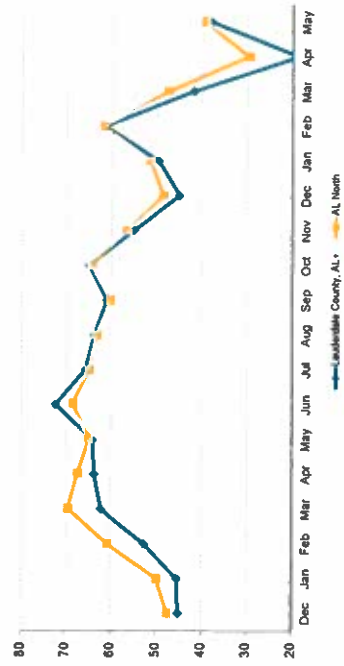
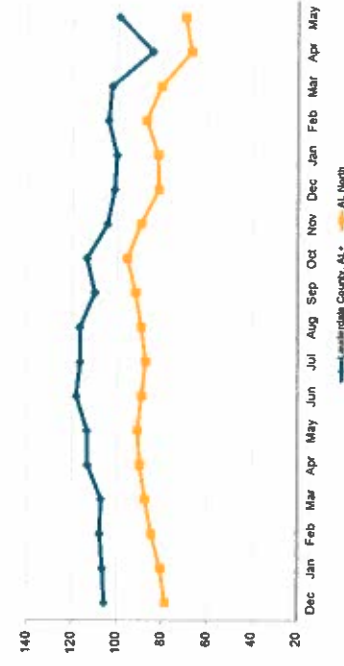


Occupancy Comparison



ADR Comparison



Occupancy (%)

	2019	2020
Lauderdale County, AL+	42	54
AL North	47	54
% Chg	95.3	101.4
Lauderdale County, AL+	-7.0	-0.9
AL North	2.9	5.1

ADR

	2019	2020
Lauderdale County, AL+	101.4	101.4
AL North	89.8	96.4
% Chg	134.6	122.2
Lauderdale County, AL+	1.7	0.0
AL North	2.5	4.6

ROWPAR

	2019	2020
Lauderdale County, AL+	47.58	54.4
AL North	37.13	40.23
% Chg	120.2	120.0
Lauderdale County, AL+	-5.5	0.6
AL North	5.4	13.3

ROWPAR

	2019	2020
Lauderdale County, AL+	106.26	106.26
AL North	78.30	80.80
% Chg	134.6	132.0
Lauderdale County, AL+	1.7	4.9
AL North	2.5	4.9

Occupancy (%)

	2018	2019	2020
Lauderdale County, AL+	62.2	60.8	53.0
AL North	62.2	60.8	53.0
% Chg	105.8	101.4	92.2
Lauderdale County, AL+	0.4	-4.6	-2.2
AL North	3.1	4.5	5.3

ADR

	2018	2019	2020
Lauderdale County, AL+	107.75	107.57	106.25
AL North	83.31	83.50	81.81
% Chg	130.2	128.8	125.0
Lauderdale County, AL+	3.0	2.0	-2.8
AL North	3.3	4.3	-0.6

ROWPAR

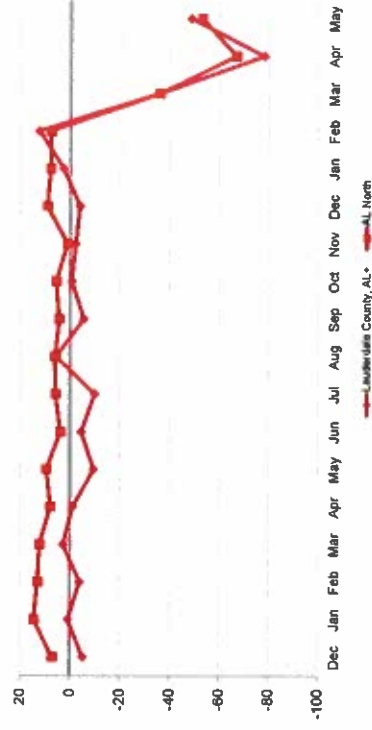
	2018	2019	2020
Lauderdale County, AL+	67.68	65.18	41.64
AL North	49.87	49.87	36.06
% Chg	137.5	130.7	115.5
Lauderdale County, AL+	0.7	0.1	-15.3
AL North	6.4	6.4	8.9

ROWPAR

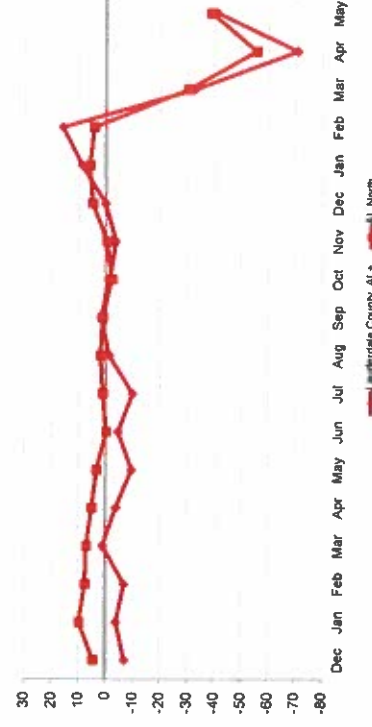
	2018	2019	2020
Lauderdale County, AL+	108.15	108.07	106.25
AL North	83.31	83.50	81.81
% Chg	130.2	128.7	125.0
Lauderdale County, AL+	3.0	2.0	-2.8
AL North	3.3	4.3	-0.6

All data were calculated using the following formula:
 RowPAR = (Occupancy x ADR) / (ROWPAR x 100)
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Revenue Percent Change Comparison



Demand Percent Change Comparison



Supply	2018	2019	2020	Running 12 Month												
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020
Lauderdale County, AL+	26,133	28,133	25,200	25,200	26,133	25,290	26,133	25,290	26,133	25,290	26,133	25,290	26,133	307,695	307,695	307,091
AL North	703,046	698,794	652,072	705,901	686,070	712,287	715,945	692,940	720,564	692,940	715,945	692,940	720,564	8,195,680	8,270,722	8,431,861
% Chg	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.8	3.7	3.8
Demand	2018	2019	2020	Running 12 Month												
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020
Lauderdale County, AL+	11,603	11,871	12,445	10,238	10,238	16,266	17,144	16,657	15,432	16,657	15,432	13,912	11,769	191,495	191,495	182,855
AL North	333,345	348,748	304,486	490,700	490,128	458,454	481,984	453,014	416,990	461,160	461,160	392,087	349,262	4,811,513	5,133,328	4,600,528
% Chg	3.5	3.4	3.2	3.3	3.5	3.6	3.7	3.7	3.7	3.7	3.7	3.5	3.4	4.0	3.9	3.5
Revenue	2018	2019	2020	Running 12 Month												
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020
Lauderdale County, AL+	1,243,611	1,261,371	1,338,435	1,736,103	1,618,226	1,894,284	2,155,874	1,984,654	1,941,022	1,896,868	1,921,861	1,450,808	1,192,543	20,824,995	20,845,141	17,628,970
AL North	26,100,828	26,154,185	32,535,493	42,873,218	41,328,261	41,791,759	41,684,287	40,967,911	40,487,083	38,256,931	44,124,610	35,090,852	28,469,167	401,024,896	442,215,466	386,746,772
% Chg	4.5	4.5	4.1	4.0	4.4	4.5	5.1	4.9	4.8	4.4	4.4	4.1	4.2	5.2	4.7	4.5

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