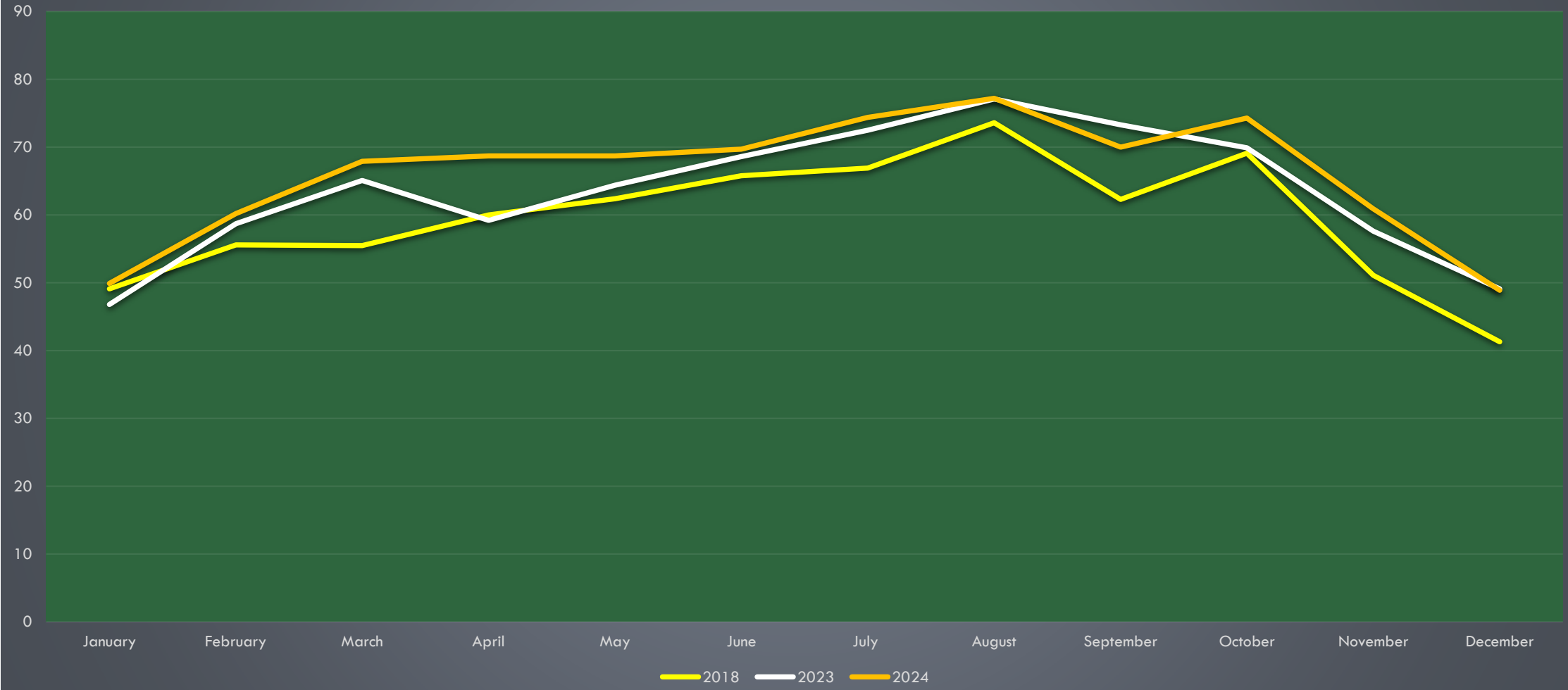


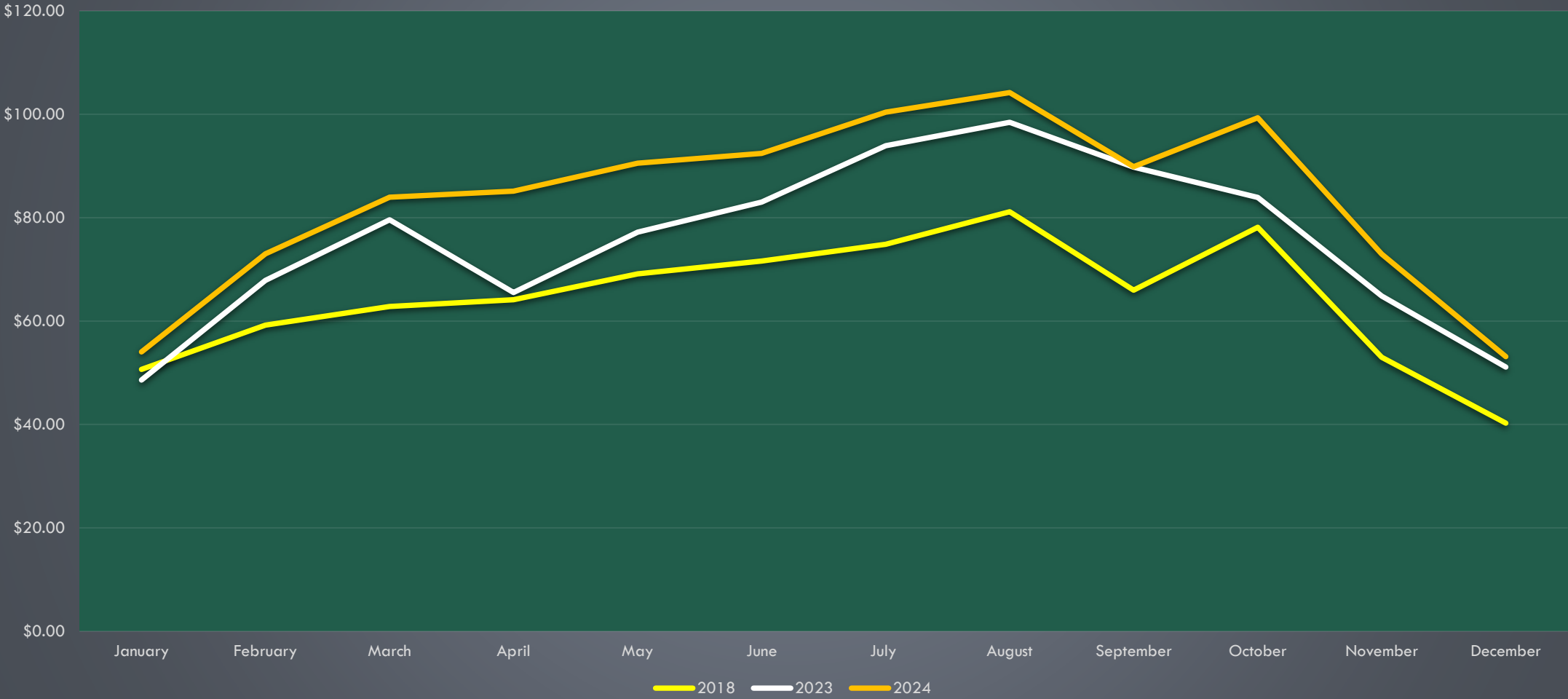


PERSPECTIVE: OCCUPANCY/REVPAR AND OTHER DATA

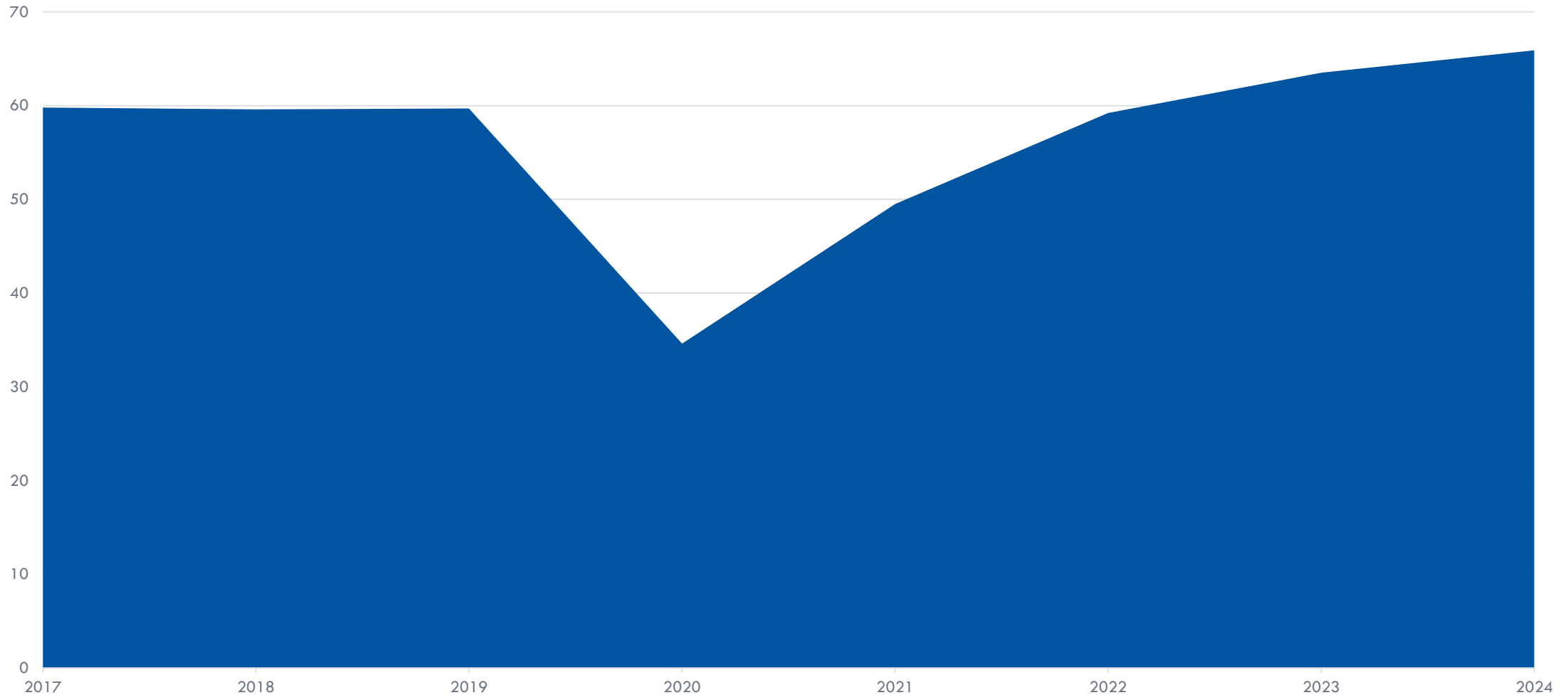
# Occupancy



# REVPAR



## Life of the building Annual Occupancy

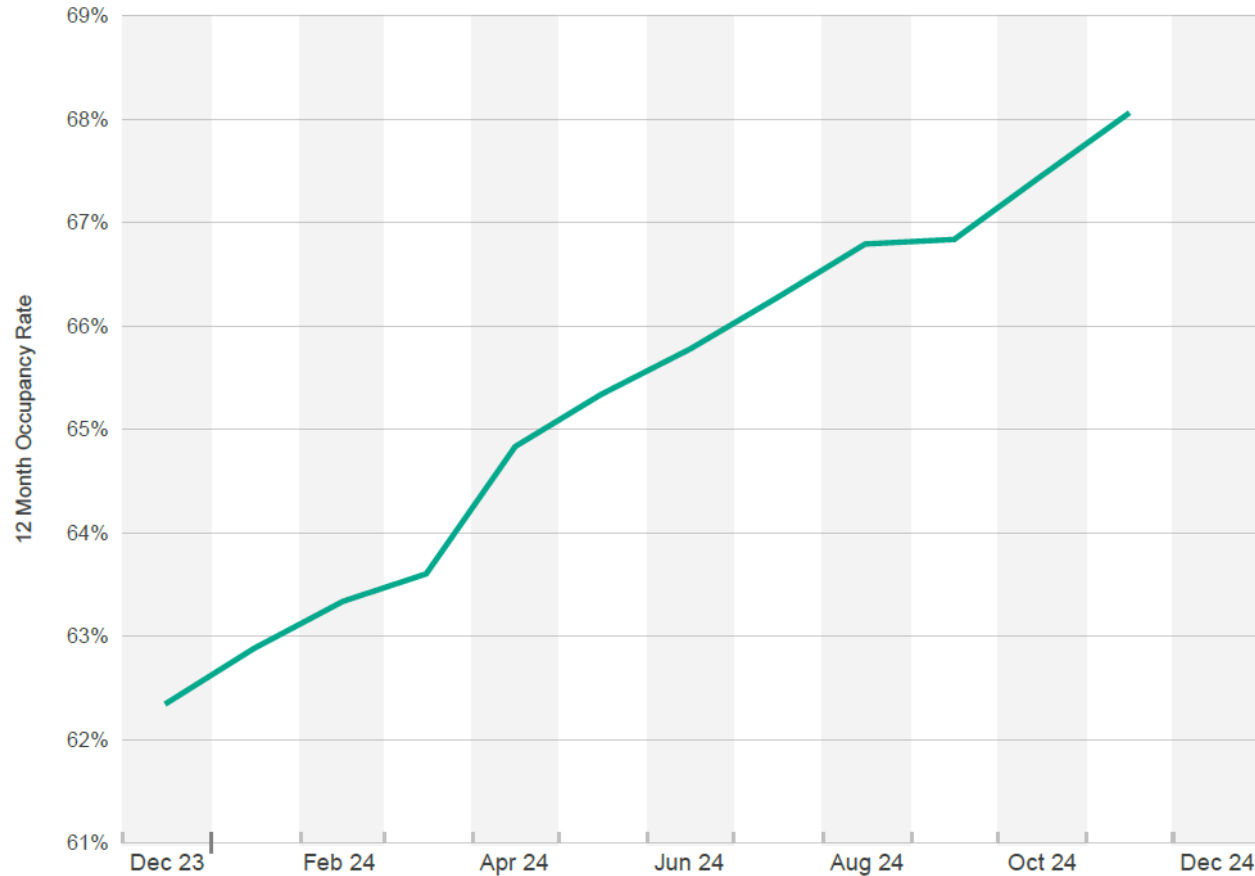


Discover Albany is utilizing additional financial support to offer a more granular look at Occupancy through a new use of STR (CoStar) program. We are currently using the new subscription to review the Downtown Hotels. (Downtown 7)

**DESCRIPTOR FOR THE DOWNTOWN 7 SLIDES:**

Hotel Occupancy, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) for the properties you have selected are comprised of a Weighted Submarket Average. Each hotel in the set is given the performance of the industry segment and weighted by its own rooms supply. This ensures a representative view of the selected hotels' performance while protecting the confidentiality of individual hotel data, while also allowing for grouping of any set of hotels without restriction. All other non-confidential measures are reflective of the exact property set selected.

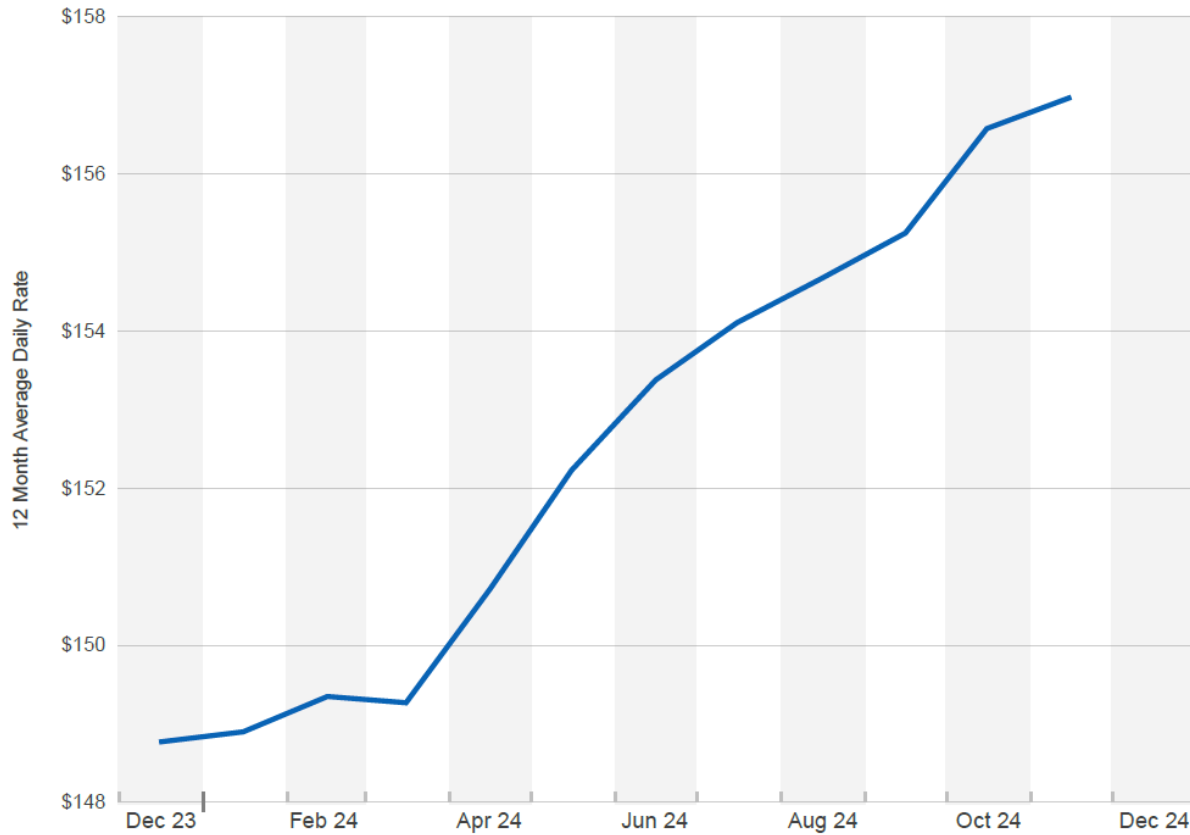
## Occupancy



## Occupancy % for:

- Renaissance
- Hilton Albany
- Fairfield Inn
- Hampton Inn Downtown
- Hyatt Place
- Hilton Garden Inn AMC
- 300 Broadway (Albany Hotel)
  
- 1,077 Rooms

## ADR



## Average Daily Rate:

- Renaissance
- Hilton Albany
- Fairfield Inn
- Hampton Inn Downtown
- Hyatt Place
- Hilton Garden Inn AMC
- 300 Broadway (Albany Hotel)
  
- 1,077 Rooms

Discover Albany is utilizing the ACCA's additional financial support to do a focused prospecting effort with the use of the Subscription **MINT+**. This is a database of meetings/conventions that rotate. Here is the current targeted list of prospects:

| <b>Organization Name</b>   | <b>Attendance</b> | <b>Room Nights</b> |
|--|-------------------|--------------------|
| National Association of College and University Mail Services                       | 125               | 120                |
| National Association of Minature Enthusiasts - Convention                          | 350               | 150                |
| The Nursing Organizations Alliance, Inc. Fall Summit                               | 250               | 150                |
| The American Cannabis Nurses Association - ACNA Meeting                            | 200               | 150                |
| Continental Chess  | 450               | 194                |
| Magna Publications - Leadership in Higher Education Conference                     | 400               | 222                |
| American Folklore Society - AFS Annual Meeting                                     | 500               | 230                |
| NASPA, Student Affairs Administrators in Higher Education - Region 1 Conference    | 600               | 238                |
| Property and Liability Resource Bureau - Eastern PLRB Regional Adjuster Conference | 350               | 245                |
| American Academy of Orthopaedic Manual Physical Therapists                         | 700               | 300                |
| National Trust for Historic Preservation - National Preservation Conference        | 650               | 350                |
| National Association for Campus Activities - NACA Northeast Regional Meeting       | 1000              | 380                |
| Boys and Girls Club of America - Northeast Leadership Conference                   | 400               | 425                |