

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

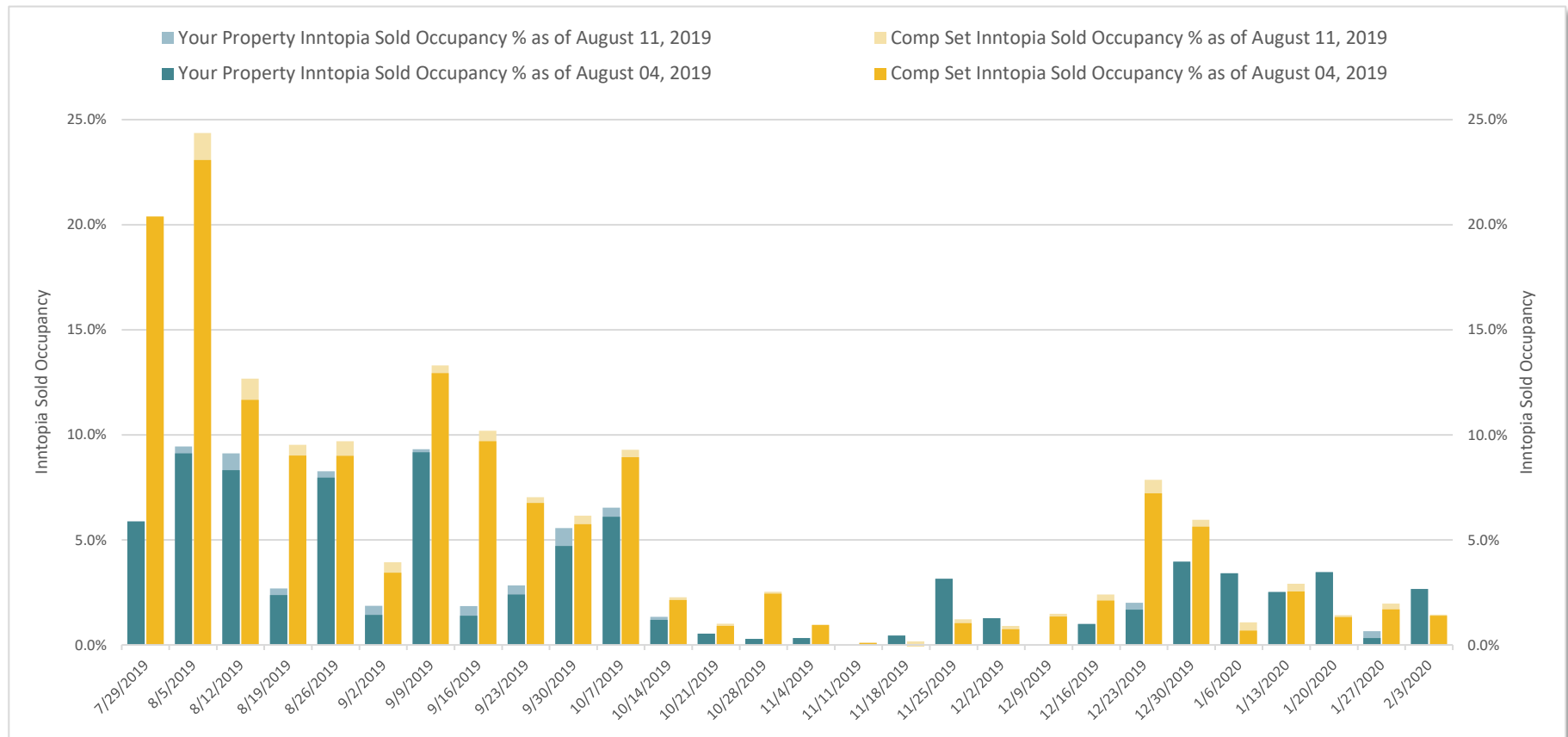
Your Property Sold Room Nights
Arriving Between 08/05/2019 -
08/11/2019

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"

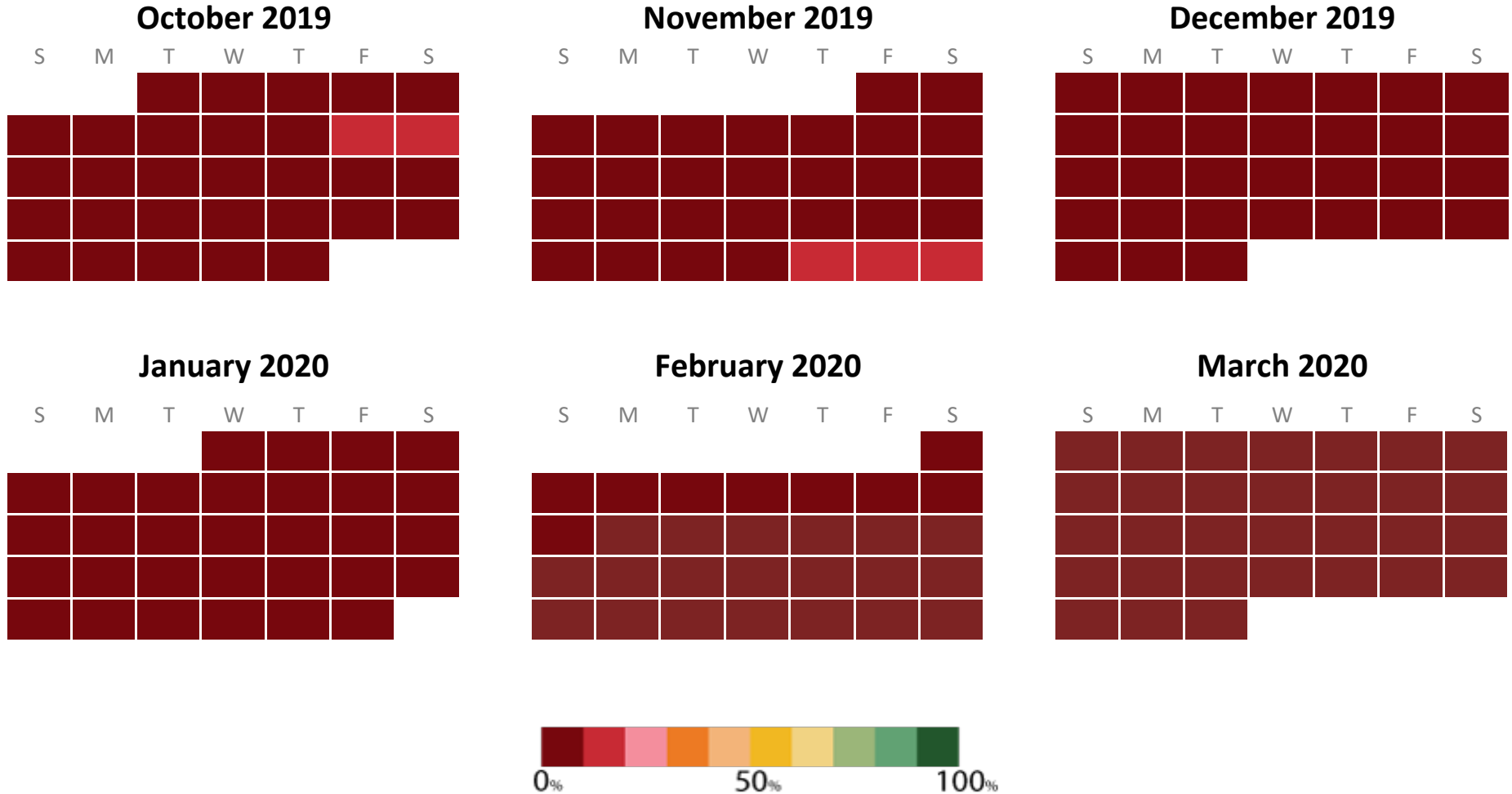
Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
11-Aug		12-Aug		13-Aug		14-Aug		15-Aug		16-Aug		17-Aug	
Sold Occ	ADR	Sold Occ	ADR	Sold Occ	ADR	Sold Occ	ADR	Sold Occ	ADR	Sold Occ	ADR	Sold Occ	ADR
13.4%	\$198	11.8%	\$208	5.7%	\$174	8.6%	\$184	9.4%	\$191	11.2%	\$187	10.7%	\$195
18-Aug		19-Aug		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

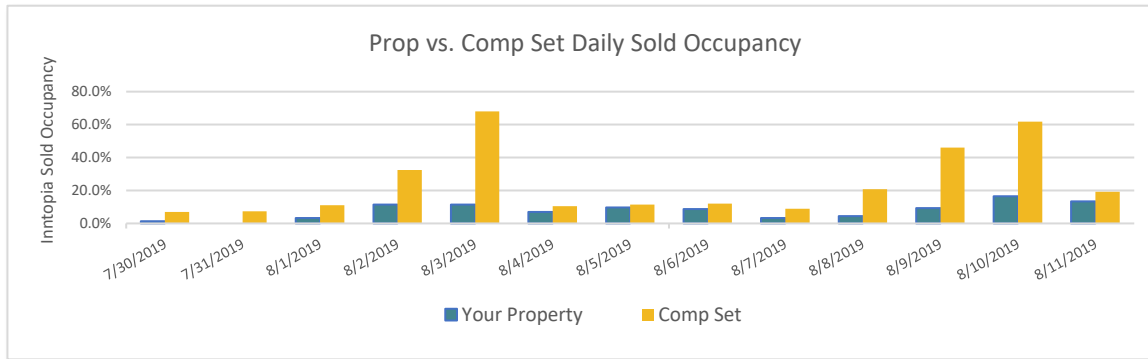
Your Property's Inntopia Sold Occupancy by Day



As of August 11, 2019

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

Your Property vs. Competitive Set, Historic Actuals

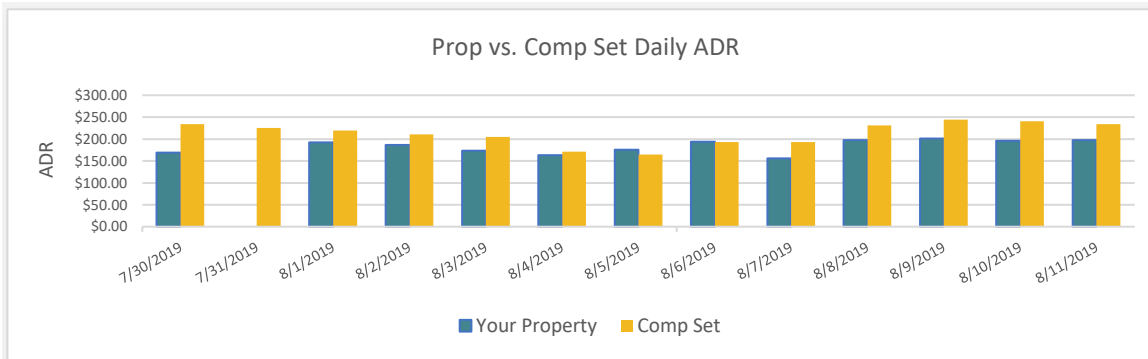


9%

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

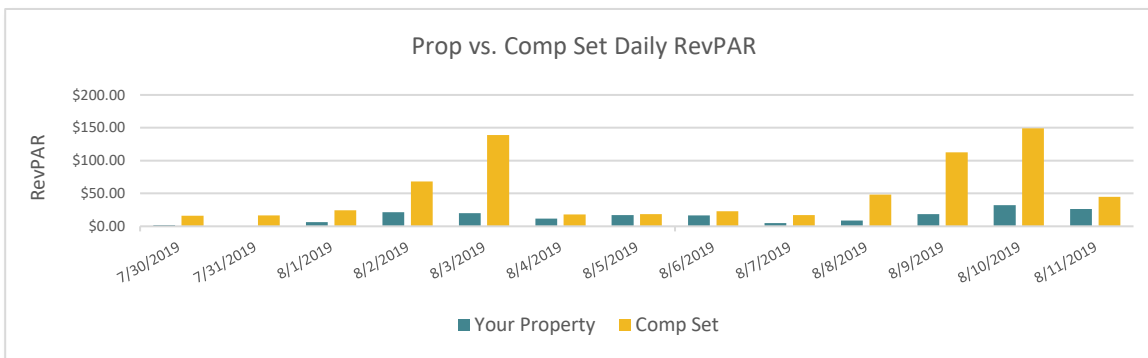


\$192

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

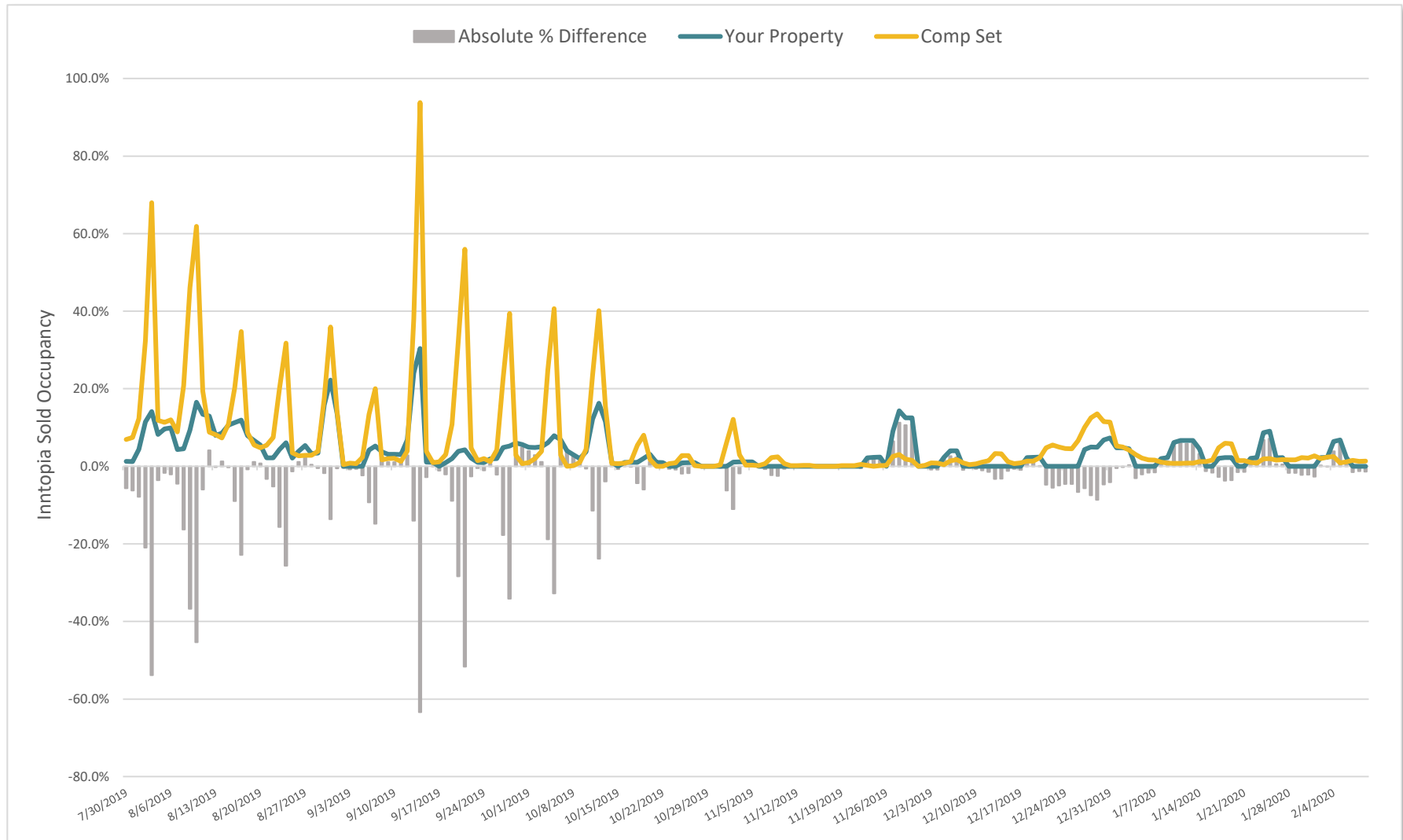
\$56

Comp Set Inntopia RevPAR Between 08/05/2019 - 08/11/2019

As of August 11, 2019

Daily Sold Occupancy Analysis

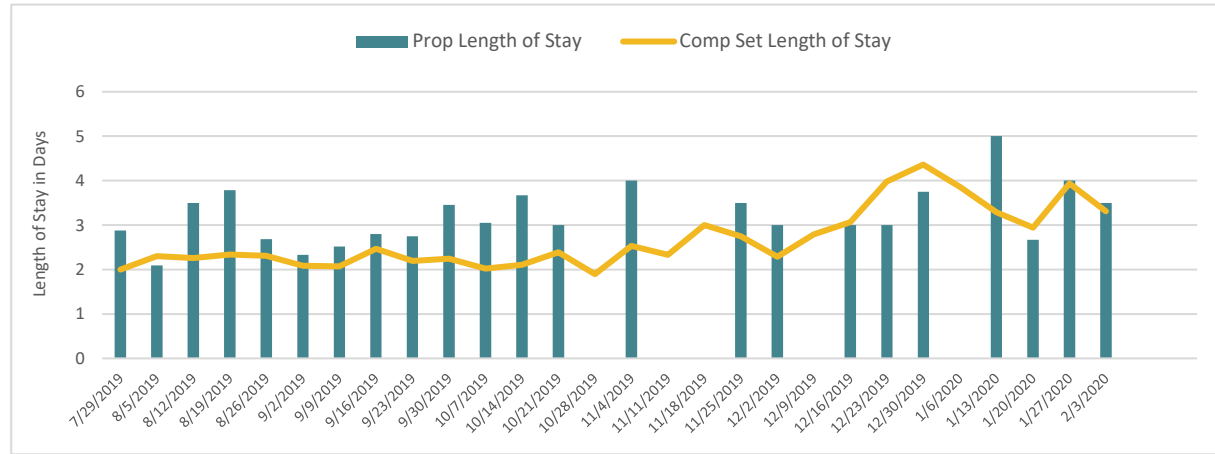
Your Property vs. Competitive Set



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

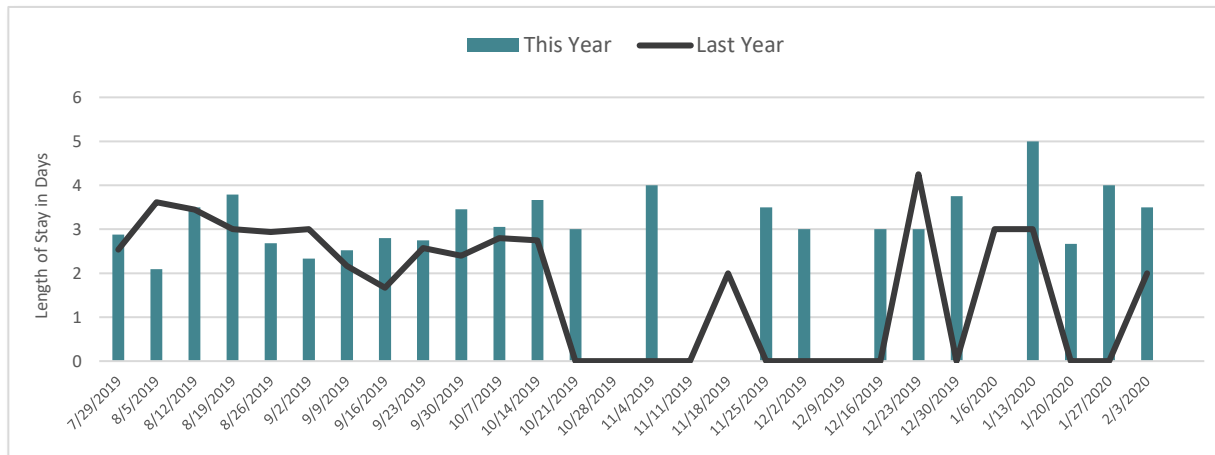


2.1 Your Property Average Length of Stay Arriving Week of 08/12/2019 - 08/18/2019

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

3.6 Your Property Average Length of Stay Arriving 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

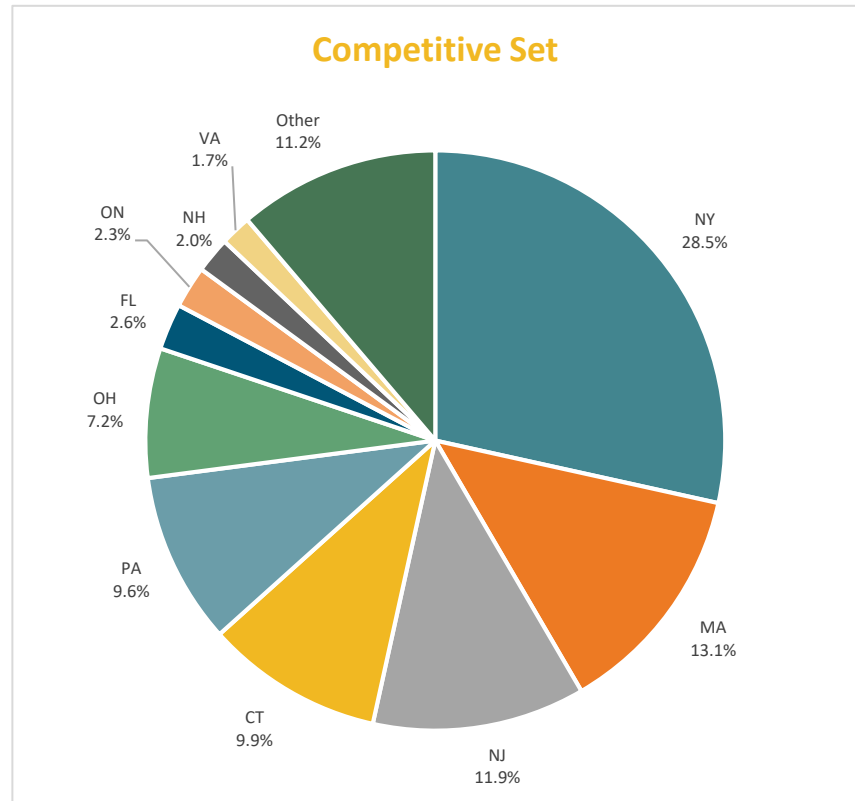
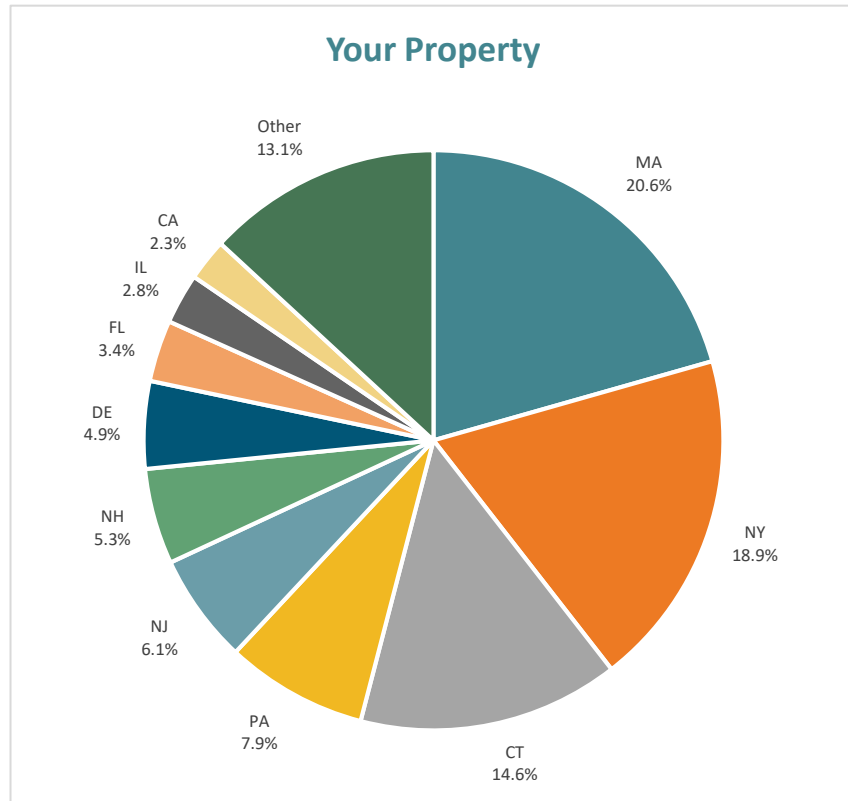
1	MA	20.6%
2	NY	18.9%
3	CT	14.6%

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

Top States: Competitive Set

1	NY	28.5%
2	MA	13.1%
3	NJ	11.9%

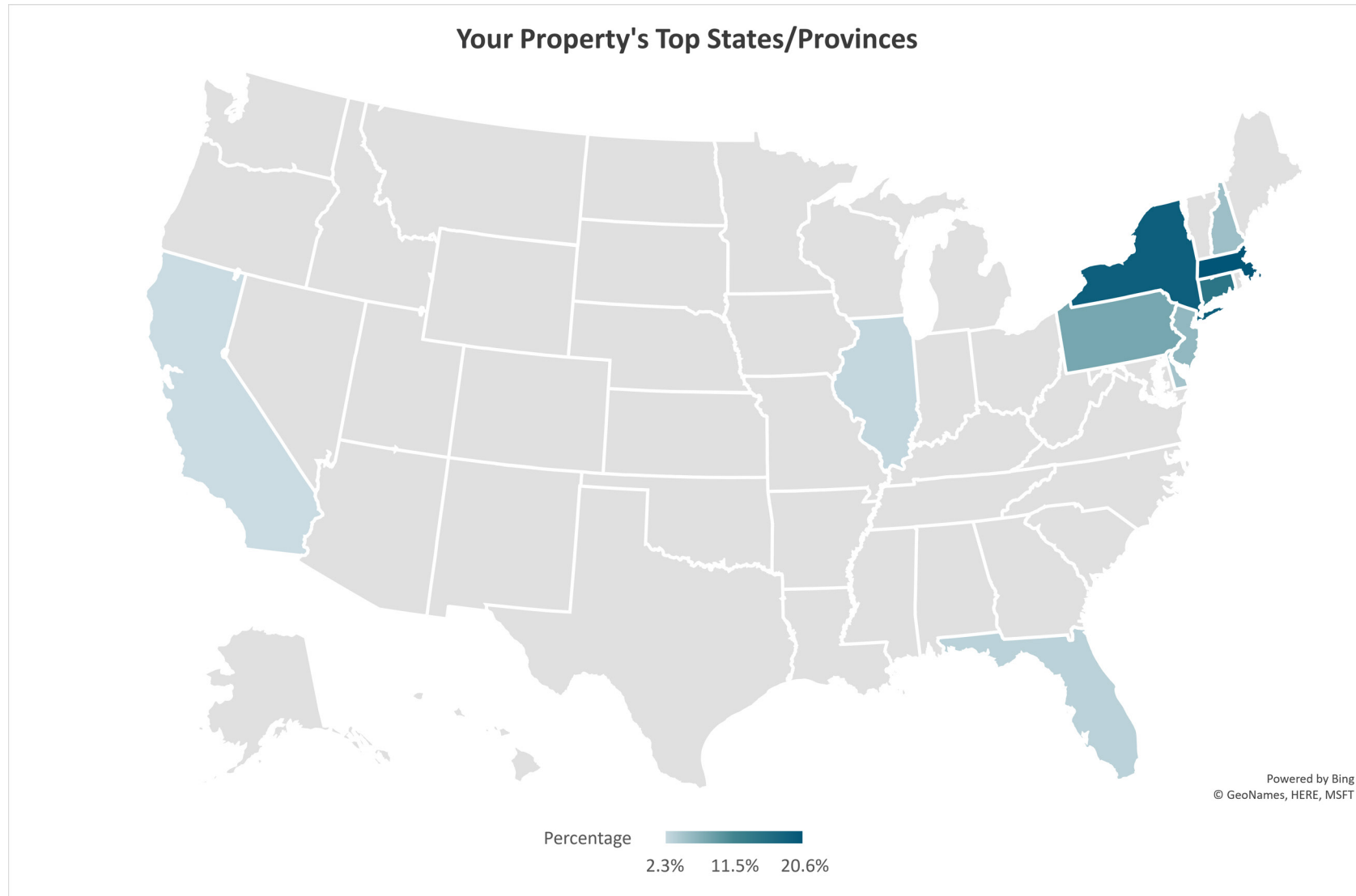
For Arrival Between 07/30/2019 - 02/09/2020



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
			Rank	Rank			Rank					
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

Inntopia's CommerceMetrics Weekly Lodging Analysis

Produced for *Your Property*

Reporting Period as of August 11, 2019

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. $ADR = Total\ Revenue\ Booked / Total\ \#\ of\ Nights\ Booked$ 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: $Total\ Booked\ Nights\ through\ Inntopia\ Commerce / Maximum\ Total\ Available\ Nights\ in\ Inntopia\ Commerce\ Inventory$, 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 $Nightly\ Room\ Rate * Number\ of\ Nights$. Taxes, fees, and ancillary spend are NOT included.
RevPAR	RevPAR	RevPAR is calculated as $Revenue / Total\ Room\ Nights\ Available$.
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.