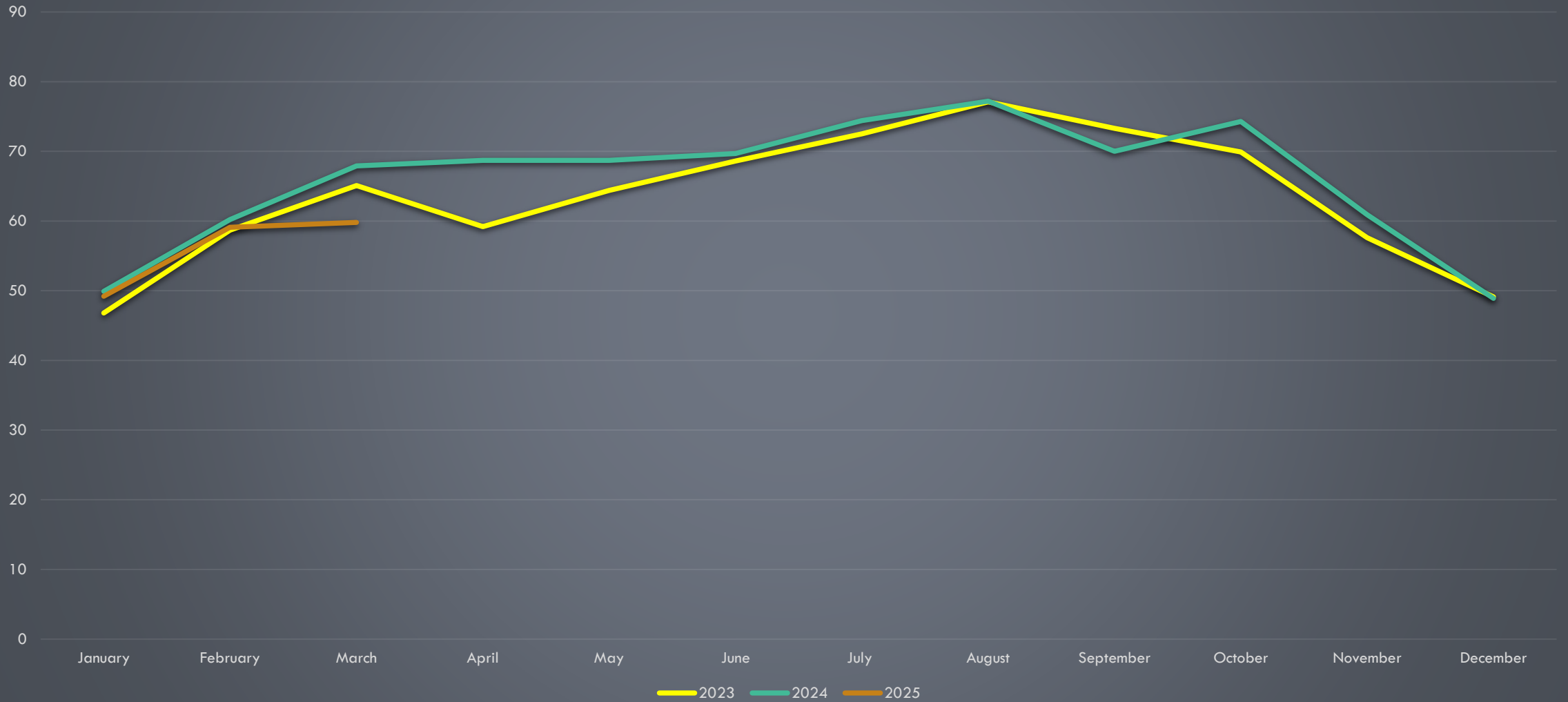


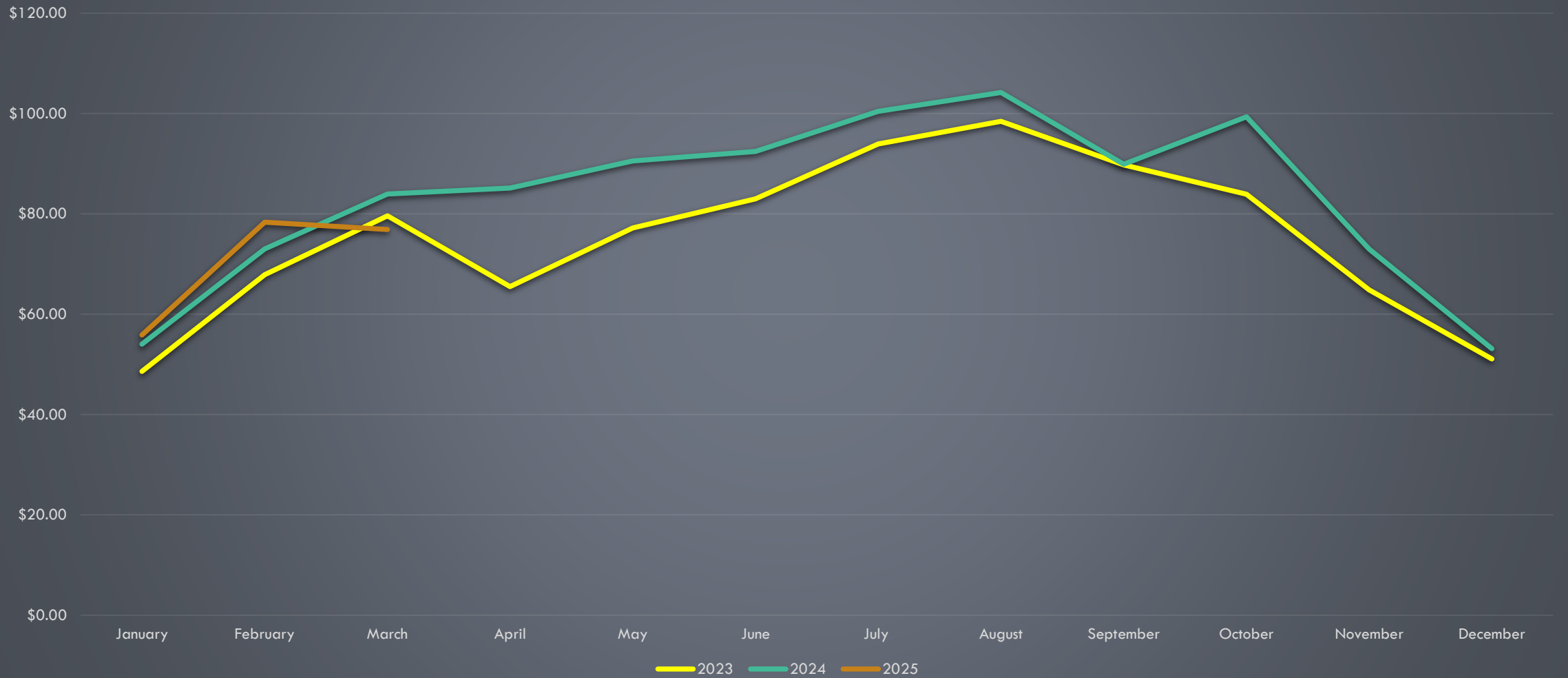


PERSPECTIVE: OCCUPANCY/REVPAR AND OTHER DATA

Occupancy



RevPar

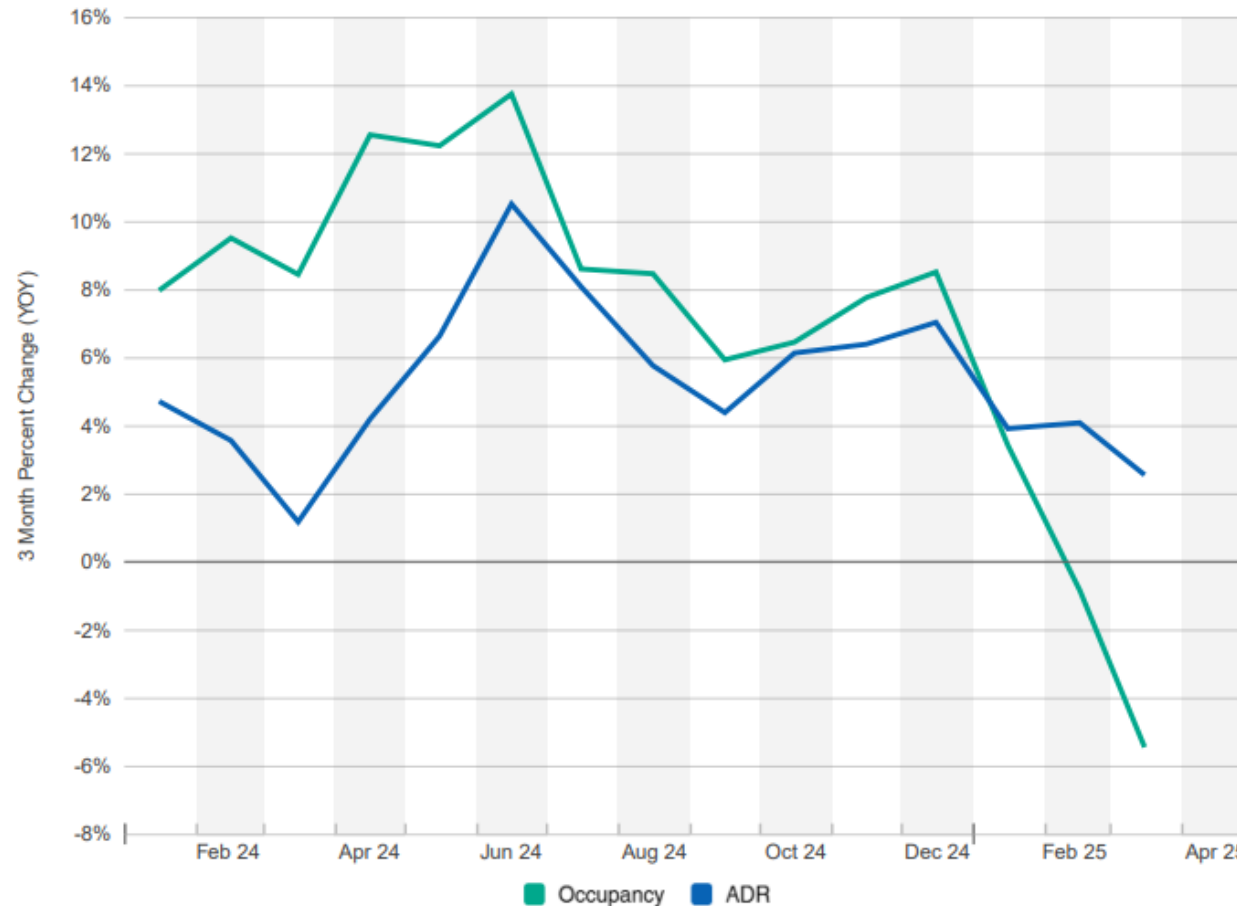


Discover Albany is utilizing additional financial support to offer a more granular look at Occupancy through a new use of STR (CoStar) program. We are currently using the new subscription to review the Downtown Hotels. (Downtown 7)

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.

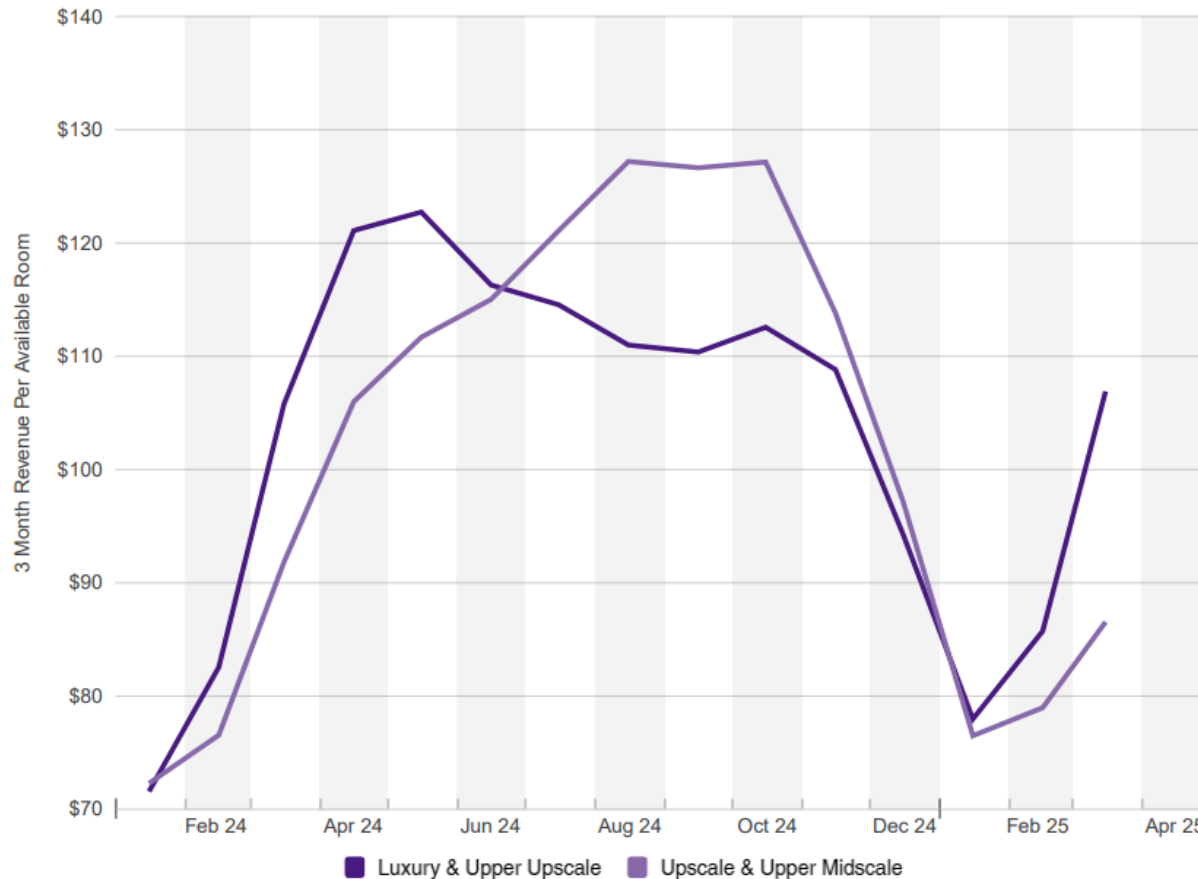
Occupancy & ADR Change



Occupancy/ADR for:

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

RevPAR By Class



RevPar By Class:

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

Lost Business

Lead Name	Meeting Start Date	Room Attendees	Room Nights	Lost Reason	Lost Note
2027 American Jump Rope National Championship	6/1/2027	1,500	1,160	13) Other	No interest from any facilities
2026 ESAAL 45th Annual Conference & Trade Show	4/26/2026	250	460	12) Board preference/internal politics.	Turning Stone
2027 National Collegiate Wrestling Championship	3/22/2027	4,000	2,340	13) Other	Going with Frisco TX who is providing more financial incentives and 120 comp rooms
2026 Building Thinking Classrooms Conference	6/6/2026	1,300	2,000	12) Board preference/internal politics.	New Haven CT
2026 Assessment Collaborative	8/4/2026	700	435	13) Other	Client failed to decide
2025 Royal Events Cheer & Dance Championship	12/12/2025	3,000	290	13) Other "4) Dates not available at convention center.	"the ceiling heights just won't work for us. We need a minimum of 22 feet for performance area and 18 feet for our practice area"
2027 Women's Basketball Invitation Tournament (WBIT)	3/27/2027	7,500	665	13) Other	MVP Arena elected to not bid after further discussions on seating with NCAA, UAlbany too small to host event
2028 Science Teachers Association of NYS Annual Conference	11/3/2028	700	1,230	13) Other	Albany Spaces Too Small
2029 Science Teachers Association of NYS Annual Conference	11/2/2029	700	1,230	13) Other	Albany Spaces Too Small
2030 Science Teachers Association of NYS Annual Conference	11/1/2030	700	1,230	13) Other	Albany Spaces Too Small
2031 Science Teachers Association of NYS Annual Conference	11/7/2031	700	1,230	13) Other	Albany Spaces Too Small

Lost Business

Lead Name	Meeting Start Date	Room Attendees	Room Nights	Lost Reason	Lost Note
2028 ARSL Annual Conference	9/13/2028	1,000	1,800	3) Lack of hotel interest.	We fell 270 guest rooms short of the client's needs.
2026 USA Powerlifting Raw Nationals	6/8/2026	3,200	1,695	13) Other	ESPCS and ACC not interested
2027 USA Powerlifting Raw Nationals	6/1/2027	3,200	1,825	13) Other	ESPCS and ACC not interested
2027 USA Powerlifting Collegiate Nationals	4/6/2027	3,200	1,800	13) Other	ESPCS and ACC not interested
USA Gymnastics 2027 Development Program National Championship	5/11/2027	6,500	4,357	13) Other	No venue expressed interest
2026 Trampoline & Tumbling Stars & Stripes Championships	7/9/2026	1,000	815	13) Other	No venue expressed interest
2027 Winter Cup	2/23/2027	2,200	1,510	13) Other	No venue expressed interest
2026 and beyond National Collegiate Boxing Association Championships	4/10/2025	1,000	300	13) Other	Wanted financial assistance that DA was unable to provide
Aspire-CEC 2025	7/16/2025	1,200	893	1) Dates not available at hotels. 5) Convention center costs too high.	The dates that were available for the ACC were not available in our hotels.
2028 Gymnastics City USA	6/3/2028	0	11,890	5) Convention center costs too high.	Financial Support too great.
2028 U.S. Gymnastics Championships	5/21/2028	14,000	1,580	5) Convention center costs too high.	Financial Support too great.