

INN AT THE CONVENTION CENTER HOTEL
Prosper Portland - Request for Proposal #17-04
Attachment D - Market Segment History
Actuals FY 13/14 thru FY 16/17 with forecast for FY 17/18

Updated : 07/20/2017

Market Segment	ACTUALS												FORECAST					
	FY 13/14			FY 14/15			FY 15/16			FY 16/17 Thru May 31, 2017			FY 16/17 (full year)			FY 17/18		
	# of Rooms	Rev	ADR	# of Rooms	Rev	ADR	# of Rooms	Rev	ADR	# of Rooms	Rev	ADR	# of Rooms	Rev	ADR	# of Rooms	Rev	ADR
Rack	15	\$ 1,275	\$ 85.00	9	\$ 921	\$ 102.28	19	\$ 1,939	\$ 102.07	18	\$ 2,344	\$ 130.22	18	\$ 2,344	\$ 130.22	35	\$ 4,645	\$ 132.71
Corporate	31	4,887	157.65	102	9,258	90.76	97	8,234	84.89	86	7,020	81.63	89	7,335	82.42	75	7,175	95.67
Preferred Corporate	501	21,607	43.13	791	44,634	56.43	695	51,442	74.02	402	30,540	75.97	432	31,490	72.89	410	34,100	83.17
Government	195	12,028	61.68	305	25,037	82.09	286	25,976	90.83	106	10,082	95.11	114	10,602	93.00	360	35,640	99.00
Discount (ARRP, AAA)	795	48,677	61.23	221	11,542	52.23	339	22,043	65.02	348	21,337	61.31	355	21,392	60.26	395	30,325	76.77
Internet	10,201	652,798	63.99	11,366	970,724	85.41	12,644	1,211,382	95.81	14,134	1,474,109	104.30	14,085	1,461,512	103.76	10,875	1,144,300	105.22
ICC Website	120	11,353	94.61	1,929	190,730	98.87	1,896	207,063	109.21	1,657	198,673	119.90	1,685	200,599	119.05	2,090	238,450	114.09
Transient Leisure	7,485	486,664	65.02	7,168	571,822	79.77	5,542	517,535	93.38	4,562	461,878	101.24	4,734	485,294	102.51	5,885	672,225	114.23
Comps	4	-	-	2	-	-	-	-	#DIV/0!	-	-	#DIV/0!	1	-	-	-	-	#DIV/0!
No. Shows	-	13,455	#DIV/0!	-	13,127	#DIV/0!	-	13,056	#DIV/0!	-	12,091	#DIV/0!	-	10,115	#DIV/0!	-	13,150	#DIV/0!
Groups	402	31,275	77.80	1,255	107,831	85.92	3,475	381,405	109.76	1,588	182,586	114.98	1,349	156,788	116.23	3,161	375,165	118.69
Total	19,749	\$ 1,284,018	\$ 65.02	23,148	\$ 1,945,625	\$ 84.05	24,993	\$ 2,440,076	\$ 97.63	22,901	\$ 2,400,659	\$ 104.83	22,862	\$ 2,387,471	\$ 104.43	23,286	\$ 2,555,175	\$ 109.73

Fiscal Year July 1 to June 30
Updated 7-20-17 with actuals for entire FY 16/17