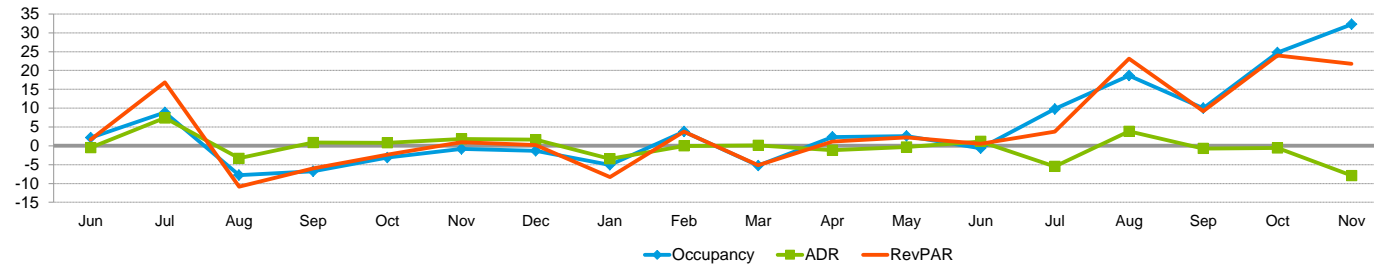


# Tab 2 - Trend Hall County, NE

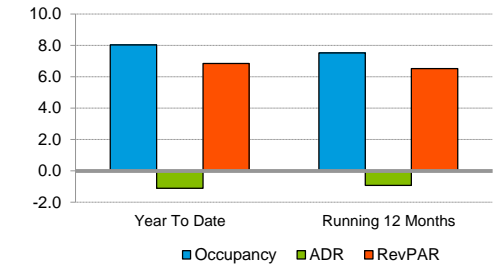
Currency: USD - US Dollar

Grand Island / Hall County CVB  
For the Month of November 2019

## Monthly Percent Change



## Overall Percent Change



Occupancy (%)	2018							2019										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	75.3	64.9	59.2	59.6	44.8	37.7	31.4	31.0	39.4	49.7	49.2	56.6	74.8	71.2	70.2	65.6	55.9	49.8
Last Year	73.7	59.6	64.2	63.9	46.3	38.0	31.8	32.7	38.0	52.4	48.0	55.1	75.3	64.9	59.2	59.6	44.8	37.7
Percent Change	2.2	8.8	-7.8	-6.8	-3.1	-0.8	-1.3	-5.0	3.8	-5.2	2.4	2.6	-0.6	9.8	18.6	10.0	24.7	32.3

Year To Date		
2017	2018	2019
51.0	51.7	55.8
51.4	51.0	51.7
-0.7	1.4	8.0

Running 12 Months		
2017	2018	2019
49.4	50.0	53.8
49.8	49.4	50.0
-0.8	1.2	7.5

ADR	2018							2019										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	95.86	91.81	93.25	101.84	81.19	77.80	76.99	75.33	81.03	85.05	81.98	87.85	96.99	86.80	96.82	101.13	80.72	71.66
Last Year	96.33	85.49	96.46	100.97	80.54	76.40	75.77	78.00	81.04	84.94	82.96	88.12	95.86	91.81	93.25	101.84	81.19	77.80
Percent Change	-0.5	7.4	-3.3	0.9	0.8	1.8	1.6	-3.4	0.0	0.1	-1.2	-0.3	1.2	-5.5	3.8	-0.7	-0.6	-7.9

Year To Date		
2017	2018	2019
87.20	88.54	87.56
84.57	87.20	88.54
3.1	1.5	-1.1

Running 12 Months		
2017	2018	2019
86.61	87.85	87.04
84.04	86.61	87.85
3.1	1.4	-0.9

RevPAR	2018							2019										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	72.16	59.58	55.21	60.70	36.38	29.31	24.18	23.36	31.93	42.23	40.31	49.69	72.54	61.83	67.99	66.31	45.12	35.71
Last Year	70.97	50.97	61.93	64.55	37.26	29.03	24.12	25.47	30.77	44.51	39.85	48.58	72.16	59.58	55.21	60.70	36.38	29.31
Percent Change	1.7	16.9	-10.8	-6.0	-2.3	1.0	0.2	-8.3	3.8	-5.1	1.2	2.3	0.5	3.8	23.2	9.2	24.0	21.8

Year To Date		
2017	2018	2019
44.46	45.76	48.89
43.43	44.46	45.76
2.4	2.9	6.8

Running 12 Months		
2017	2018	2019
42.79	43.92	46.79
41.86	42.79	43.92
2.2	2.7	6.5

Supply	2018							2019										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	56,640	58,528	58,528	56,640	58,528	56,640	58,528	58,528	52,864	58,528	56,640	58,528	56,640	58,156	58,156	56,280	58,156	56,280
Last Year	56,670	58,559	58,559	56,670	58,559	56,670	58,559	58,528	52,864	58,528	56,640	58,528	56,640	58,528	58,528	56,640	58,528	56,640
Percent Change	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	-0.6	-0.6	-0.6	-0.6	-0.6

Year To Date		
2017	2018	2019
630,926	630,592	628,756
601,685	630,926	630,592
4.9	-0.1	-0.3

Running 12 Months		
2017	2018	2019
686,757	689,151	687,284
657,578	686,757	689,151
4.4	0.3	-0.3

Demand	2018							2019										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	42,637	37,981	34,650	33,759	26,227	21,341	18,379	18,147	20,832	29,062	27,853	33,107	42,361	41,424	40,840	36,901	32,506	28,045
Last Year	41,752	34,913	37,596	36,229	27,090	21,532	18,640	19,111	20,072	30,672	27,210	32,268	42,637	37,981	34,650	33,759	26,227	21,341
Percent Change	2.1	8.8	-7.8	-6.8	-3.2	-0.9	-1.4	-5.0	3.8	-5.2	2.4	2.6	-0.6	9.1	17.9	9.3	23.9	31.4

Year To Date		
2017	2018	2019
321,659	325,928	351,078
309,011	321,659	325,928
4.1	1.3	7.7

Running 12 Months		
2017	2018	2019
339,245	344,568	369,457
327,546	339,245	344,568
3.6	1.6	7.2

Revenue	2018							2019										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	4,087,249	3,487,109	3,231,185	3,437,892	2,129,380	1,660,385	1,414,997	1,367,018	1,688,013	2,471,697	2,283,286	2,908,343	4,108,538	3,595,552	3,954,296	3,731,783	2,623,913	2,009,654
Last Year	4,021,860	2,984,882	3,626,343	3,658,024	2,181,750	1,645,087	1,412,292	1,490,667	1,626,685	2,605,264	2,257,219	2,843,470	4,087,249	3,487,109	3,231,185	3,437,892	2,129,380	1,660,385
Percent Change	1.6	16.8	-10.9	-6.0	-2.4	0.9	0.2	-8.3	3.8	-5.1	1.2	2.3	0.5	3.1	22.4	8.5	23.2	21.0

Year To Date		
2017	2018	2019
28,050,248	28,856,506	30,742,093
26,132,588	28,050,248	28,856,506
7.3	2.9	6.5

Running 12 Months		
2017	2018	2019
29,383,649	30,268,798	32,157,090
27,528,042	29,383,649	30,268,798
6.7	3.0	6.2

Census %	2018							2019										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	24	24	24	24	24	24	24	24	24	24	24	24	24	25	25	25	25	25
Census Rooms	1888	1888	1888	1888	1888	1888	1888	1888	1888	1888	1888	1888	1888	1876	1876	1876	1876	1876
% Rooms Participants	78.5	78.5	78.5	78.5	78.5	78.5	78.5	78.5	78.5	78.5	78.5	78.5	78.5	78.4	78.4	78.4	78.4	78.4

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".