

**STEPHENVILLE'S LODGING PERFORMANCE
YEAR END ANNUAL 2023 - 365 DAY PERIOD**

<u>COMPETITIVE MARKET</u>	<u>ROOM COUNT</u>	<u>DAYS IN PERIOD</u>	<u>TOTAL AVAILABLE ROOMS</u>	<u>IF 100% OCCUPANCY FMS(%)</u>	<u>SOURCE STRATEGIES*</u>	<u>ESTIMATED ROOMS SOLD</u>	<u>FAIR MKT SHARE (%)</u>	<u>SOURCE STRATEGIES*</u>	<u>SOURCE STRATEGIES*</u>
					<u>ESTIMATED OCCUPIED ROOMS (%)</u>			<u>ESTIMATED ADR</u>	<u>ESTIMATED REVENUE</u>
STEPHENVILLE	493	365	179,945	15.42%	60.40%	108,687	16.03%	\$101.42	\$11,071,256.00
GRANBURY	650	365	237,250	20.33%	61.40%	145,672	21.49%	\$112.32	\$16,320,818.00
MINERAL WELLS	428	365	156,220	13.39%	55.00%	85,921	12.68%	\$95.65	\$6,959,926.00
GLEN ROSE	515	365	187,975	16.11%	49.70%	93,424	13.78%	\$82.66	\$7,272,586.00
WEATHERFORD	<u>1,111</u>	365	<u>405,515</u>	<u>34.75%</u>	60.20%	<u>244,120</u>	36.02%	\$98.21	\$21,918,923.00
TOTAL ROOMS	<u>3,197</u>	365	<u>1,166,905</u>	<u>100.00%</u>	58.09%	<u>677,823</u>	<u>100.00%</u>	\$93.75	\$63,543,509.00

* STATISTICS PROVIDED BY TEXAS HOTEL PERFORMANCE FACT BOOK SOURCE STRATEGIES.

For the purpose of providing market share data back to the subscribing markets, revenues are typically within 2% of actual.

ADR: Average Daily Rate

FMS: Fair Market Share

Total Available Rooms = (room count X days in period)

IF 100% = (available rooms/total rooms) X 100

Est. Rooms Sold = (available rooms X SS est. occupied room %)

FMS % = (est rooms sold/total rooms) X 100