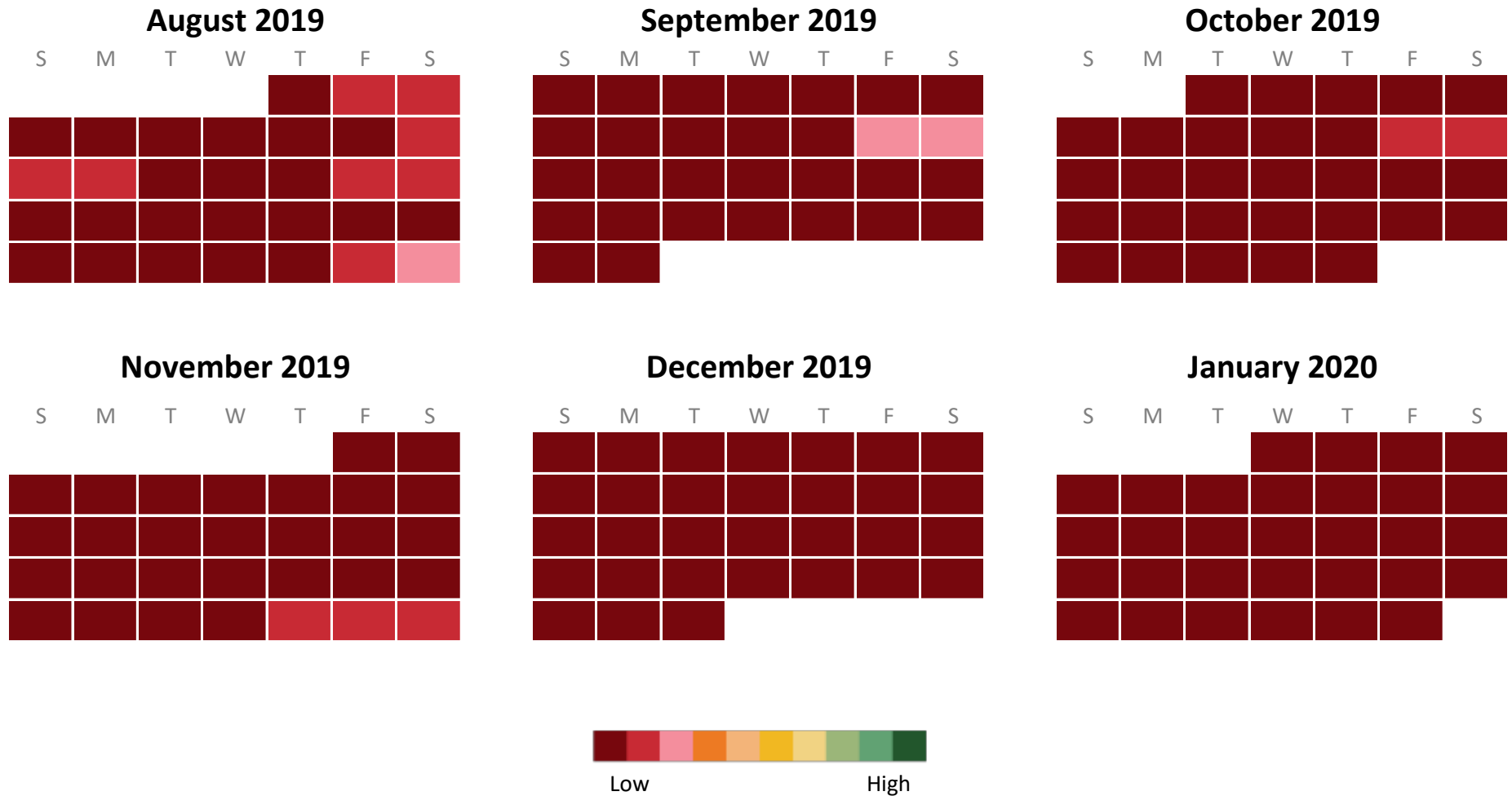
| Sunday | | Monday | | Tuesday | | Wednesday | | Thursday | | Friday | | Saturday | |
|----------|-------|----------|-------|----------|-------|-----------|-------|----------|-------|----------|-------|----------|-------|
| 11-Aug | | 12-Aug | | 13-Aug | | 14-Aug | | 15-Aug | | 16-Aug | | 17-Aug | |
| Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR |
| 13.4% | \$198 | 11.8% | \$208 | 5.7% | \$174 | 8.6% | \$184 | 9.4% | \$191 | 11.2% | \$187 | 10.7% | \$195 |
| 18-Aug | | 19-Aug | | 20-Aug | | 21-Aug | | 22-Aug | | 23-Aug | | 24-Aug | |
| Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR |
| 6.7% | \$204 | 2.2% | \$134 | 3.3% | \$126 | 1.1% | \$109 | 1.1% | \$229 | 4.3% | \$240 | 4.9% | \$210 |
| 25-Aug | | 26-Aug | | 27-Aug | | 28-Aug | | 29-Aug | | 30-Aug | | 31-Aug | |
| Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR |
| 2.2% | \$189 | 3.8% | \$149 | 5.4% | \$165 | 3.3% | \$196 | 3.4% | \$196 | 15.8% | \$213 | 22.2% | \$211 |
| 1-Sep | | 2-Sep | | 3-Sep | | 4-Sep | | 5-Sep | | 6-Sep | | 7-Sep | |
| Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR |
| 3.7% | \$152 | 0.0% | \$0 | 0.0% | \$0 | 0.0% | \$0 | 0.0% | \$0 | 4.2% | \$209 | 5.2% | \$207 |
| 8-Sep | | 9-Sep | | 10-Sep | | 11-Sep | | 12-Sep | | 13-Sep | | 14-Sep | |
| Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR | Sold Occ | ADR |
| 3.7% | \$162 | 3.1% | \$169 | 2.1% | \$169 | 3.0% | \$157 | 6.8% | \$208 | 24.0% | \$296 | 27.8% | \$307 |



As of August 11, 2019

Six-Month Forward-Looking Sold Occupancy View

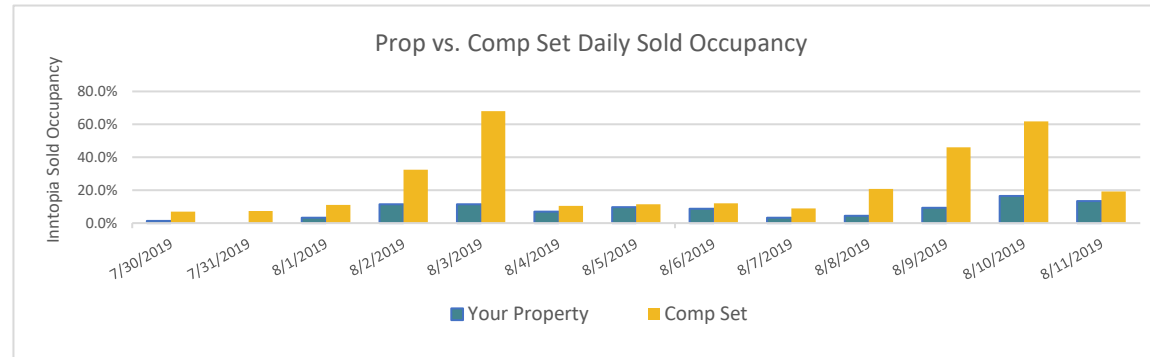
Your Property's Inntopia Sold Occupancy by Day



As of August 11, 2019

Daily Summary Metrics – Inntopia Sold Occupancy, Average Daily Rate, RevPAR

Your Property vs. Competitive Set, Historic Actuals



9%

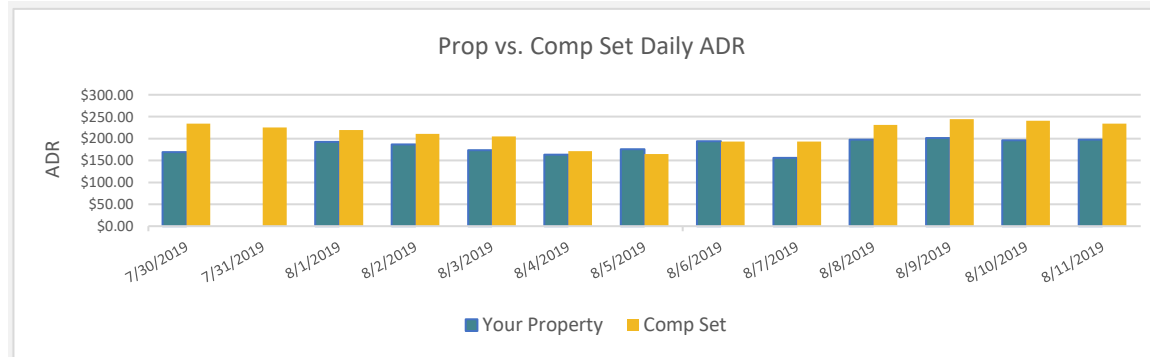
Your Property Inntopia Sold Occupancy Between

08/05/2019 - 08/11/2019

24%

Comp Set Inntopia Sold Occupancy Between

08/05/2019 - 08/11/2019



\$192

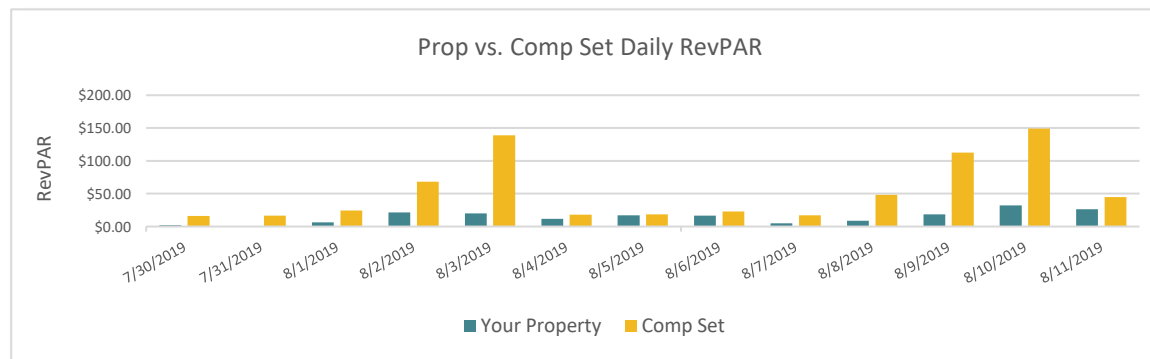
Your Property Inntopia Average Daily Rate

08/05/2019 - 08/11/2019

\$229

Comp Set Inntopia Average Daily Rate Between

08/05/2019 - 08/11/2019



\$18

Your Property Inntopia RevPAR Between

08/05/2019 - 08/11/2019

\$56

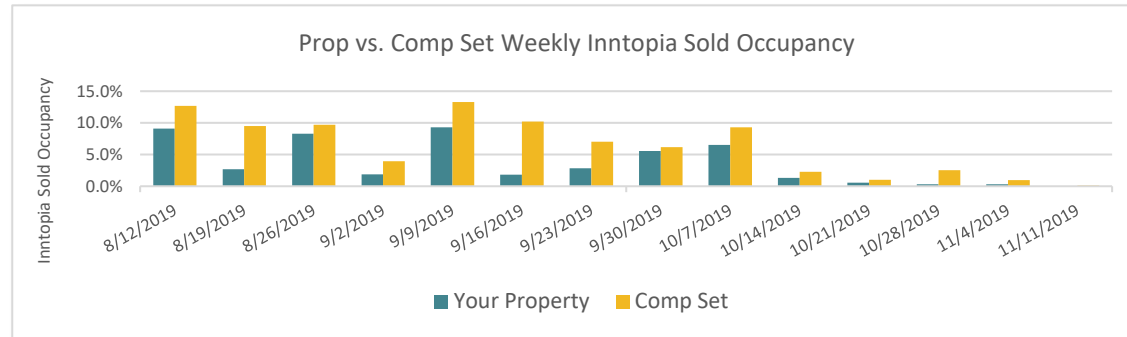
Comp Set Inntopia RevPAR Between

08/05/2019 - 08/11/2019

As of August 11, 2019

Weekly Summary Metrics – Sold Occupancy, Average Daily Rate, RevPAR

Your Property vs. Competitive Set, On the Books

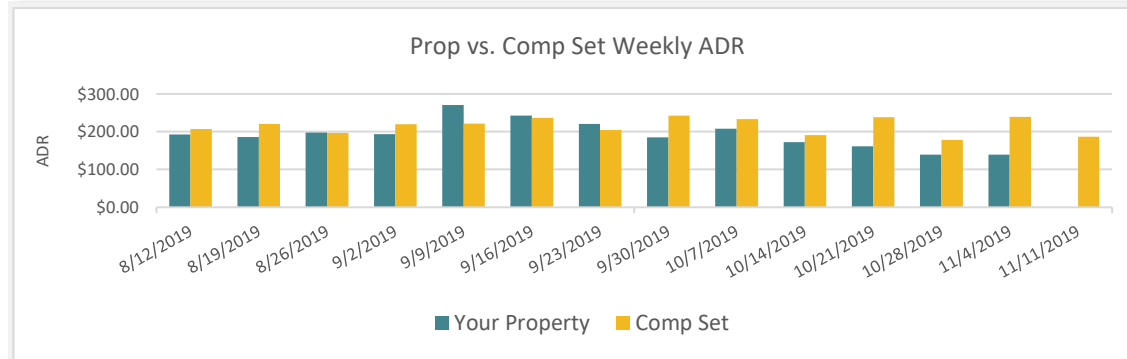


9%

Your Property Inntopia Sold Occupancy Between
08/12/2019 - 08/19/2019

13%

Comp Set Inntopia Sold Occupancy Between
08/12/2019 - 08/19/2019

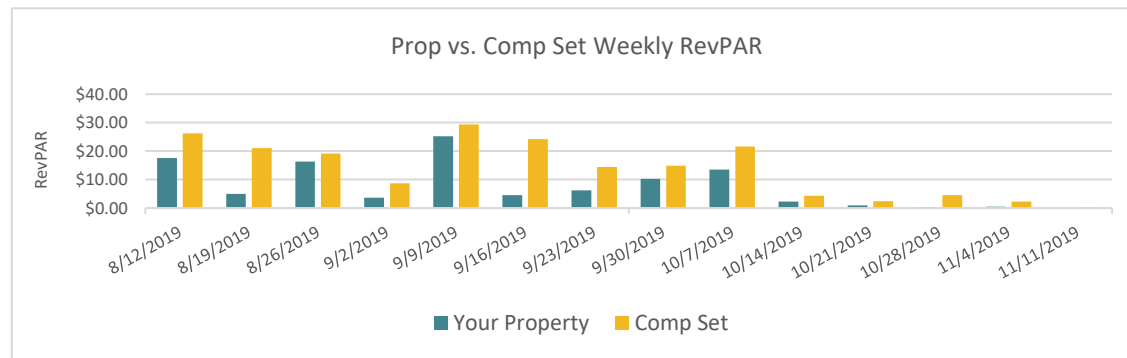


\$193

Your Property Inntopia Average Daily Rate Between
08/12/2019 - 08/19/2019

\$207

Comp Set Inntopia Average Daily Rate Between
08/12/2019 - 08/19/2019



\$18

Your Property Inntopia RevPAR Between
08/12/2019 - 08/19/2019

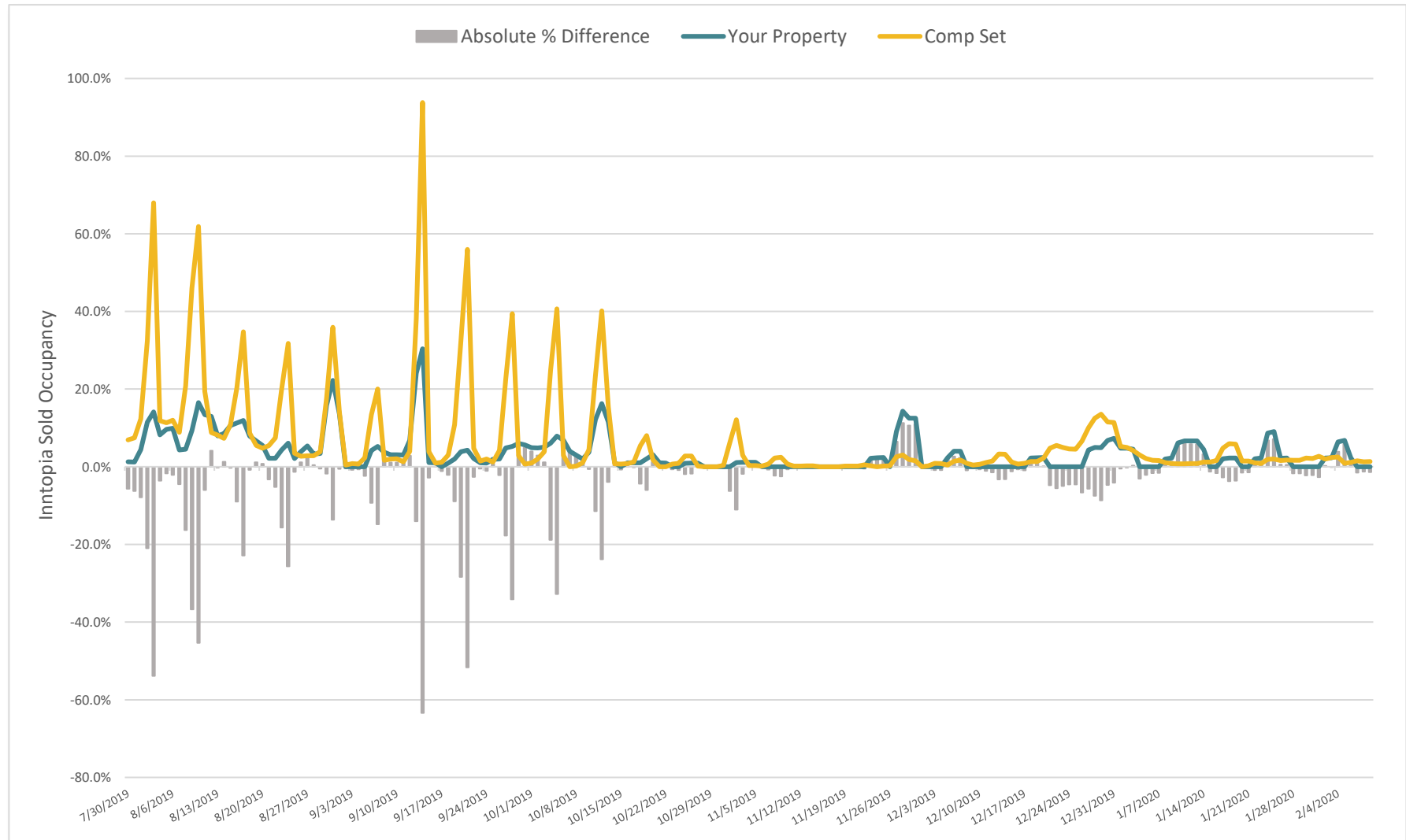
\$26

Comp Set Inntopia RevPAR
08/12/2019 - 08/19/2019

As of August 11, 2019

Daily Sold Occupancy Analysis

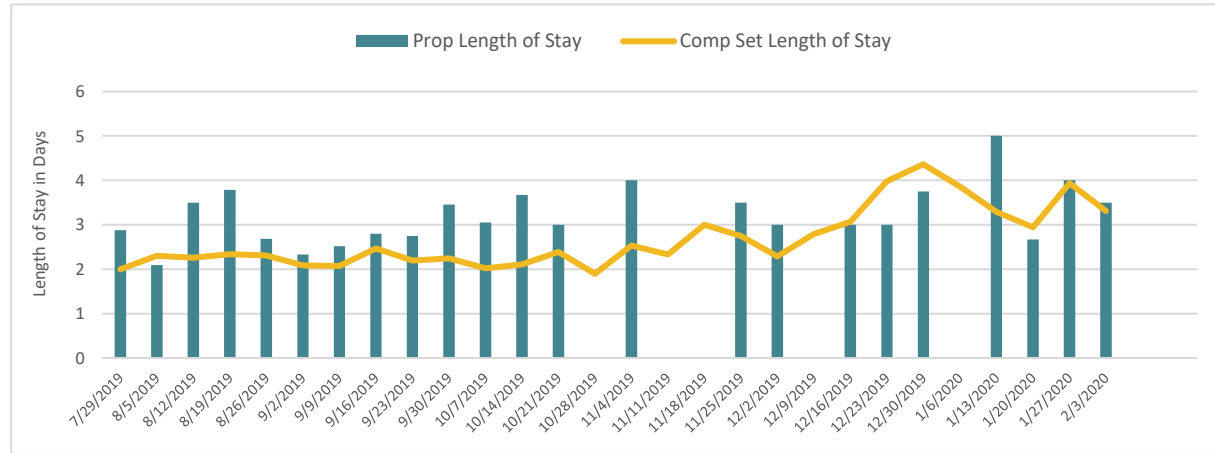
Your Property vs. Competitive Set



As of August 11, 2019

Average Length of Stay by Week, Current Year

Transactions that Start During the Corresponding Week, Your Property vs. Competitive Set



2.1

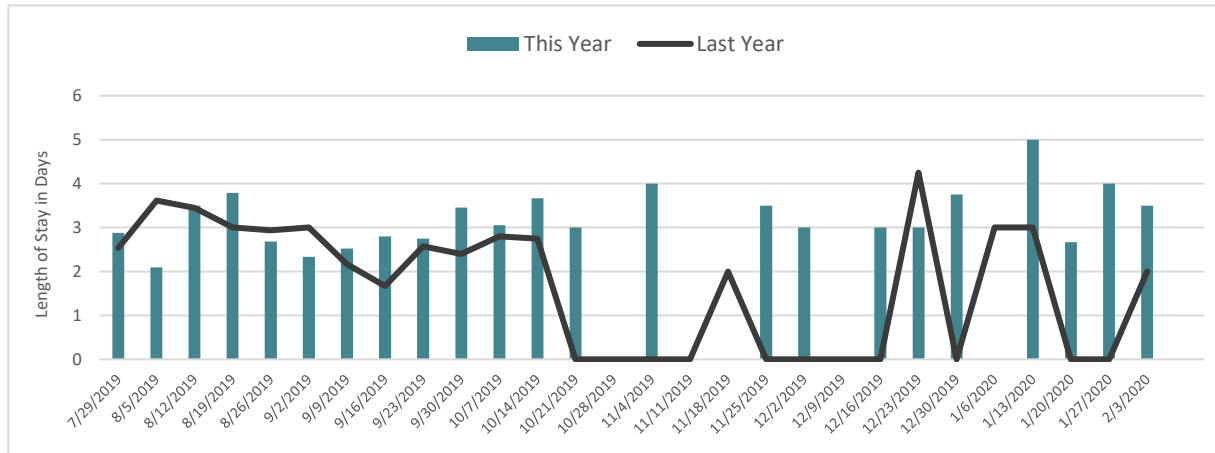
Your Property Average Length of Stay Week of 08/12/2019 - 08/18/2019

2.3

Comp Set Average Length of Stay Week of 08/12/2019 - 08/18/2019

Average Length of Stay by Week, Year-Over-Year

Transactions that Start During the Corresponding Week, Your Property vs. Competitive Set



2.1

Your Property Average Length of Stay Week of 08/12/2019 - 08/18/2019

3.6

Your Property Average Length of Stay Week of 08/12/2018 - 08/18/2018

As of August 11, 2019

Weekly Room Nights Booked and Revenue Table

Your Property vs. Competitive Set, Year-Over-Year Comparison, Index: 100

| Arrival Date | RNB This Year | RNB Last Year | Your Property YOY Index | RNB YOY Comp Set Index | Your Property YOY vs. Comp Set YOY Index | Revenue This Year | Revenue Last Year | Index | Rev YOY Comp Set Index | Your Property YOY Index vs. Comp Set YOY Index |
|---------------------|---------------|---------------|-------------------------|------------------------|--|-------------------|-------------------|------------|------------------------|--|
| 07/29/19 - 08/04/19 | 30 | 86 | ▼ 35 | ▼ 76 | ▼ 46 | \$5,337 | \$15,121 | ▼ 35 | ▼ 76 | ▼ 46 |
| 08/05/19 - 08/11/19 | 59 | 97 | ▼ 61 | ▼ 65 | ▼ 93 | \$11,331 | \$14,975 | ▼ 76 | ▼ 70 | ▲ 108 |
| 08/12/19 - 08/18/19 | 57 | 30 | ▲ 190 | ▼ 85 | ▲ 222 | \$10,975 | \$4,652 | ▲ 236 | ▼ 93 | ▲ 255 |
| 08/19/19 - 08/25/19 | 17 | 9 | ▲ 189 | ▼ 72 | ▲ 263 | \$3,157 | \$1,343 | ▲ 235 | ▼ 82 | ▲ 287 |
| 08/26/19 - 09/01/19 | 54 | 41 | ▲ 132 | ▲ 101 | ▲ 130 | \$10,685 | \$8,531 | ▲ 125 | ▲ 102 | ▲ 123 |
| 09/02/19 - 09/08/19 | 13 | 31 | ▼ 42 | ▲ 122 | ▼ 34 | \$2,517 | \$5,929 | ▼ 42 | ▲ 124 | ▼ 34 |
| 09/09/19 - 09/15/19 | 63 | 24 | ▲ 263 | ▲ 100 | ▲ 262 | \$17,057 | \$6,275 | ▲ 272 | ▼ 98 | ▲ 277 |
| 09/16/19 - 09/22/19 | 12 | 5 | ▲ 240 | ▲ 156 | ▲ 154 | \$2,913 | \$747 | ▲ 390 | ▲ 184 | ▲ 212 |
| 09/23/19 - 09/29/19 | 20 | 18 | ▲ 111 | ▼ 95 | ▲ 117 | \$4,411 | \$4,268 | ▲ 103 | ▼ 97 | ▲ 107 |
| 09/30/19 - 10/06/19 | 39 | 24 | ▲ 163 | ▼ 73 | ▲ 223 | \$7,230 | \$6,223 | ▲ 116 | ▼ 81 | ▲ 144 |
| 10/07/19 - 10/13/19 | 45 | 14 | ▲ 321 | ▲ 171 | ▲ 188 | \$9,344 | \$2,740 | ▲ 341 | ▲ 201 | ▲ 170 |
| 10/14/19 - 10/20/19 | 9 | 10 | ▼ 90 | ▼ 61 | ▲ 146 | \$1,549 | \$1,686 | ▼ 92 | ▼ 65 | ▲ 142 |
| 10/21/19 - 10/27/19 | 4 | 0 | Null | ▼ 95 | Null | \$646 | \$0 | Null | ▼ 92 | Null |
| 10/28/19 - 11/03/19 | 2 | 0 | Null | ▼ 96 | Null | \$278 | \$0 | Null | ▼ 86 | Null |
| 11/04/19 - 11/10/19 | 2 | 0 | Null | ▲ 820 | Null | \$278 | \$0 | Null | ▲ 1755 | Null |
| 11/11/19 - 11/17/19 | 0 | 1 | ▼ 0 | ▼ 7 | ▼ 0 | \$0 | \$169 | ▼ 0 | ▼ 5 | ▼ 0 |
| 11/18/19 - 11/24/19 | 2 | 1 | ▲ 200 | ▼ 16 | ▲ 1233 | \$358 | \$169 | ▲ 212 | ▼ 11 | ▲ 1897 |
| 11/25/19 - 12/01/19 | 4 | 0 | Null | ▲ 356 | Null | \$676 | \$0 | Null | ▲ 125 | Null |
| 12/02/19 - 12/08/19 | 3 | 0 | Null | ▲ 467 | Null | \$427 | \$0 | Null | ▲ 508 | Null |
| 12/09/19 - 12/15/19 | 0 | 0 | Null | ▼ 87 | Null | \$0 | \$0 | Null | ▼ 69 | Null |
| 12/16/19 - 12/22/19 | 3 | 3 | ▲ 100 | ▼ 77 | ▲ 129 | \$547 | \$1,695 | ▼ 32 | ▼ 58 | ▼ 55 |
| 12/23/19 - 12/29/19 | 6 | 14 | ▼ 43 | ▲ 101 | ▼ 42 | \$4,434 | \$7,920 | ▼ 56 | ▼ 80 | ▼ 70 |
| 12/30/19 - 01/05/20 | 12 | 0 | Null | ▲ 107 | Null | \$4,586 | \$0 | Null | ▲ 134 | Null |
| 01/06/20 - 01/12/20 | 11 | 3 | ▲ 367 | ▼ 27 | ▲ 1356 | \$5,045 | \$417 | ▲ 1210 | ▼ 13 | ▲ 9533 |
| 01/13/20 - 01/19/20 | 8 | 9 | ▼ 89 | ▲ 129 | ▼ 69 | \$2,201 | \$4,071 | ▼ 54 | ▲ 116 | ▼ 46 |
| 01/20/20 - 01/26/20 | 11 | 0 | Null | ▼ 75 | Null | \$5,491 | \$0 | Null | ▼ 88 | Null |
| 01/27/20 - 02/02/20 | 2 | 0 | Null | ▲ 106 | Null | \$592 | \$0 | Null | ▼ 78 | Null |
| 02/03/20 - 02/09/20 | 8 | 7 | ▲ 114 | ▼ 38 | ▲ 301 | \$4,056 | \$4,410 | ▼ 92 | ▼ 24 | ▲ 386 |
| Totals: | 496 | 427 | 116 | 86 | 134 | \$116,120 | \$91,342 | 127 | 87 | 145 |

As of August 11, 2019

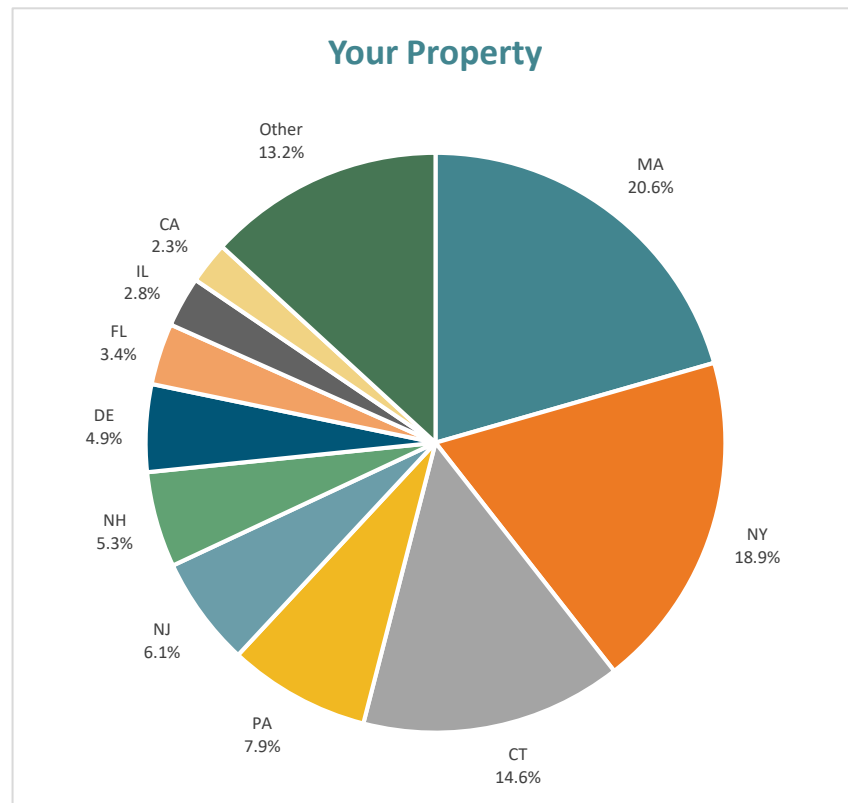
Guest Source Charts

View of Guest's Location by State/Province as a Percent of Revenue

Top States: Your Property

| | | |
|---|----|-------|
| 1 | MA | 20.6% |
| 2 | NY | 18.9% |
| 3 | CT | 14.6% |

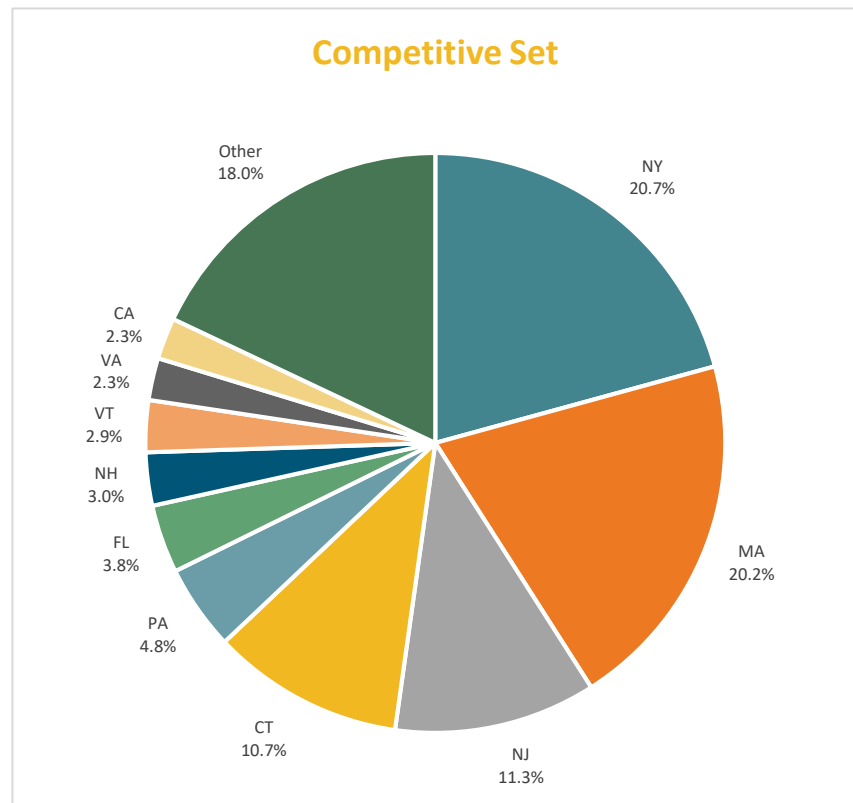
For Arrival Between 07/30/2019 - 02/09/2020



Top States: Competitive Set

| | | |
|---|----|-------|
| 1 | NY | 20.7% |
| 2 | MA | 20.2% |
| 3 | NJ | 11.3% |

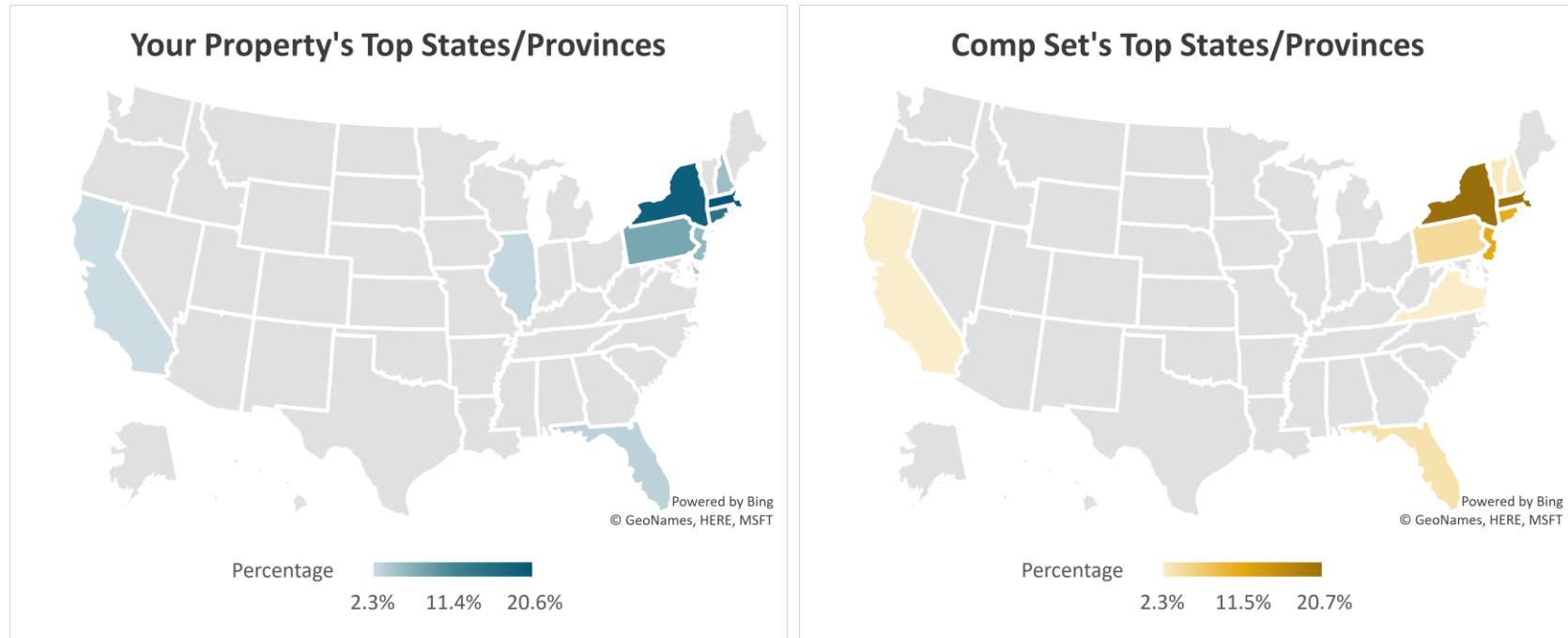
For Arrival Between 07/30/2019 - 02/09/2020



As of August 11, 2019

Guest Source Map

View of Guest's Location by State as a Percent of Revenue



As of August 11, 2019

Table of Guest Insights by State/Province

Percent of Revenue by State/Province, Average Booking Lead Time and Average Length of Stay

| Your Property | | | | | Comp Set | | | | Your Property | | Comp Set | |
|---------------|--------------------|-----------------|---------------------------------------|---------------------------|--------------------------|-----------------|---------------------------------------|---------------------------|----------------------|---------------------------|----------------------|---------------------------|
| Rank | State/ Province | % of Revenue | Last Year State Revenue Rank | Last Year % of Revenue | State Revenue Rank | % of Revenue | Last Year State Revenue Rank | Last Year % of Revenue | Average Lead Time | Average Length of Stay | Average Lead Time | Average Length of Stay |
| 1 | MA | 20.6% | 2 | 22.6% | 2 | 20.2% | 1 | 21.6% | 66 | 2.7 | 103 | 2.1 |
| 2 | NY | 18.9% | 1 | 23.1% | 1 | 20.7% | 2 | 20.1% | 59 | 3.1 | 95 | 2.5 |
| 3 | CT | 14.6% | 3 | 12.2% | 4 | 10.7% | 3 | 14.2% | 86 | 3.1 | 82 | 2.1 |
| 4 | PA | 7.9% | 7 | 3.3% | 5 | 4.8% | 6 | 3.7% | 64 | 2.8 | 115 | 2.7 |
| 5 | NJ | 6.1% | 5 | 7.3% | 3 | 11.3% | 4 | 10.7% | 75 | 4.3 | 117 | 2.9 |
| 6 | NH | 5.3% | 4 | 8.4% | 7 | 3.0% | 5 | 4.0% | 61 | 2.2 | 105 | 2.0 |
| 7 | DE | 4.9% | 6 | 5.5% | 28 | 0.3% | 27 | 0.3% | 112 | 3.3 | 111 | 3.0 |
| 8 | FL | 3.4% | 8 | 3.3% | 6 | 3.8% | 7 | 3.6% | 141 | 3.3 | 140 | 2.9 |
| 9 | IL | 2.8% | 20 | 0.5% | 11 | 1.7% | 10 | 1.8% | 110 | 3.3 | 140 | 2.4 |
| 10 | CA | 2.3% | 9 | 2.7% | 10 | 2.3% | 13 | 1.3% | 70 | 4.3 | 134 | 2.4 |
| 11 | QC | 1.9% | 14 | 1.1% | 24 | 0.5% | 21 | 0.6% | 57 | 2.0 | 59 | 2.1 |
| 12 | RI | 1.7% | 13 | 1.1% | 13 | 1.3% | 9 | 2.5% | 140 | 2.3 | 84 | 2.1 |
| 13 | ME | 1.6% | 11 | 1.5% | 21 | 0.6% | 16 | 0.8% | 66 | 2.0 | 104 | 2.1 |
| 14 | VA | 1.5% | 19 | 0.5% | 9 | 2.3% | 18 | 0.8% | 116 | 3.0 | 161 | 3.1 |
| 15 | VT | 1.3% | 22 | 0.2% | 8 | 2.9% | 8 | 2.7% | 90 | 2.3 | 87 | 1.8 |
| 16 | OH | 1.0% | 16 | 0.7% | 15 | 1.1% | 17 | 0.8% | 105 | 4.0 | 114 | 3.0 |
| 17 | MI | 0.9% | 0 | 0.0% | 41 | 0.1% | 20 | 0.6% | 131 | 3.0 | 132 | 2.3 |
| 18 | WA | 0.9% | 12 | 1.2% | 34 | 0.2% | 25 | 0.3% | 21 | 3.0 | 117 | 2.2 |
| 19 | CO | 0.9% | 18 | 0.6% | 23 | 0.5% | 28 | 0.3% | 85 | 2.5 | 140 | 2.1 |
| 20 | BC | 0.7% | 0 | 0.0% | 55 | 0.0% | 55 | 0.0% | 125 | 5.0 | 147 | 2.0 |
| | | 99.2% | | 95.9% | 88.3% | | | 90.6% | 77 | 2.9 | 108 | 2.4 |

Data Dictionary

| Measure | Acronym | Definition |
|------------------------------|----------------|---|
| Active | | Active Inntopia Lodging Suppliers are those who have had at least 10 bookings during the six-month measured period in the current year and in the prior year. |
| Your Property | | Your property, a Lodging Supplier on Inntopia Commerce. |
| Competitive Set | | Any collection of qualified (active) lodging suppliers on Inntopia Commerce that represent an opaque data set against which your property data is compared. By initial default, this set is comprised of all qualified (active) lodging suppliers on Inntopia Commerce from the NSAA region in which your property is based. |
| As of Date | | The date on which the data is collected for the report. |
| Average Daily Rate (USD) | ADR | The Average Daily Rate of a booked room or rooms in U.S. Dollars. $ADR = \text{Total Revenue Booked} / \text{Total \# of Nights Booked}$ for the date or date range indicated. |
| Booked Date | | The date on which Inntopia processed (booked) the reservation for the guest. |
| Booking Window | | For the measured period, this is the average length in days from the date of the booking to the arrival date of the reservation. |
| Guest State | | State of the guest's billing zip code. |
| Length of Stay | | For the measured period, this is the average nights booked per reservation. |
| Inntopia Sold Occupancy Rate | Sold Occupancy | The occupancy rate as measured exclusively by the nights booked and available inventory from the Inntopia system. More specifically described as: $\text{Total Booked Nights through Inntopia Commerce} / \text{Maximum Total Available Nights in Inntopia Commerce Inventory}$, for the measured period and the data set (property or comp set) referenced. |
| Revenue | | Net reservation revenue for the lodging component of an itinerary booked through Inntopia commerce. Aggregate calculated as $\text{Nightly Room Rate} * \text{Number of Nights}$. Taxes, fees, and ancillary spend are NOT included. |
| RevPAR | RevPAR | RevPAR is calculated as $\text{Revenue} / \text{Total Room Nights Available}$. |
| Room Nights Available | RNA | Total number of rooms (hotel rooms, condo, private home, or other lodging type rental) irrespective of the # of bedrooms within the room, available per night for booking in Inntopia Commerce across the measurement period. May also be thought of in terms of "Units" or "Keys." |
| Room Nights Booked | RNB | Total number of rooms (hotel rooms, condo, private home, or other lodging type rental) booked per night in Inntopia Commerce across the measurement period. May also be thought of in terms of "Units" or "Keys" booked per night. |
| Supplier ID | | Your Property's Inntopia ID. |