

# Holdrege, NE

## Market Feasibility Study

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# Introduction

The following Comprehensive Market Feasibility Study Report will review the potential development of a hotel in Holdrege, NE. At the time of this report, the style, type, and size of hotel determined would be approximately 40 guestrooms.

Core Distinction Group LLC (CDG) has been engaged to provide this Comprehensive Market Feasibility Study Report for the Holdrege, Nebraska market area. This Market Study provides an overview of information concerning the market area and the factors that would affect the possible development of a hotel facility in this community. This document is written in a format that highlights key information and offers a preliminary indication of this market's ability to support potential hotel development.

This consultant from Core Distinction Group LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. Comprehensive research was performed and reviewed regarding the community's economic indicators, competitive lodging supply, and lodging demand generators. CDG performed field research to determine the relationship between the community and potential developed facility's lodging supply competitors and its lodging demand generators. Economic indicators were studied to determine the stability and future growth potential of the general market. The research was conducted as a macro and micro market analysis of the Holdrege and the areas immediately surrounding area to determine their viability to support the potential of a hotel development.

This report will present projections for stabilized hotel operation based upon current operating performance in the market area. Occupancy, Average Daily Room Rate, and Sales Revenue projections for the hotel were based upon a detailed review of the field research data. Also, recommendations as to the property type, suggested property size, services, and amenities were included. These projections and recommendations were based upon the market demand research for a potential lodging facility.

This Market Study report provides statistical support and highlighted narrative's to support the conclusions regarding the market and its ability to support potential hotel development. This report should be acceptable for external investing purposes. Core Distinction Group LLC will be available to answer any questions related to this Market Feasibility Study Report.

# Executive Summary

## Property Recommendations

**The Property Type** recommended for the potential development of a hotel is a midscale hotel. This would reflect the research performed in the Community Overview Market Study. Also, this type of hotel would allow the property to be positioned properly at the subject site and would best match the demographics of the competitive set and future Lodging Demand market in the area. It is anticipated that a new, midscale branded hotel would capture displaced Lodging Demand currently staying in markets surrounding Holdrege, NE. Additionally, the newness of the hotel should be well received in the marketplace. Its location will be ideal to serve Holdrege and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

**The property size** of this midscale hotel was researched to be 40 rooms in this preliminary Market Feasibility Study. This would position it to be smaller than the 80 average room size of the competitive set in Kearney, NE yet comparable in size to the current competitive lodging options available in Holdrege, NE. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Occupancy Performance.

**Rate positioning**, for a midscale hotel in this market will be present throughout the year. This rate competition will be dictated by the rate structure of the hotels in the immediate area. With proper rate positioning the hotel should achieve a yield to the immediate market of 130% which is above average and would assist in mitigating any rate sensitivity. Pricing would be comparable to rates offered at the newest lodging option in Holdrege, NE. The developed hotel in this market should mirror the rates of the upper midscale and midscale branded hotels in Kearney or within a \$20 rate comparison.

**Property features, amenities, and services** of the hotel should satisfy the market it is attempting to attract. Standard features and amenities required by the franchise/brand chosen for the proposed hotel should include:

*\* Fitness Center and Guest Laundry Facilities recommended to meet the needs of long term stay guests and market economic demand generators.*

*\* Pool and Spa to stay competitive in the market*

*\* Hot Breakfast to meet the needs of today's traveler*

*\* Microwaves and Refrigerators to meet the needs of today's traveler*

*\* Bar/Lounge to meet the needs of today's traveler both leisure and corporate*

*\* Extended Stay Guestrooms for long term market demand*

*\* Meeting Room for up to 50 people*

Some special features may be required to attract identified target markets.

**The recommended Sleeping Room Configuration** should be compatible with the overall Market Segmentation of the area. Since the property's demand appears to be primarily corporate training business the property should offer a larger selection of King bedded rooms at 60% with a lesser percentage of double queen-bedded rooms. 10% or 4-6 guestrooms available with extended stay features would be recommended as there is indication in this market for long term stays.

**Economic Impact Potential:** There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all rooms revenues, meeting room revenue, as well as vending/bar revenue. Additionally, payroll paid out to employees hired at the hotel. On Average, this size property will create 5-7 full time jobs, part-time employment varies by hotel need and hiring practices. Taxes which include all sales taxes collected on hotel revenue, as well as all payroll related taxes collected from full-time hotel employees and temporary construction workers. Local governments will also collect new property taxes from the operation of the hotel. Indirect Impact includes all jobs and income generated by businesses that supply goods and services to the hotel. A few examples of businesses that will indirectly benefit from the development of a hotel include suppliers of rooms related goods (housekeeping supplies, room amenities, etc.), telecommunication vendors (internet, cable, etc.), utility companies, food and beverage suppliers, and other hotel related vendors. The potential of this development would additionally provide another lodging option for the manufacturing businesses in the market.

# General Market Overview

## General Market Location

The general market for this hotel is Holdrege, Nebraska. However, this market is broader than just Holdrege and includes areas within Phelps County.

Holdrege, NE is located in southcentral Nebraska, surrounded by several smaller communities within short driving distance. These cities offer a variety of local support for retail, dining options, and community. Nearest city with pop. 50,000+: Lincoln, NE (159.3 miles, pop. 225,581). Nearest city with pop. 1,000,000+: Dallas, TX (640.7 miles, pop. 1,188,580).



# Economic Overview

*This section describes the preliminary general economic conditions observed in this area through various research sources.*

## Population

Holdrege is a city in Phelps County, Nebraska, United States. The population was 5,495 at the 2010 census. It is the county seat of Phelps County.

Phelps County 2010 Census Data (Including 2014)	
Population, 2014 estimate	9,187
Population, 2013 estimate	9,197
Population, 2010 (April 1) estimates base	9,188
Population, percent change - April 1, 2010 to July 1, 2014	-
Population, percent change - April 1, 2010 to July 1, 2013	0.1%
Population, 2010	9,188
Persons under 5 years, percent, 2013	7.1%
Persons under 18 years, percent, 2013	24.6%
Persons 65 years and over, percent, 2013	19.5%
Female persons, percent, 2013	50.6%
White alone, percent, 2013 (a)	97.6%
Black or African American alone, percent, 2013 (a)	0.5%
American Indian and Alaska Native alone, percent, 2013 (a)	0.6%
Asian alone, percent, 2013 (a)	0.3%
Native Hawaiian and Other Pacific Islander alone, percent, 2013 (a)	-
Two or More Races, percent, 2013	1.0%
Hispanic or Latino, percent, 2013 (b)	5.1%
White alone, not Hispanic or Latino, percent, 2013	93.1%
Living in same house 1 year & over, percent, 2009-2013	87.1%
Foreign born persons, percent, 2009-2013	1.9%
Language other than English spoken at home, pct. age 5+, 2009-2013	3.4%
High school graduate or higher, percent of persons age 25+, 2009-2013	94.2%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	21.7%
Mean travel time to work (minutes), workers age 16+, 2009-2013	14.1

Source: US Census Bureau

## Effective Buying Income

Households by Income	2013
Median Household Income	\$43,221
Mean Income	\$61,171
<\$10,000	4.6%
\$10,000-\$14,999	5.9%
\$15,000-\$24,999	15.2%
\$25,000-\$34,999	14.0%
\$35,000-\$49,999	15.8%
\$50,000-\$74,999	18.4%
\$75,000-\$99,999	12.1%
\$100,000-\$149,999	8.4%
\$150,000-\$199,999	2.9%
\$200,000+	2.7%

**Source:** U.S. Census Bureau, 2009-2013 5-Year American Community Survey



## Retail Market Place Opportunity Gap - Merchandise Lines

### Holdrege, NE Opportunity GAP

Merchandise Lines	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Women's, Juniors' & Misses' Wear	3,759,410	2,263,159	1,496,251
Jewelry	1,617,098	390,486	1,226,612
Footwear	1,713,149	985,345	727,804
RVs, Campers, Camping & Travel Trailers	1,570,099	873,417	696,682
Men's Wear	2,314,627	1,646,597	668,030
Books	1,601,649	961,712	639,937
Curtains, Draperies, Blinds, Slipcovers, Etc.	1,175,416	601,034	574,382
Furniture & Sleep Equipment	2,14,09	1,529,065	484,944
Children's Wear	1,947,855	1,467,555	480,300
Sporting Goods	1,129,165	720,757	408,408
Kitchenware & Home Furnishings	2,038,005	1,676,140	361,865
Soaps, Detergents & Household Cleaners	287,249	139,650	147,599
Paint & Sundries	197,334	88,036	109,298
Lawn/Garden/Farm Equipment/Supplies	1,282,289	1,186,885	95,404
Sewing, Knitting & Needlework Goods	229,377	137,750	91,627
Major Household Appliances	674,284	593,316	80,968
Small Electric Appliances	225,120	153,781	71,339
Alcoholic Drinks	361,543	317,547	43,996
Automotive Lubricants	167,202	157,317	9,885
Meals & Snacks	9,215,536	9,207,327	8,209

\* Nielsen's RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey, or CEX), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

\*\* The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that merchandise line; when the difference is negative (supply is greater than demand), there is a surplus.

## Workforce/Employment Distribution

Employment leaders in the immediate Holdrege, NE area include: Healthcare & Social Assistance, Manufacturing, Retail Trade, and Educational Services.

by NAICS Codes	Percent
Health Care and Social Assistance	17.29%
Manufacturing	10.51%
Retail Trade	9.87%
Educational Services	9.02%
Construction	6.63%
Agriculture, Forestry, Fishing, and Hunting	6.59%
Administrative, Support, and Waste Management Services	5.74%
Other Services, except Public Administration	5.70%
Transportation & Warehousing	4.06%
Finance and Insurance	3.87%
Utilities	3.76%
Professional, Scientific, and Technical Services	3.35%
Public Administration	3.28%
Wholesale Trade	2.87%
Accommodations and Food Services	2.87%
Information	2.76%
Real Estate, Rental, and Leasing	1.38%
Mining, Quarrying, and Oil/Gas Extraction	0.26%
Arts, Entertainment, and Recreation	0.19%

**Source:** U.S. Census Bureau, 2009-2013 5-Year American Community Survey

## Largest Employers in Holdrege, NE:

Business	Service Sector	Employees
1. Becton-Dickinson	Manufacturing	534
2. LandMark Implement, Inc.	Farm Machinery Wholesaler	227
3. Phelps Memorial Health Center	Health Services	220
4. IES Commercial & Industrial	Electrical Contractor	215
5. CHS Agri Services	Grain Warehousing and Storage	200
6. Allmand Brothers, Inc.	Manufacturing	177
7. Holdrege Public Schools	Education	168
8. Holdrege Memorial Homes	Health Services	150
9. Christian Homes Care Community	Health Services	130
10. Central Nebraska Public Power & Irrigation District	Utilities	102

**Source:** Nebraska Community "Fast Facts" Profile - Holdrege, NE

## Unemployment

Since 2005 the unemployment rate in Holdrege, Nebraska has ranged from 1.8% in December 2007 to 4.5% in January 2010. The current unemployment rate for Holdrege is 2.2% in March 2015.

## Labor Supply / Wage Pressures

The labor supply is felt to be below average to support a hotel development. The hotel could draw employment from the broad geographic area of Phelps County or entice commuting community members to stay closer to home for work rather than commuting to cities outside Holdrege, NE. The unemployment levels in the county could place limitations on labor supply needed for this build. Wage pressures were also reported to be a concern in attracting Service employees for a hotel.

## Eating and Drinking Places

4th Avenue Coffee	Gourmet House Chinese Restaurant	Sonic Drive-In
Aviator Lounge	Holdrege Country Club	Speak-Easy
Casey's	La Hacienda	Subway
Country Cookin'	Little Caesar's	Taco John's
Cozy Inn Café	McDonald's	Taste of Texas BBQ
Dairy Queen	Pizza Hut	The Loft
East Avenue Pub	Runza Restaurant	
El Agave	Sail Inn Lounge	

## Major Highways Phelps County

 U.S Highway 6	 U.S Highway 183
 U.S Highway 34	 Nebraska Highway 23

## Air Transportation

**Brewster Field Airport** (Approximately 2 miles east of Holdrege) supports many aviation requirements in this area. It serves as a regional facility that is often used by medical, agricultural and commercial organizations to meet the needs of Phelps and surrounding counties.

**The closest major airport** to Holdrege, Nebraska is Kearney Regional Airport (EAR / KEAR). This airport is in Kearney, Nebraska and is 41 miles from the center of Holdrege, NE.

# Lodging Demand

*This section of the report is a brief overview of the Lodging Demand highlights identified in this market.*

Market Segmentation Projection for Holdrege, NE are as follows:

<b>Negotiated</b>	<b>75%</b>
Manufacturing	40%
Construction	15%
Healthcare	10%
Education	10%
<b>Transient Leisure</b>	<b>10%</b>
<b>Social Leisure</b>	<b>15%</b>
<b>TOTAL</b>	<b>100%</b>

*Source: Core Distinction Group LLC*

Identifying which segments have the potential to produce 80 percent of your hotel's revenue is imperative to the success of developing these segments to ensure hotel is achieving fair market share. This starts with understanding the market in which any given hotel operates. A fundamental understanding of the competitive environment, key economic drivers and historical trends are essential to understanding which market segments are relevant. The main market segment is Manufacturing. At this time, the proposed hotel should experience the same Market Segmentation as the overall market. The proposed hotel in Holdrege, NE would be the newest hotel in the immediate regional area and would be positioned to serve a wide variety of Lodging Demand. Also, as a proposed midscale hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand identified for this market.

### Seasonality of Lodging Demand

A Seasonality of Lodging Demand analysis was performed. This demand analysis is based on general observations of the surrounding market area and the overall Nebraska market area.

1st Quarter (Jan-Mar)	January	February	March
Lodging Rooms Available	1,240	1,120	1,240
Lodging Occupancy %	48%	55%	70%
Total Occ. Rooms	595	616	868
Average Daily Rate	86.15	92.56	95.53
Total Revenue	\$51,276	\$57,017	\$82,920
2nd Quarter (Apr-June)	April	May	June
Lodging Rooms Available	1,200	1,240	1,200
Lodging Occupancy %	65%	70%	80%
Total Occ. Rooms	780	868	960
Average Daily Rate	94.20	98.12	99.78
Total Revenue	\$73,476	\$85,168	\$95,789
3rd Quarter (July-Sept)	July	August	September
Lodging Rooms Available	1,240	1,240	1,200
Lodging Occupancy %	80%	75%	70%
Total Occ. Rooms	992	930	840
Average Daily Rate	100.64	97.52	96.84
Total Revenue	\$99,835	\$90,694	\$81,346
4th Quarter (Oct-Dec)	October	November	December
Lodging Rooms Available	1,240	1,200	1,240
Lodging Occupancy %	65%	50%	45%
Total Occ. Rooms	806	600	558
Average Daily Rate	92.73	89.68	87.23
Total Revenue	\$74,740	\$53,808	\$48,674

TOTAL
14,600
64.5%
9,413
\$95.05
\$894,743

Source: Core Distinction Group LLC

It should be noted that the above projections are considered to be forecasted for the first full year open. Consideration for a ramp up period at a minimum of 90 to 180 days is typical for new hotel development. It should be noted that projections shown in any forward reaching proforma will indicate a first partial year ramp up period for comparison and budget planning. The opening of this potential hotel development should be in timing up to 90 days prior to peak season to ensure highest potential profitability in year 1. A minimum of \$150k would be factored into the total project cost under working capital to offset this first year ramp up period loss potential. The majority of the hotels used in this seasonality analysis are from outside of Holdrege, NE in the neighboring market of Kearney, NE. The market's demand patterns appear above average at the time of this report.

### **Rate Sensitivity**

This market appears to have average rate sensitivity. Traditionally, the social/leisure market will be more rate sensitive than the corporate/commercial markets. This pattern should be represented in the Holdrege Market. There may be additional ADR (Average Daily Rate) opportunities due to higher anticipated occupancies with negotiated business in the market allowing for the remaining inventory of rooms to sell at a higher ADR due to limited supply. Traditionally social/leisure/group rates will be discounted on weekends with special rates and packages for 10 or more guestrooms utilized. At this location a group may also be considered as 5 or more guestrooms utilized for a period of time.

### **Feeder Markets**

The Feeder Markets for this hotel will be regional and local. Social/Leisure feeder markets tend to be generated from the region as indicated in our research from south and west of Holdrege, NE. Typical Corporate/Commercial market segments tend to be more national or international, there is indication in this market that this type of business is present through local employers.

### **Unaccommodated Lodging Demand**

Unaccommodated Lodging Demand does appear to be in Holdrege, NE due to lack of available lodging in town. A secondary definition of Unaccommodated Lodging Demand is demand by consumers desiring to stay in other markets but having to stay in Holdrege or other surrounding markets due to lack of Lodging Supply in the primary market desired, this does appear to be the case in Holdrege, NE as well with overflow from communities to the south and west of the community.

# Events and Attractions

(The events/attractions listed below are demand generators for leisure transient business)

<b>February:</b>	Holdrege Water Conference - February 3, 2015
<b>March:</b>	Community Celebration Benefit - March 18, 2015
<b>June:</b>	Swedish Days - June 19 & 20, 2015; 43rd Army Band's 2015 Summer Concert Tour - June 23, 2015
<b>July:</b>	Annual Fireworks Display - July 3, 2015; Phelps County Fair - July 26 thru 30, 2015
<b>Misc.:</b>	Birding - Nearly 500,000 Sandhill cranes gather each year from late Feb through early Apr along the Platte River Valley.

**The Nebraska Prairie Museum** features extensive collections of prairie history including home and business period rooms, numerous collections and antique cars, farm machinery and tools. A detailed interpretive center displays memorabilia of the original WW II American POW Camp Atlanta which was located near Atlanta. Also on display is a gallery of paintings and illustrations completed by artist Thomas F. Naegele while working as an interpreter at the camp. Out buildings include a Lutheran Church, one room school house, early farm house, POW guard tower, and windmill. The museum is also home to the Phelps County Historical Society, Holdrege Area Genealogical Society, and the National Sod House Society. A genealogical library is available for research.

**Holdrege Country Club's** front and back nines represent two different styles of design. The front nine has water hazards coming into play on seven holes, plus a lot of sand bunkers. The front nine fairways are tree-lined. The back nine is a links-type design with large greens and open fairways. However, water only comes into play on two holes. Jeff Brauer designed the back nine, which was added in 1985. A full bar, restaurant and snack bar are also available.

**The City of Holdrege pool**, located at the edge of South Park at 2nd Avenue and Blaine Street, is a popular destination in the summer months. The pool is Olympic-size and heated with separated diving, wading, and waterslide sections.

**North Park** - Enjoy the North Park Lake for fishing or just a casual walk around the park's trail. There are playground facilities for children, tennis courts, and lots of open green space to play Frisbee or football or any other form of catch! The "Promise of the Prairie" statue, sculpted by native son George Lundeen, is located on the walking trail. An arboretum borders the east side of the lake. In 2015 the park added the newest attractions to the park, a Splash Pad.

**South Park** - The South Park offers many of the amenities of North Park, minus the lake! Instead, South Park borders the city-run swimming pool. The park also has a walking trail, playground facilities, and tennis courts as well as a regulation Frisbee golf course. Picnic shelters and lots of shade make this park a great place for family get-togethers.

**Lake Seldom** is located on the south edge of Holdrege, adjacent to Highway 183. The overall goal for Lake Seldom is to enhance wildlife habitat for migratory birds and other wildlife and develop compatible recreational and educational opportunities for the people of Holdrege and Phelps County. Lake Seldom wetland was hydrologically restored in 1998 utilizing federal and state funds, including a \$38,000 contribution from the Nebraska Environmental Trust. After the wetland was restored, the Nature conservancy purchased the property from Sam Schrock, Jr. and family. The Nature Conservancy then deeded the property to the City of Holdrege for one dollar, with restrictions on development to insure that Lake Seldom will continue to provide viable habitat for a wide range of wetland and upland wildlife.

**The Chicken Dance Trail** - This part of Nebraska is one of the richest bird watching regions of the country. During spring and fall migration, as many as 300 different species of birds can be found in habitat throughout the Chicken Dance Trail region of southwest and south central Nebraska.

**Funk Lagoon Waterfowl Production Area** - Located in Phelps County, one mile east and three miles north of Funk. This is a large marsh (1163 wetland marsh acres and 826 upland acres) and perhaps the best in Nebraska. It is one of the few basins with permanent water and has some of the best marsh vegetation. Thousands of birds visit the Lagoon year round. It was designated a National Recreational Trail in 2008.

**Harlan County Lake** - As Nebraska's second largest lake, Harlan County Lake is a U.S. Army Corps of Engineers project. Considered the finest walleye fishery in the state, Harlan County is also known for its white bass, wipers, catfish, crappie, northern, and largemouth bass. The lake is a favorite for camping, boating, and water skiing. As a federal project, Harlan County Lake is open year-round, with public access on all of the Corps' property for hunting pheasants, quail, turkey, deer, ducks, and geese. During the winter, when the lake is full of tens of thousands of ducks and geese, American bald eagles can be viewed at the Alma end of the lake or from the dam south of Republican City. Harlan County residents know that spring has finally arrived when white pelicans take up residence at the lake.

**Johnson Lake State Recreation Area** - This popular recreation area, leased from the Central Nebraska Public Power & Irrigation District, provides some exceptional outdoor recreation opportunities that include swimming, boating, hiking and camping. The 81-acre recreation area has access to the 2,060-acre lake from three locations. Showers, restrooms, a dump station, hookups, boat ramps, picnic shelter, and fishing piers are available throughout. Cross-country skiing and ice skating are available during the winter months.

**The Tassel** - The Tassel Coordination Council strives to promote better understanding of the world and each other through the arts because the Council believes that the arts have the power to inform, educate, entertain, energize and change lives.

Through events scheduled at The Tassel--a variety of education and outreach programs, new works, special projects, and social activities--the council will expand awareness of and appreciation for the arts throughout the community and surrounding area. Arts programs enhance students' academic skills and character education, help to cultivate aesthetic decision making, and encourage a lifelong appreciation for the arts. Through opportunities for participation, lifelong learning, and programs that bring artists and audiences together beyond the stage, the Tassel Coordination Council will share the positive influence of the performing arts with the people of Phelps County, Nebraska, and beyond. The goal of The Tassel is to serve as a model of creative energy and artistic achievement and a resource for community collaborations and support.

**The Holdrege Silhouette Gun Club** has been in existence since 1983. Our range is open to members and guests of members. Anyone who desires to shoot at our range must first complete our range safety orientation. We are a "silhouette" club because several of our members like to shoot steel silhouettes. We shoot these steel silhouettes with handguns. The 22 rim fire silhouettes are shot at ranges of 25, 50, 75, & 100 yards. The 'big bore', centerfire silhouettes are shot at ranges of 50, 100, 150, & 200 meters. All of the silhouette targets are on a hinged air reset system. With this system of resetting targets it allows for a lot of shooting opportunities. We also have target backers setup for members to put their paper targets on for practice.

**Sandhill Cranes** - Each spring, more than 80% of the world's population of Sandhill cranes converge on Nebraska's Platte River Valley. Along with them come millions of migrating ducks and geese in the neighboring Rainwater Basin—covering the vast expanse of open sky with millions of flapping wings and a chorus of calls. As they have for centuries, hundreds of thousands of Sandhill cranes come to the Platte River Valley each spring to rest and restore themselves. During their stop in Nebraska, cranes gain nearly 20 percent of their body weight. Depending on the weather, the cranes begin to appear in late February or early March—with the last few birds leaving in early to mid-April.



# Community Interviews

**In speaking with the Executive Director at Holdrege Chamber of Commerce,** she indicated they have events in town that draw overnight accommodation need as well as the main tourist destination being the Nebraska Prairie Museum. Some of the mentioned events included Swedish Days, Baseball Tournaments, and family events such as weddings, reunions, or funerals. Additionally, she indicated some of the smaller surrounding communities have events that Holdrege accommodates due to lack of accommodations in those communities; some indicated include Betrand Days, Atlanta Days, Funky Junk Market, etc... When asked if she felt Holdrege would benefit from a newer branded hotel she was encouraged by the prospect to have another lodging option in the community. Amenities recommended included meeting space, pool, fitness center, guest laundry, and breakfast.

**In speaking with the Mayor of Holdrege,** he indicated they do not specifically have an abundance of need from the city he however did indicated some demand generators in the community including the Nebraska Prairie Museum, YMCA Tournaments, Swedish Days, and family events specific to wedding business. When asked if he felt Holdrege would benefit from a newer branded hotel he was encouraged to have this development in town as it would keep travelers from heading to Kearney for lodging and encourage them to spend their dollars at local retail, restaurants, and gas stations in turn, improving the overall economy of Holdrege.

**In speaking with the a representative at the local YMCA,** he indicated they do not typically have a need for accommodations, some summer camp program business and interviews for management staff, approximately 10 per year. Currently they stay at the local Super 8 as it's the only chain motel in town. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated that several times the current motels in town are sold out and people have to travel onto Kearney for lodging. Amenities recommended breakfast and meeting space. Some additional demand indicated included the Tassel Performing Arts Center, Ag Center at the Fairgrounds Auctions, and local businesses.

**In speaking with the Facility Manager at Scoular Grain,** he indicated they sometimes have contractors coming into the area, approximately 10-15 per year. When asked if he felt Holdrege would benefit from a new hotel development he indicated that growth was good for everyone in the community. Amenities basic, clean, and modern lodging option.

**In speaking with the Director of the Phelps County Community Foundation,** she indicated they do not have specific need for lodging from their offices. When asked if she felt Holdrege would benefit from a newer branded hotel she indicated there did not appear to be enough lodging in the area for events and tournaments. Amenities recommended included breakfast, high speed internet, fitness center, and pool.

**In speaking with the Phelps County Commissioner,** he indicated there is need in the community for lodging. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated it would be good to have two nice motels in the community to choose from.

**In speaking with the Store Manager at Orcheln Farm & Home,** he indicated they have minimal need for overnight accommodations, approximately 5 per year. Currently they use the local Super 8. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated Super 8 is oftentimes full. Amenities recommended included pool, fitness center, and meeting space.

**In speaking with the Office Manager at Olsson Associates,** he indicated they at times have need for lodging, approximately 5 per year. Currently he recommends local lodging options such as the Super 8 or Plains Motel. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated the two motels in town are generally full. Amenities recommended breakfast, non-smoking rooms, and early check in. Some additional demand indicated included the YMCA Events, Fine Arts Center, Swedish Days, Business Industrial Park, and energized downtown area.

**In speaking with the President of Nebraska Rural Living,** she indicated they do not have specific need for lodging. When asked if she felt Holdrege would benefit from a newer branded hotel she indicated some local companies bring people in for weeks that would need lodging in the area. Amenities recommended included informed staff, breakfast, complimentary coffee, and meeting room.

**In speaking with the Superintendent at Holdrege Public Schools,** he indicated they do not have need for lodging as their tournaments are typically day trips. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated support as the two local motels are full to capacity due to local construction projects. Amenities recommended updated, clean, and affordable.

**In speaking with a representative from Titan Machinery,** he indicated they have management coming in from Fargo, ND as well as other reps coming in at least once per week, estimated 50-150 room nights needed per year. Currently these guests are staying in Kearney due to more restaurant options available. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated the Super 8 is always full and the next closest lodging options are in Kearney over 30 minutes away. Amenities recommended included something similar to a Holiday Inn Express.

**In speaking with the Plant Manager at Earth Science Laboratories,** she indicated they have minimal need once every three months for their CEO who stays at the Best Western in Kearney, NE due to loyalty program. When asked if she felt Holdrege would benefit from a newer branded hotel she indicated a probability for success of a newer lodging option in the community. Amenities recommended breakfast and social hour.

**In speaking with the General Manager of CHS Agri Services,** he indicated they have business partners, vendors, sales reps, and employees with overnight accommodation need approximately 6-12 per month. Currently they are staying in Kearney as there are more hotel and restaurant options located there. When asked if he felt Holdrege would benefit from a newer branded hotel he was neutral. Amenities recommended included fitness center, breakfast, and happy hour.

**In speaking with the Executive Director at Christian Homes,** he indicated they have some consultants come in for a day or two once per month and on average 3-5 families a month for a weekend, approximately 50-100 room nights per year. Currently they stay at the Super 8 or Plains Motel locally. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated he was not aware of the local motel occupancies yet thought possibly travelers may be looking for more quality accommodations than what are currently available. Amenities recommended pool and meeting space.

**In speaking with the General Manager of Central Nebraska Public Power & Irrigation District,** he indicated they have consultants coming in from time to time throughout the year, approximately 25-50 nights needed a year. Currently they stay at local lodging in Holdrege or Kearney where there are more hotel and restaurant options. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated their business did not have a need however there may be other businesses locally with need. Amenities recommended included fitness center and breakfast.

**In speaking with the Regional Director at Central Community College,** she indicated they rarely have need for lodging only once a year they have administrators come in for meetings, approximately 10 room nights per year. Currently they stay at the local Super 8 or Kearney if they're looking for brands with loyalty points. When asked if she felt Holdrege would benefit from a newer branded hotel she indicated that Super 8 appears to stay full on many occasions. Amenities recommended included breakfast, pool and spa, fitness center, and meeting space.

**In speaking with the General Manager at AgWest Commodities,** he indicated they have six other branches in the area and this is their company's corporate offices therefore they have people coming in regularly for training and business development, approximately 40-50 room nights per year. Currently they stay at the local Super 8 as it's close to their offices and they have billing set up. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated with the railroad workers and construction crews in town the Super 8 stays busy and they have to book their rooms well in advance. Amenities recommended nearby local restaurants and RV Parking.

**In speaking to a representative from Briggs & Stratton affiliated with Allmand Brothers,** he indicated they have corporate functions, legal and accounting personnel coming into the area, approximately 100 room nights per year. Currently they stay in Kearney at the Fairfield or Hampton Inn as they have a good breakfast and fitness facilities. When asked if he felt Holdrege would benefit from a newer branded hotel she indicated it would save them a 30 minute drive and they'd stay at a newer hotel in Holdrege. Amenities recommended Holiday Inn Express, Fairfield Inn, Country Inn, or Hampton with reasonable rates, breakfast, fitness center, and convenient location to the plant.

**In speaking to a representative from Allmand Brothers,** he indicated they have customers, suppliers, and owners coming into the plant 20-40 room nights per month, approximately 400 room nights per year. Currently they stay at the local Super 8 then onto the Fairfield Inn in Kearney, NE. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated this would be a benefit as he's unsure how often people stay there vs. onto Kearney. Amenities recommended bar and restaurant.

**In speaking with the Location Manager at Cargill AG Horizons,** he indicated they occasionally have contractors coming into the area 3-5 people for two weeks at a time, approximate estimated room night need 100-150 per year. Currently they stay at the local Super 8 as it's a brand everyone knows in town. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated he was unsure as it may simply pull guests from the current local lodging of the Super 8 or Plains Motel. Amenities recommended basic lodging with breakfast and comfortable beds.

**In speaking with a representative from Nebraska Star Beef,** he indicated they rarely have need and those who do come stay in Kearney due to branded hotels and restaurants.

**In speaking with the Executive Director of South Central Economic Development District,** she indicated they seldom have guests coming into the area for their business as they have state or federal representatives come in once per year for review, approximately 5-10 a year estimated. Currently they recommend the local Super 8 as this is the newer of the two lodging options in town and the Super 8 has interior entrances whereas the Plains Motel has exterior. When asked if she felt Holdrege would benefit from a newer branded hotel she indicated hesitation as many people also stay in Kearney not only for lodging but more selection of restaurants.

**In speaking with the Executive Director at Nebraska Prairie Museum,** he indicated they have between 10,000-15,000 visitors annually and approximately 5% of those guests are in need of lodging, estimated 750-1000 room nights per year. Currently they stay at the local Super 8 as he recommends local lodging to ensure the guests are staying, eating, shopping local. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated some hesitation as the local Super 8 is a nice facility and could be hard to beat. Amenities recommended breakfast and a pool.

**In speaking with a representative from Landmark Implement,** he indicated they do have dealers and corporate personnel coming in for business and training from outside of Nebraska who are in need of lodging approximately 10-15 per month regularly, estimated 250 per year guestroom needed. Currently they stay in Kearney at the Holiday Inn Express, Hampton Inn, or Fairfield Inn as they are nice brands as well as close to restaurants. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated strong support as often times the Super 8 is full causing his guests to head to Kearney to stay instead. Amenities recommended pool, close to restaurants, and plenty of parking.

**In speaking with a representative from the City of Holdrege,** he indicated they have suppliers, sales people, and construction projects (seasonal) that draw overnight visitors approximately 5-10 per week, estimated 300-500 room nights per year. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated support as the summer months are busy with sporting events and currently a lot of construction in the area filling local lodging options. Amenities recommended included pool and meeting space.

**In speaking with the Executive Director at Tassel Performing Arts,** she indicated they occasionally have performers who need lodging in the area 6-20 people, approximately 50 guestrooms needed a year estimated. They don't recommend specific lodging as they pick from the local motels in town. When asked if she felt Holdrege would benefit from a newer branded hotel she indicated support as many people stay in Kearney at a higher ranking hotel chain. Amenities recommended restaurant nearby or attached.

**In speaking with the Owner of Nelson Bauer Funeral Home,** he indicated they have overnight accommodation need for families coming into the area for funerals. They hold on average 10 services per month with an estimated 5-10 families in need, approximate room nights needed 100-200/month. These families typically stay local at the Super 8, Plains Motel, or local B&B. When asked if he felt Holdrege would benefit from a newer branded hotel he felt the area could support additional lodging as the current hotels are often times full causing guests to leave the community and head to Kearney. Amenities recommended included pool, fitness center, and breakfast.

**In speaking with the Chief Executive Officer at Phelps Memorial Health Center,** he indicated they have approximately 10 physicians' monthly needing overnight accommodations. Currently they recommend the local Super 8 as it's a nice quality facility locally. When asked if he felt Holdrege would benefit from a newer branded hotel he was unsure as they rarely have difficulty booking rooms at the local Super 8. Amenities recommended nice updated guestrooms and quiet room.

**In speaking with the Administrator at Holdrege Memorial Homes,** he indicated they do not have need for accommodations yet on a rare occasion they may have some need during the hiring process. When asked if he felt Holdrege would benefit from a newer branded hotel he was unsure of the local need or occupancies. Amenities recommended high speed internet, pool, and weekly rates.

**In speaking with the Owner at Central Valley Irrigation,** he indicated the occasionally have representatives or potential employees looking for lodging in the area, approximately 30-50 per year estimated. Currently these guests stay in Kearney as the local accommodations in Holdrege are many times full. Amenities recommended included meeting room for 50+ people, indoor pool, and newer updated guestrooms.

**In speaking with the Human Resources Manager at Becton Dickinson,** he indicated they have vendors, visitors from corporate and other locations, and summer interns all needing overnight accommodations from their facility. The estimated need for lodging is between 5-12 guestrooms per day with 40% of these guests staying for 14+ nights (considered extended stay guests). They recommend local lodging yet many of their guests do travel to Kearney for more updated accommodations. When asked if he felt Holdrege would benefit from a newer branded hotel he indicated support as the local Super 8 is sold out often with limited lodging rooms available in town. Amenities recommended clean rooms, fitness center, and extended stay guestrooms.

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*Businesses in the community contacted were unavailable for interview include:  
Kayton Electric, MMI International, and NCS Equipment Inc.*

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*Source: Core Distinction Group, LLC Interviews (2015)*

# Community Interview Feedback

## Benefits of Holdrege, NE:

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*(in no specific order)*

- ✓ VA Clinic
- ✓ Hospital & Expansion
- ✓ Excellent School System
- ✓ Lakes for Recreation
- ✓ Rated #1 City to Raise a Family in Nebraska
- ✓ Community Supports Local Businesses
- ✓ Welcoming to new Businesses
- ✓ YMCA
- ✓ Tassel
- ✓ Affordable Housing
- ✓ Active City Council
- ✓ Golf Course and Golf Club
- ✓ Vibrant Community
- ✓ Ag Based Community
- ✓ Wealthy Community
- ✓ Development Efforts Strong and Cohesive
- ✓ Strong Work Ethic
- ✓ Safe Community
- ✓ Young Families Moving into the Area
- ✓ Strong Chamber of Commerce
- ✓ Highway 183 Traffic

## Challenges of Holdrege, NE:

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*(in no specific order)*

- ✗ Labor Pool
- ✗ Limited Retail
- ✗ Limited Restaurant Options
- ✗ Low Population
- ✗ Truck Traffic Through Town Heavy
- ✗ Lack of Local Government Progressiveness
- ✗ Kearney 40 miles away with more amenities to offer

## Missing/Needs:

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*(in order of most mentioned)*

- ✗ Limited Housing Available. Apartments. Mid-Ranged Priced Housing. Single Family Homes.
- ✗ Hotel/Updated Lodging
- ✗ Fine Dining Restaurant / Restaurants
- ✗ Convention Center

Source: Core Distinction Group LLC Community Interviews (2015)

\*\*The above mentioned listings are not the opinion of Core Distinction Group, LLC yet a compilation of direct feedback by members of the community during our interview process.

# Lodging Supply

*This section of the report describes the primary competitive Lodging Supply that will affect the property, particularly for hotel room demand.*

## Competitive Hotel Properties

STR Competitive Hotel Rates (June 2015)						
Property	Rooms	RATE ANALYSIS				Projected ADR
		SINGLE	DOUBLE	WEEKEND	Corporate	
Super 8 (Holdrege)	40	\$82.95	\$86.05	\$87.95	\$82.95	\$84.98
Best Western Plus (Kearney)	90	\$124.99	\$124.99	\$129.99	\$112.99	\$123.24
Hampton Inn (Kearney)	121	\$144.00	\$144.00	\$144.00	\$129.00	\$140.25
Comfort Inn (Kearney)	86	\$119.95	\$99.95	\$119.95	\$99.95	\$109.95
Holiday Inn Express (Kearney)	89	\$129.95	\$119.95	\$144.95	\$119.00	\$128.46
Fairfield Inn (Kearney)	105	\$129.95	\$119.95	\$139.95	\$109.00	\$124.71
Quality Inn (Kearney)	61	\$110.00	\$110.00	\$100.00	\$99.00	\$104.75
AmericInn (Kearney)	54	\$104.90	\$114.90	\$119.90	\$99.00	\$109.68
<b>COMPETITIVE MARKET AVERAGE DAILY ROOM RATE (ADR):</b>					<b>\$115.75</b>	

\* Submarket - A geographic area which is a subset of a market. A market is made up of one or more submarkets.

\*\* Submarket Scale - This segment is similar to Market Scale with the following exceptions: Upper Upscale and Upscale are combined to form Upscale and Upper Midscale and Midscale chains are combined to form Midscale. The Submarket Scales are: • Upscale • Midscale • Economy

Competitive Hotel Rates (June 2015) Immediate Market						
Property	Rooms	RATE ANALYSIS				Projected ADR
		SINGLE	DOUBLE	WEEKEND	Corporate	
Plains Motel (Holdrege)	23	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00
Western Holiday Motel (Alma)	25	\$39.00	\$49.00	\$49.00	\$39.00	\$44.00
Super 8 (Alma)	41	\$72.45	\$72.45	\$61.58	\$61.58	\$67.02
Royal Inn (Elm Creek)	49	\$49.99	\$59.99	\$59.99	\$49.99	\$54.99
Pioneer Village Motel (Minden)	43	\$78.00	\$72.00	\$78.00	\$72.00	\$75.00
Shady Rest Motel (Arapahoe)	21	\$48.60	\$76.00	\$76.00	\$48.60	\$62.30
Arapahoe Motel (Arapahoe)	7	\$47.95	\$57.44	\$57.44	\$47.95	\$52.70
Cobblestone Inn & Suites (Cambridge)	31	\$99.99	\$89.99	\$99.99	\$80.99	\$92.74
<b>COMPETITIVE MARKET AVERAGE DAILY ROOM RATE (ADR):</b>					<b>\$63.59</b>	

*The above mentioned hotels are located in the immediate area of Holdrege, NE yet do not report their occupancies, rates, or revenues to STR for comparison. Therefore, all rates were surveyed via phone or website for the month of June 2015.*

<b>Competitive Hotels</b>	
<b>Primary Competitive Hotels (Kearney and Holdrege, NE)</b>	<b># of Rooms</b>
Hampton Inn Kearney	121
Fairfield Inn & Suites Kearney	105
Quality Inn Kearney	61
Comfort Inn Kearney	86
Best Western Plus Mid Nebraska Inn & Suites	90
Holiday Inn Express & Suites Kearney	89
AmericInn Kearney	54
Super 8 Holdrege	40
<b>Grand Total:</b>	<b>646</b>
<b>Average Room Count:</b>	<b>81</b>
<i>Source: STR / Core Distinction Group, LLC</i>	

The primary competitors are expected to be the hotels in the regional market shown above.

Based on STR data provided the following table summarizes the historical trends in occupancy and rates for the competitive supply in the past five years.

<b>Historical Market Performance</b>					
<b>Year</b>	<b>Annual Occupancy</b>	<b>Rooms Sold</b>	<b>Average Rate</b>	<b>Occ %</b>	<b>ADR</b>
				<i>(Growth/Decline)</i>	
2010	61.5%	8,976	\$79.99	6.0%	(\$1.30)
2011	60.0%	8,762	\$87.43	-1.5%	\$7.44
2012	60.5%	142,759	\$92.62	0.5%	\$5.19
2013	61.1%	144,169	\$93.36	0.6%	\$0.74
2014	62.2%	146,709	\$95.09	1.1%	\$1.73
<i>Source: STR / Core Distinction Group, LLC</i>					

Based on STR data provided the following table summarizes the projected occupancy and rates for the competitive supply in the upcoming three years.

<b>Projected Market Performance</b>					
<b>Year</b>	<b>Annual Occupancy</b>	<b>Rooms Sold</b>	<b>Average Rate</b>	<b>Occ %</b>	<b>ADR</b>
				<i>(Growth/Decline)</i>	
2015	65.8%	155,150	\$96.04	3.6%	\$0.95
2016	66.1%	155,857	\$97.48	0.3%	\$1.44
2017	67.0%	157,979	\$98.46	0.9%	\$0.97
<i>Source: Core Distinction Group, LLC</i>					

The statistical competitive market surveyed has seen new supply growth in the past 18 months with a Cobblestone Inn & Suites opening in Cambridge, NE 47 miles west of Holdrege, NE. At the time of this report there was no other indication of another hotel building in or near Phelps County. Still, this should be monitored closely throughout the development process. No additional supply growth was factored into the projections at this time.

Room rate competition for a midscale hotel in this market will be present throughout the year. This rate competition will be dictated by the rate structure of the hotels in the immediate area. With proper rate positioning the hotel should achieve a yield to the immediate market of 130% which is above average and would assist in mitigating any rate sensitivity. Pricing would be comparable to rates offered at the newest lodging option in Holdrege, NE. The developed hotel in this market should mirror the rates of the upper midscale and midscale branded hotels in Kearney or within a \$20 rate comparison.



## Super 8 (Holdrege)



# of Guestrooms	# of Floors	Year Built
<i>40</i>	<i>2</i>	<i>Jun-98</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>Nearby</i>	<i>Delivery</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>Yes</i>	<i>Yes</i>	<i>Some</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>No</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>No</i>	<i>#1 of 2 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Bus/RV Parking</i>	<i>Non Smoking Hotel</i>	<i>Pet Friendly</i>

Indoor Pool and Conference Room While Just Steps From Local Dining - Stop into Super 8 Holdrege hotel for convenience to Routes 6 and 183 and stay for the comfort. Located on the west side of town, and close to outdoor activities, we offer many handy amenities. In your comfortable room watch premium channels like HBO. Connect with family and friends on free Wi-Fi, venture to the heated indoor pool for a quick swim, work out in the gym or take a relaxing soak in the spa. After a sound sleep, start your day with free 8-item SuperStart breakfast bonanza before getting back on the road. Kids 17 and under stay free with an adult. King room and whirlpool suites are available, and we offer free parking for your large truck, bus or RV. Many outdoor adventures await close to our Holdrege hotel. Cast your line into the best walleye spot in the state at Harlan County Lake, the second-largest lake in Nebraska. Walk the trails and bird watch at Lake Seldom, or splash around in the pool or on the waterslides of Holdrege Pool. If you like history, see themed frontier exhibits at Nebraska Prairie Museum. For a straightforward American meal, Country Cookin' is a popular spot. Pop by Gourmet House for Chinese dishes or head to La Hacienda for carnitas, frijoles and quesadillas. Feast on home-style food at Cozy Inn Cafe. Runza is just around the corner from our Holdrege hotel. Our hotel in Holdrege offers a large conference room for business and social gatherings. Fax, print and copy services are also available.

Source: [super8.com](http://super8.com)

## Plains Motel (Holdrege)



# of Guestrooms	# of Floors	Year Built
<i>23</i>	<i>1</i>	<i>Jun-54</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>No</i>	<i>No</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>No</i>	<i>Nearby</i>	<i>Delivery</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>No</i>	<i>No</i>	<i>Some</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>No</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>No</i>	<i>#2 of 2 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Large Vehicle Parking Available</i>	<i>Smoking Rooms Available</i>	<i>Pet Friendly</i>

Take a rest from traveling and unwind at Plains Motel in Holdrege, NE. We're a full-service hotel and motor lodge with clean, reasonably priced rooms and top-quality customer service. Whether you're local to the area or just passing through, our soft beds and secure premises are open to you and your family. Just give us a call at 1-866-249-2288 and reserve a room tonight!

During this reporting process (June/July 2015) The Plains Motel was on the market for Sale.

As of 7/20/2015 The Plains Motel is no longer on the market for sale and will remain owned by current owners.

Source: [plainsmotel.net](http://plainsmotel.net)

## Best Western Plus (Kearney)



# of Guestrooms	# of Floors	Year Built
<i>90</i>	<i>3</i>	<i>May-73</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>Nearby</i>	<i>Delivery</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>Managers Reception</i>
Pool	Spa	Kitchenettes
<i>Yes</i>	<i>Yes</i>	<i>Some</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#3 of 21 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Truck/RV Parking</i>	<i>Non Smoking Hotel</i>	<i>Service Animals Only</i>

Location matters a lot, whether on vacation or business travel, and our Kearney hotel delivers a superior location along with quality and hospitality. Do you need a hotel near the University of Nebraska at Kearney? Our Kearney hotel is a short drive away, and we regularly welcome guests in town for graduation, or those who need an extended stay for a semester. As a hotel near the Sandhill Cranes and a hotel near Youness Convention Center, we also attract those here for events. No matter what brings you to town, depend on us to make you feel at home. We're a hotel near Cabela's®, and we understand the meaning of genuine hospitality. Enjoy a free weekday manager's reception and daily, free hot breakfast. Each morning gets started right with waffles, cereal and yogurt, fruits, pastries and juice or 100% Arabica coffee. We are located directly off exit 272, making commutes a breeze. Right next to Viearo Event Center, we are happy to host groups at our Kearney hotel. We are rated number one on TripAdvisor® thanks to our great customer service, spacious rooms and unbeatable location. The Sandhill Crane Migration is nearby, and many birders and nature lovers stay with us to watch this phenomenon. Visit Fort Kearney Historical Park for a treat or attend the Nebraska Cattlemen's Classic for a touch of culture. Tri-City Storm Hockey always brings fans to our Kearney hotel, and our state of the art mobility accessible rooms ensure that all guests are comfortable. Spacious rooms with roll-in showers and extended pool and hot tub hours make you feel like you are on the vacation of your dreams even if you're here for business. There is a free meeting space if 10 or more sleeping rooms are booked.

Source: [bestwestern.com](http://bestwestern.com)

## Hampton Inn (Kearney)



# of Guestrooms	# of Floors	Year Built
<i>121</i>	<i>4</i>	<i>2013</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Meeting Rooms</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>Yes</i>	<i>All Rooms</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#1 of 21 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non-Smoking Hotel</i>	<i>Service Animals Only</i>

Welcome to the Hampton Inn Kearney, NE, located just off I-80 and directly across the street from the Younes Conference Center. Enjoy easy access to local attractions and leisure options, including the Great Platte River Road Archway and nearby golf courses. Buy essential outdoor gear and discover educational re-creations of wildlife in their natural habitats at Cabela's, or visit the University of Nebraska Kearney campus, less than 15 minutes from our Kearney, NE, hotel. Settle into a spacious guest room or suite, where you can stay connected with free Wi-Fi at the well-lit desk, watch HD channels on the 42-inch LED TV and sleep soundly on the clean and fresh Hampton bed®. Other modern guest room amenities include a microwave and a refrigerator. Start your day at our hotel in Kearney, NE, with Hampton's free hot breakfast buffet, offering everything from light continental favorites to hot items and buy snacks at any time from the 24-hour Suite Shop. Enjoy free tea and coffee in the welcoming lobby, 24-hours a day and ask our friendly staff for advice on what to see and do during your stay. Stay productive in the free business center or hold an event with four versatile meeting rooms. Energize in the free fitness center, swim in the indoor pool or simply relax in the poolside seating area. Friendly service, clean rooms, comfortable surroundings, every time. If you're not satisfied, we don't expect you to pay. That's our commitment and your guarantee. That's 100% Hampton®.

Source: [hamptoninn3.hilton.com](http://hamptoninn3.hilton.com)



## Comfort Inn (Kearney)



# of Guestrooms	# of Floors	Year Built
<i>86</i>	<i>3</i>	<i>Aug-96</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Yes</i>	<i>Nearby</i>	<i>Delivery</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>Managers Reception (M-Th)</i>
Pool	Spa	Kitchenettes
<i>Yes</i>	<i>Yes</i>	<i>Some</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#2 of 21 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Bus/RV Parking</i>	<i>Non Smoking Hotel</i>	<i>Service Animals Only</i>

Have a great stay at the smoke-free Comfort Inn® hotel in Kearney, NE near Younes Conference Center, a part of the hotel. You can explore the Classic Car Collection and such nearby points of interest as: - Viera Event Center - Great Platte River Road Archway monument - Museum of Nebraska Art - The Frank House - Nebraska Firefighters Museum & Education Center. Our convenient location just off of Interstate 80 makes this Kearney leisure hotel your ideal lodging destination. While you are searching for family hotels in Kearney, look no further than this Kearney hotel. Business travelers appreciate our meeting room and our business center, which features copy and fax services and a computer with Internet access. We welcome you to join us at our manager's reception Mondays through Thursdays, at which you can savor free snacks, beer and wine. For your convenience, guest laundry facilities are available, as are valet cleaning services, and our ample outdoor parking accommodates buses, trucks and R.V.s. As our valued guest, you can also enjoy such amenities as: - Free Wi-Fi - Free coffee - Free parking - Fitness center- Indoor heated pool. Get going with a great breakfast. Start your trip to Kearney with our free hot breakfast offering everything from eggs, waffles and meat to healthy options like yogurt and fresh fruit. We invite you to relax in your guest room, which features a 42-inch flat-screen TV, refrigerator and microwave. Some rooms also feature a whirlpool and suites are available.

Source: [comfortinn.com](http://comfortinn.com)

## Holiday Inn Express (Kearney)



# of Guestrooms	# of Floors	Year Built
<i>89</i>	<i>4</i>	<i>1973</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Meeting Room</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>Yes</i>	<i>All Rooms</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#5 of 21 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non-Smoking Hotel</i>	<i>Service Animals Only</i>

Stay Smart at Our Kearney, Nebraska Hotel Whether you are coming to Kearney for business or pleasure, you can find all the comforts of home at this Holiday Inn Express hotel. Besides top-notch services and amenities, we offer easy access to I-80 and one of the most convenient locations in the Midwest. If business is the reason for your trip to Kearney, lodging with us is the ideal choice. Our beautiful accommodations are near many area businesses, including Baldwin Filters, Eaton Corporation, Inter-Motion Manufacturing, West Pharmaceutical Services and Good Samaritan Hospital. We also offer convenient business amenities like free high-speed Internet access, a 24-hour Business Center and a 1,120-square-foot meeting room. Leisure travelers appreciate the location of our Kearney, Nebraska hotel, as well. We are just a short drive from local attractions, such as the Great Platte River Road Archway Monument, the University of Nebraska at Kearney, Fort Kearney State Recreation Area and the Museum of Nebraska Art. Guests staying here enjoy a number of comfortable amenities, like a heated, indoor pool and whirlpool, Fitness Center and a complimentary, hot breakfast bar, featuring our signature cinnamon rolls. We also have a managers reception, Monday through Thursday, which includes free beer, wine and hors d'oeuvres. Whatever the reason for your trip to Kearney, Nebraska, our hotel is sure to have exactly what you need for a carefree stay.

Source: [ihg.com](http://ihg.com)

## Fairfield Inn (Kearney)



# of Guestrooms	# of Floors	Year Built
<i>105</i>	<i>4</i>	<i>2011</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Meeting Rooms</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>Yes</i>	<i>All Rooms</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#7 of 21 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non-Smoking Hotel</i>	<i>Service Animals Only</i>

Only Fairfield Inn & Suites by Marriott gives you confidence that your trip will be a success because we consistently deliver a hotel experience that's just right. We provide you with just what you need, and skip what you don't, so travel is easy and productive. Our knowledgeable and courteous staff is available to help 24 hours a day. Take advantage of our complimentary amenities at every Fairfield Inn and Suites, including breakfast, in-room high-speed Internet and Wi-Fi in the lobby. Enjoy comfortable and spacious guest rooms that allow you to work and relax. Relax and unwind with our plush mattresses and fluffy pillows. Or work off some steam in our pool and exercise room. Whether you're traveling for business or pleasure, Fairfield Inn & Suites provides everything you need to make the most out of your stay. Great value and great service, all backed by a name you can believe in: Marriott.

Source: [marriott.com](http://marriott.com)

## Quality Inn (Kearney)



# of Guestrooms	# of Floors	Year Built
<i>61</i>	<i>3</i>	<i>1995</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>Yes</i>	<i>No</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>No</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>No</i>	<i>All Rooms</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>No</i>	<i>#15 of 21 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non-Smoking Hotel</i>	<i>Pet-Friendly Hotel</i>

When you stay at this Quality Inn® hotel in Kearney, NE near University of Nebraska at Kearney, you're sure to always get your money's worth so you can discover Nebraska with ease. Our pet-friendly quality hotel in Kearney is also near such attractions as: Kearney Regional Airport; Museum of Nebraska Kearney; Younes Conference Center; and The First Tier Events Center Multipurpose Venue. Spend some time in the outdoors at nearby Platte River and Fort Kearney State Historical Park or tee off at nearby golf courses.

Take care of business at the business center with access to copy and fax services before relaxing with in the indoor heated pool. Additional quality amenities at our smoke-free Kearney hotel include free continental breakfast, free Wi-Fi, free coffee, exercise room and a Manager's Reception. This hotel also has a newsstand and valet cleaning services. Quality guest rooms feature equally quality amenities, including flat-screen TVs, hair dryers, coffee makers, desks, irons, ironing boards, pillow-top mattresses and down pillows. Your Q Bed features a comfortable, premium mattress and linens, a generous supply of fluffy pillows and a soft, plush blanket—because we know you value a good night's sleep.

Source: [choicehotels.com](http://choicehotels.com)



## AmericInn (Kearney)



# of Guestrooms	# of Floors	Year Built
<i>54</i>	<i>3</i>	<i>1997</i>
Business Center	Fitness Center (Onsite)	Fitness Center (Off Site)
<i>Yes</i>	<i>No</i>	<i>Yes</i>
Banquet/Meeting Facilities	Restaurant on Site	Room Service
<i>Meeting Room</i>	<i>No</i>	<i>No</i>
Breakfast	Lunch	Dinner
<i>Complimentary</i>	<i>No</i>	<i>No</i>
Pool	Spa	Kitchenettes
<i>Indoor</i>	<i>Yes</i>	<i>Some Room</i>
Market / Gift Shop	Elevator	Shuttle Service
<i>No</i>	<i>Yes</i>	<i>No</i>
Internet	Guest Laundry Facilities	Trip Advisor Ranking
<i>Complimentary</i>	<i>Yes</i>	<i>#11 of 21 Hotels</i>
Parking	Smoking/Non-Smoking	Pets
<i>Complimentary</i>	<i>Non-Smoking Hotel</i>	<i>Pet-Friendly Hotel</i>

Welcome to the AmericInn Lodge & Suites Kearney, Nebraska. We know there's no place like home, but with our newly updated furnishings, room décor, flat screen TV's and cozy Serta® Perfect Sleeper beds, the AmericInn Kearney will feel like your home away from home. Our Kearney hotel offers a variety of room types including suites with whirlpools. Wake up each morning to our free, hot, home-style AmericInn Perk breakfast and stay connected with free, hotel-wide, high-speed internet. Guests also enjoy our inviting, indoor pool, hot tub and sauna. The AmericInn Kearney hotel is conveniently located near I-80 and the University of Nebraska-Kearney. Our hotel is also a favorite of business travelers, with our proximity to corporations like The Buckle, Eaton Corporation and Cabela's. Kearney lies at the center of America, 1,733 miles from San Francisco and 1,733 miles from Boston. In addition to being the meeting point for California, Mormon and Oregon Trails, Kearney offers a rich and unique history. Today, Kearney is a perfect balance of urban amenities and a small town quality of life.

Source: [americinn.com](http://americinn.com)

*Core Distinction Group, LLC*



08/20/2015



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## Holdrege, NE Area Selected Properties

January 2009 to May 2015  
Currency: USD - US Dollar

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Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

## Tab 2 - Data by Measure

Holdrege, NE Area Selected Properties

Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

Occupancy (%)														Total Year	May YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2009	38.3	50.8	61.3	50.5	49.4	67.0	79.3	61.8	64.1	56.1	47.3	39.5		55.5	50.0
2010	41.2	47.4	63.3	56.5	64.2	79.6	84.6	72.3	70.8	59.7	53.2	44.0		61.5	54.6
2011	46.6	53.2	70.9	63.1	59.4	78.7	81.4	59.6	63.4	56.8	47.1	46.3		60.0	58.7
2012	38.3	52.1	65.3	52.8	60.0	76.6	80.4	69.8	66.7	61.8	53.2	49.0		60.5	53.7
2013	45.7	51.2	64.0	63.7	62.2	74.0	77.0	69.8	70.5	60.7	51.5	46.2		61.1	57.5
2014	41.4	52.3	66.5	65.8	60.6	76.7	78.9	72.0	70.4	62.9	47.4	48.1		62.2	57.5
2015	49.6	57.2	73.4	67.4	68.4									63.3	
Avg	43.3	52.4	66.8	60.6	61.1	75.5	80.1	67.8	67.8	59.9	49.8	45.9		60.4	56.9

ADR (\$)														Total Year	May YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2009	81.47	78.94	80.21	81.22	82.10	84.88	87.86	82.92	81.94	77.08	75.22	74.80		81.29	80.77
2010	75.66	78.57	79.76	76.77	72.87	84.31	89.30	81.88	80.93	77.11	76.88	77.65		79.99	76.66
2011	78.15	84.35	85.98	84.05	80.20	83.59	96.04	91.05	94.84	88.83	87.88	86.51		87.43	82.82
2012	85.52	91.45	91.80	91.50	87.85	95.94	101.24	92.02	95.16	91.91	91.09	88.28		92.62	89.85
2013	87.40	91.75	93.55	91.26	91.02	98.14	102.99	93.57	96.21	91.50	88.31	87.83		93.36	91.18
2014	86.48	95.35	97.39	94.25	92.47	97.59	100.33	96.25	98.99	93.95	91.04	88.47		95.09	93.61
2015	90.54	96.58	101.66	97.09	92.68									96.06	
Avg	84.54	89.49	91.61	89.53	86.86	91.72	96.91	90.47	92.38	87.86	85.92	85.05		89.21	88.64

RevPAR (\$)														Total Year	May YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2009	31.18	40.07	49.20	41.00	40.56	56.90	69.70	51.20	52.54	43.23	35.55	29.53		45.16	40.40
2010	31.17	37.25	50.49	43.36	46.80	67.14	75.52	59.23	57.31	46.01	40.93	34.18		49.18	41.89
2011	36.41	44.90	60.96	53.06	47.63	65.77	78.22	54.30	60.12	50.44	41.37	40.01		52.47	48.64
2012	32.74	47.64	59.92	48.31	52.71	73.47	81.45	64.21	63.46	56.78	48.50	43.26		56.08	48.27
2013	39.97	47.02	59.90	58.17	56.65	72.59	79.34	65.32	67.80	55.55	45.44	40.61		57.09	52.41
2014	35.76	49.88	64.81	62.05	56.08	74.90	79.11	69.29	69.72	59.10	43.17	42.54		59.17	53.81
2015	44.93	55.21	74.67	65.42	63.40									60.81	
Avg	36.63	46.86	61.19	54.29	53.10	69.27	77.59	61.30	62.61	52.63	42.81	39.03		53.84	50.48

Supply														Total Year	May YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2009	12,400	11,200	12,400	12,000	13,051	12,630	13,051	13,051	12,630	13,051	12,630	13,051		151,145	61,051
2010	13,051	11,788	13,051	12,630	13,051	12,630	13,051	13,051	12,630	13,051	12,630	13,051		153,665	63,571
2011	13,051	11,788	13,051	12,630	13,051	12,630	13,051	16,306	15,780	16,306	15,780	16,306		169,730	63,571
2012	16,306	14,728	16,306	15,780	16,306	15,780	16,306	16,306	15,780	16,306	15,780	16,306		191,990	79,426
2013	16,306	14,728	16,306	15,780	16,306	15,780	16,306	16,306	15,780	16,306	15,780	20,057		195,741	79,426
2014	17,360	15,680	17,360	16,800	20,026	19,380	20,026	20,026	19,380	20,026	19,380	20,026		225,470	87,226
2015	20,026	18,088	20,026	19,380	20,026									97,546	
Avg	15,500	14,000	15,500	15,000	15,974	14,805	15,299	15,841	15,330	15,841	15,330	16,466		181,290	75,974

Demand														Total Year	May YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2009	4,745	5,685	7,607	6,057	6,447	8,467	10,353	8,059	8,099	7,319	5,969	5,153		83,960	30,541
2010	5,377	5,589	8,261	7,133	8,381	10,058	11,037	9,441	8,944	7,787	6,724	5,745		94,477	34,741
2011	6,081	6,275	9,254	7,973	7,751	9,938	10,629	9,724	10,004	9,259	7,428	7,542		101,858	37,334
2012	6,242	7,672	10,643	8,332	9,783	12,083	13,118	11,378	10,524	10,073	8,402	7,990		116,240	42,672
2013	7,456	7,548	10,441	10,058	10,149	11,671	12,562	11,383	11,120	9,899	8,119	9,275		119,681	45,652
2014	7,179	8,202	11,553	11,061	12,145	14,874	15,791	14,417	13,650	12,597	9,190	9,629		140,288	50,140
2015	9,938	10,340	14,708	13,059	13,700									61,745	
Avg	6,717	7,330	10,352	9,096	9,765	11,182	12,248	10,734	10,390	9,489	7,639	7,556		109,417	43,261

Revenue (\$)														Total Year	May YTD
	January	February	March	April	May	June	July	August	September	October	November	December			
2009	386,586	448,754	610,131	491,953	529,329	718,690	909,593	668,213	663,622	564,135	448,975	385,453		6,825,434	2,466,753
2010	406,828	439,148	658,904	547,604	610,729	848,003	985,561	773,072	723,867	600,427	516,971	446,117		7,557,231	2,663,213
2011	475,252	529,280	795,624	670,133	621,595	830,735	1,020,805	885,417	948,748	822,509	652,792	652,469		8,905,359	3,091,884
2012	533,806	701,635	976,993	762,396	859,416	1,159,303	1,328,094	1,046,970	1,001,425	925,833	765,334	705,322		10,766,527	3,834,246
2013	651,679	692,492	976,755	917,924	923,754	1,145,398	1,293,705	1,065,114	1,069,858	905,739	716,986	814,591		11,173,995	4,162,604
2014	620,860	782,050	1,125,149	1,042,447	1,123,049	1,451,512	1,584,262	1,387,565	1,351,265	1,183,532	836,691	851,917		13,340,299	4,693,555
2015	899,795	998,594	1,495,277	1,267,922	1,269,713									5,931,301	
Avg	567,829	655,993	948,405	814,340	848,226	1,025,607	1,187,003	971,059	959,798	833,696	656,292	642,645		9,761,474	3,834,794

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### Tab 3 - Percent Change from Previous Year - Detail by Measure

Holdrege, NE Area Selected Properties

Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

Occupancy															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	May YTD
2010	7.7	-6.6	3.2	11.9	30.0	18.8	6.6	17.1	10.4	6.4	12.6	11.5		10.7	9.2
2011	13.1	12.3	12.0	11.8	-7.5	-1.2	-3.7	-17.6	-10.5	-4.8	-11.6	5.1		-2.4	7.5
2012	-17.8	-2.1	-7.9	-16.4	1.0	-2.7	-1.2	17.0	5.2	8.8	13.1	5.9		0.9	-8.5
2013	19.4	-1.6	-1.9	20.7	3.7	-3.4	-4.2	0.0	5.7	-1.7	-3.4	-5.6		1.0	7.0
2014	-9.6	2.1	3.9	3.3	-2.6	3.8	2.4	3.1	-0.1	3.6	-7.8	4.0		1.8	0.0
2015	20.0	9.3	10.4	2.3	12.8										10.1
Avg	5.5	2.2	3.3	5.6	6.2	3.1	-0.0	4.0	2.2	2.4	0.6	4.2		2.4	4.2

ADR															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	May YTD
2010	-7.1	-0.5	-0.6	-5.5	-11.2	-0.7	1.6	-1.2	-1.2	0.0	2.2	3.8		-1.6	-5.1
2011	3.3	7.3	7.8	9.5	10.1	-0.9	7.6	11.2	17.2	15.2	14.3	11.4		9.3	8.0
2012	9.4	8.4	6.8	8.9	9.5	14.8	5.4	1.1	0.3	3.5	3.6	2.0		5.9	8.5
2013	2.2	0.3	1.9	-0.3	3.6	2.3	1.7	1.7	1.1	-0.5	-3.1	-0.5		0.8	1.5
2014	-1.1	3.9	4.1	3.3	1.6	-0.6	-2.6	2.9	2.9	2.7	3.1	0.7		1.9	2.7
2015	4.7	1.3	4.4	3.0	0.2										2.6
Avg	1.9	3.5	4.1	3.1	2.3	3.0	2.7	3.1	4.1	4.2	4.0	3.5		3.3	3.0

RevPAR															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	May YTD
2010	-0.0	-7.0	2.6	5.8	15.4	18.0	8.4	15.7	9.1	6.4	15.1	15.7		8.9	3.7
2011	16.8	20.5	20.7	22.4	1.8	-2.0	3.6	-8.3	4.9	9.6	1.1	17.1		6.7	16.1
2012	-10.1	6.1	-1.7	-8.9	10.7	11.7	4.1	18.2	5.6	12.6	17.2	8.1		6.9	-0.7
2013	22.1	-1.3	-0.0	20.4	7.5	-1.2	-2.6	1.7	6.8	-2.2	-6.3	-6.1		1.8	8.6
2014	-10.5	6.1	8.2	6.7	-1.0	3.2	-0.3	6.1	2.8	6.4	-5.0	4.7		3.6	2.7
2015	25.6	10.7	15.2	5.4	13.1										13.0
Avg	7.3	5.8	7.5	8.6	7.9	5.9	2.6	6.7	5.8	6.6	4.4	7.9		5.6	7.2

Supply															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	May YTD
2010	5.3	5.3	5.3	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		1.7	4.1
2011	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.9	24.9	24.9	24.9	24.9		10.5	0.0
2012	24.9	24.9	24.9	24.9	24.9	24.9	24.9	0.0	0.0	0.0	0.0	0.0		13.1	24.9
2013	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.0		2.0	0.0
2014	6.5	6.5	6.5	6.5	22.8	22.8	22.8	22.8	22.8	22.8	22.8	-0.2		15.2	9.8
2015	15.4	15.4	15.4	15.4	0.0										11.8
Avg	8.7	8.7	8.7	8.7	8.0	9.6	9.6	9.6	9.6	9.6	9.6	9.6		8.5	8.5

Demand															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	May YTD
2010	13.3	-1.7	8.6	17.8	30.0	18.8	6.6	17.1	10.4	6.4	12.6	11.5		12.5	13.8
2011	13.1	12.3	12.0	11.8	-7.5	-1.2	-3.7	3.0	11.9	18.9	10.5	31.3		7.8	7.5
2012	2.6	22.3	15.0	4.5	26.2	21.6	23.4	17.0	5.2	8.8	13.1	5.9		14.1	14.3
2013	19.4	-1.6	-1.9	20.7	3.7	-3.4	-4.2	0.0	5.7	-1.7	-3.4	16.1		3.0	7.0
2014	-3.7	8.7	10.7	10.0	19.7	27.4	25.7	26.7	22.8	27.3	13.2	3.8		17.2	9.8
2015	38.4	26.1	27.3	18.1	12.8										23.1
Avg	13.9	11.0	11.9	13.8	14.2	12.6	9.6	12.8	11.2	11.9	9.2	13.7		10.9	12.6

Revenue															
	January	February	March	April	May	June	July	August	September	October	November	December		Total Year	May YTD
2010	5.2	-2.1	8.0	11.3	15.4	18.0	8.4	15.7	9.1	6.4	15.1	15.7		10.7	8.0
2011	16.8	20.5	20.7	22.4	1.8	-2.0	3.6	14.5	31.1	37.0	26.3	46.3		17.8	16.1
2012	12.3	32.6	22.8	13.8	38.3	39.6	30.1	18.2	5.6	12.6	17.2	8.1		20.9	24.0
2013	22.1	-1.3	-0.0	20.4	7.5	-1.2	-2.6	1.7	6.8	-2.2	-6.3	15.5		3.8	8.6
2014	-4.7	12.9	15.2	13.6	21.6	26.7	22.5	30.3	26.3	30.7	16.7	4.6		19.4	12.8
2015	44.9	27.7	32.9	21.6	13.1										26.4
Avg	16.1	15.0	16.6	17.2	16.3	16.2	12.4	16.1	15.8	16.9	13.8	18.0		14.5	16.0

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## Tab 4 - Percent Change from Previous Year - Detail by Year

Holdrege, NE Area Selected Properties

Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Total Year	May YTD
Occ	7.7	-6.6	3.2	11.9	30.0	18.8	6.6	17.1	10.4	6.4	12.6	11.5	10.7	9.2
ADR	-7.1	-0.5	-0.6	-5.5	-11.2	-0.7	1.6	-1.2	-1.2	0.0	2.2	3.8	-1.6	-5.1
RevPAR	-0.0	-7.0	2.6	5.8	15.4	18.0	8.4	15.7	9.1	6.4	15.1	15.7	8.9	3.7
Supply	5.3	5.3	5.3	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	4.1
Demand	13.3	-1.7	8.6	17.8	30.0	18.8	6.6	17.1	10.4	6.4	12.6	11.5	12.5	13.8
Revenue	5.2	-2.1	8.0	11.3	15.4	18.0	8.4	15.7	9.1	6.4	15.1	15.7	10.7	8.0

	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Total Year	May YTD
Occ	13.1	12.3	12.0	11.8	-7.5	-1.2	-3.7	-17.6	-10.5	-4.8	-11.6	5.1	-2.4	7.5
ADR	3.3	7.3	7.8	9.5	10.1	-0.9	7.6	11.2	17.2	15.2	14.3	11.4	9.3	8.0
RevPAR	16.8	20.5	20.7	22.4	1.8	-2.0	3.6	-8.3	4.9	9.6	1.1	17.1	6.7	16.1
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.9	24.9	24.9	24.9	24.9	10.5	0.0
Demand	13.1	12.3	12.0	11.8	-7.5	-1.2	-3.7	3.0	11.9	18.9	10.5	31.3	7.8	7.5
Revenue	16.8	20.5	20.7	22.4	1.8	-2.0	3.6	14.5	31.1	37.0	26.3	46.3	17.8	16.1

	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Total Year	May YTD
Occ	-17.8	-2.1	-7.9	-16.4	1.0	-2.7	-1.2	17.0	5.2	8.8	13.1	5.9	0.9	-8.5
ADR	9.4	8.4	6.8	8.9	9.5	14.8	5.4	1.1	0.3	3.5	3.6	2.0	5.9	8.5
RevPAR	-10.1	6.1	-1.7	-8.9	10.7	11.7	4.1	18.2	5.6	12.6	17.2	8.1	6.9	-0.7
Supply	24.9	24.9	24.9	24.9	24.9	24.9	24.9	0.0	0.0	0.0	0.0	0.0	13.1	24.9
Demand	2.6	22.3	15.0	4.5	26.2	21.6	23.4	17.0	5.2	8.8	13.1	5.9	14.1	14.3
Revenue	12.3	32.6	22.8	13.8	38.3	39.6	30.1	18.2	5.6	12.6	17.2	8.1	20.9	24.0

	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total Year	May YTD
Occ	19.4	-1.6	-1.9	20.7	3.7	-3.4	-4.2	0.0	5.7	-1.7	-3.4	-5.6	1.0	7.0
ADR	2.2	0.3	1.9	-0.3	3.6	2.3	1.7	1.7	1.1	-0.5	-3.1	-0.5	0.8	1.5
RevPAR	22.1	-1.3	-0.0	20.4	7.5	-1.2	-2.6	1.7	6.8	-2.2	-6.3	-6.1	1.8	8.6
Supply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.0	2.0	0.0
Demand	19.4	-1.6	-1.9	20.7	3.7	-3.4	-4.2	0.0	5.7	-1.7	-3.4	16.1	3.0	7.0
Revenue	22.1	-1.3	-0.0	20.4	7.5	-1.2	-2.6	1.7	6.8	-2.2	-6.3	15.5	3.8	8.6

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Total Year	May YTD
Occ	-9.6	2.1	3.9	3.3	-2.6	3.8	2.4	3.1	-0.1	3.6	-7.8	4.0	1.8	0.0
ADR	-1.1	3.9	4.1	3.3	1.6	-0.6	-2.6	2.9	2.9	2.7	3.1	0.7	1.9	2.7
RevPAR	-10.5	6.1	8.2	6.7	-1.0	3.2	-0.3	6.1	2.8	6.4	-5.0	4.7	3.6	2.7
Supply	6.5	6.5	6.5	6.5	22.8	22.8	22.8	22.8	22.8	22.8	22.8	-0.2	15.2	9.8
Demand	-3.7	8.7	10.7	10.0	19.7	27.4	25.7	26.7	22.8	27.3	13.2	3.8	17.2	9.8
Revenue	-4.7	12.9	15.2	13.6	21.6	26.7	22.5	30.3	26.3	30.7	16.7	4.6	19.4	12.8

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Total Year	May YTD
Occ	20.0	9.3	10.4	2.3	12.8									10.1
ADR	4.7	1.3	4.4	3.0	0.2									2.6
RevPAR	25.6	10.7	15.2	5.4	13.1									13.0
Supply	15.4	15.4	15.4	15.4	0.0									11.8
Demand	38.4	26.1	27.3	18.1	12.8									23.1
Revenue	44.9	27.7	32.9	21.6	13.1									26.4

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## Tab 5 - Twelve Month Moving Average

Holdrege, NE Area Selected Properties

Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

Occupancy (%)												
	January	February	March	April	May	June	July	August	September	October	November	December
2010	55.7	55.4	55.6	56.1	57.4	58.4	58.9	59.8	60.3	60.6	61.1	61.5
2011	61.9	62.4	63.0	63.6	63.2	63.1	62.8	61.7	61.2	60.8	60.1	60.0
2012	59.0	58.8	58.5	57.7	57.8	57.9	58.2	59.1	59.4	59.8	60.3	60.5
2013	61.2	61.1	61.0	61.9	62.1	61.9	61.6	61.6	61.9	61.8	61.7	61.1
2014	60.7	60.7	61.0	61.1	61.0	61.5	61.9	62.3	62.4	62.6	62.1	62.2
2015	62.7	63.0	63.6	63.8	64.4							

ADR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2010	80.93	80.90	80.86	80.49	79.65	79.68	79.92	79.85	79.78	79.77	79.85	79.99
2011	80.12	80.48	81.07	81.63	82.27	82.19	82.91	83.82	85.21	86.19	86.94	87.43
2012	87.87	88.34	88.90	89.48	90.00	91.24	91.96	92.04	92.08	92.33	92.53	92.62
2013	92.67	92.69	92.85	92.81	93.06	93.27	93.42	93.57	93.67	93.64	93.46	93.36
2014	93.32	93.56	93.93	94.18	94.27	94.30	94.19	94.47	94.78	94.94	95.07	95.09
2015	95.21	95.30	95.77	95.99	95.98							

RevPAR (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2010	45.10	44.86	44.99	45.17	45.70	46.54	47.03	47.71	48.11	48.34	48.79	49.18
2011	49.63	50.21	51.10	51.90	51.97	51.86	52.09	51.72	52.11	52.43	52.25	52.47
2012	51.82	51.93	52.00	51.61	51.99	52.86	53.56	54.40	54.68	55.22	55.80	56.08
2013	56.69	56.64	56.64	57.45	57.79	57.72	57.54	57.63	57.99	57.88	57.63	57.09
2014	56.62	56.80	57.25	57.58	57.51	57.98	58.34	58.83	59.15	59.41	58.99	59.17
2015	59.70	60.01	60.91	61.20	61.83							

Supply												
	January	February	March	April	May	June	July	August	September	October	November	December
2010	151,796	152,384	153,035	153,665	153,665	153,665	153,665	153,665	153,665	153,665	153,665	153,665
2011	153,665	153,665	153,665	153,665	153,665	153,665	153,665	156,920	160,070	163,325	166,475	169,730
2012	172,985	175,925	179,180	182,330	185,585	188,735	191,990	191,990	191,990	191,990	191,990	191,990
2013	191,990	191,990	191,990	191,990	191,990	191,990	191,990	191,990	191,990	191,990	191,990	195,741
2014	196,795	197,747	198,801	199,821	203,541	207,141	210,861	214,581	218,181	221,901	225,501	225,470
2015	228,136	230,544	233,210	235,790	235,790							

Demand												
	January	February	March	April	May	June	July	August	September	October	November	December
2010	84,592	84,496	85,150	86,226	88,160	89,751	90,435	91,817	92,662	93,130	93,885	94,477
2011	95,181	95,867	96,860	97,700	97,070	96,950	96,542	96,825	97,885	99,357	100,061	101,858
2012	102,019	103,416	104,805	105,164	107,196	109,341	111,830	113,484	114,004	114,818	115,792	116,240
2013	117,454	117,330	117,128	118,854	119,220	118,808	118,252	118,257	118,853	118,679	118,396	119,681
2014	119,404	120,058	121,170	122,173	124,169	127,372	130,601	133,635	136,165	138,863	139,934	140,288
2015	143,047	145,185	148,340	150,338	151,893							

Revenue (\$)												
	January	February	March	April	May	June	July	August	September	October	November	December
2010	6,845,676	6,836,076	6,884,843	6,940,494	7,021,894	7,151,207	7,227,175	7,332,034	7,392,279	7,428,571	7,496,567	7,557,231
2011	7,625,655	7,715,787	7,852,507	7,975,036	7,985,902	7,968,634	8,003,878	8,116,223	8,341,104	8,563,186	8,699,007	8,905,359
2012	8,963,913	9,136,268	9,317,637	9,409,900	9,647,721	9,976,289	10,283,578	10,445,131	10,497,808	10,601,132	10,713,674	10,766,527
2013	10,884,400	10,875,257	10,875,019	11,030,547	11,094,885	11,080,980	11,046,591	11,064,735	11,133,168	11,113,074	11,064,726	11,173,995
2014	11,143,176	11,232,734	11,381,128	11,505,651	11,704,946	12,011,060	12,301,617	12,624,068	12,905,475	13,183,268	13,302,973	13,340,299
2015	13,619,234	13,835,778	14,205,906	14,431,381	14,578,045							

High value is boxed.

Low value is boxed and italicized.

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## Tab 6 - Twelve Month Moving Average with Percent Change

Holdrege, NE Area Selected Properties  
Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
Jan 10	55.7		80.93		45.10		151,796		84,592		6,845,676	
Feb 10	55.4		80.90		44.86		152,384		84,496		6,836,070	
Mar 10	55.6		80.86		44.99		153,035		85,150		6,884,843	
Apr 10	56.1		80.49		45.17		153,665		86,226		6,940,494	
May 10	57.4		79.65		45.70		153,665		88,160		7,021,894	
Jun 10	58.4		79.68		46.54		153,665		89,751		7,151,207	
Jul 10	58.9		79.92		47.03		153,665		90,435		7,227,175	
Aug 10	59.8		79.85		47.71		153,665		91,817		7,332,034	
Sep 10	60.3		79.78		48.11		153,665		92,662		7,392,279	
Oct 10	60.6		79.77		48.34		153,665		93,130		7,428,571	
Nov 10	61.1		79.85		48.79		153,665		93,885		7,496,567	
Dec 10	61.5	10.7	79.99	-1.6	49.18	8.9	153,665	1.7	94,477	12.5	7,557,231	10.7
Jan 11	61.9	11.1	80.12	-1.0	49.63	10.0	153,665	1.2	95,181	12.5	7,625,655	11.4
Feb 11	62.4	12.5	80.48	-0.5	50.21	11.9	153,665	0.8	95,867	13.5	7,715,787	12.9
Mar 11	63.0	13.3	81.07	0.3	51.10	13.6	153,665	0.4	96,860	13.8	7,852,507	14.1
Apr 11	63.6	13.3	81.63	1.4	51.90	14.9	153,665	0.0	97,700	13.3	7,975,036	14.9
May 11	63.2	10.1	82.27	3.3	51.97	13.7	153,665	0.0	97,070	10.1	7,985,902	13.7
Jun 11	63.1	8.0	82.19	3.2	51.86	11.4	153,665	0.0	96,950	8.0	7,968,634	11.4
Jul 11	62.8	6.8	82.91	3.7	52.09	10.7	153,665	0.0	96,542	6.8	8,003,878	10.7
Aug 11	61.7	3.3	83.82	5.0	51.72	8.4	156,920	2.1	96,825	5.5	8,116,223	10.7
Sep 11	61.2	1.4	85.21	6.8	52.11	8.3	160,070	4.2	97,885	5.6	8,341,104	12.8
Oct 11	60.8	0.4	86.19	8.0	52.43	8.5	163,325	6.3	99,357	6.7	8,563,186	15.3
Nov 11	60.1	-1.6	86.94	8.9	52.25	7.1	166,475	8.3	100,061	6.6	8,699,007	16.0
Dec 11	60.0	-2.4	87.43	9.3	52.47	6.7	169,730	10.5	101,858	7.8	8,905,359	17.8
Jan 12	59.0	-4.8	87.87	9.7	51.82	4.4	172,985	12.6	102,019	7.2	8,963,913	17.5
Feb 12	58.8	-5.8	88.34	9.8	51.93	3.4	175,925	14.5	103,416	7.9	9,136,268	18.4
Mar 12	58.5	-7.2	88.90	9.7	52.00	1.8	179,180	16.6	104,805	8.2	9,317,637	18.7
Apr 12	57.7	-9.3	89.48	9.6	51.61	-0.6	182,330	18.7	105,164	7.6	9,409,900	18.0
May 12	57.8	-8.6	90.00	9.4	51.99	0.0	185,585	20.8	107,196	10.4	9,647,721	20.8
Jun 12	57.9	-8.2	91.24	11.0	52.86	1.9	188,735	22.8	109,341	12.8	9,976,289	25.2
Jul 12	58.2	-7.3	91.96	10.9	53.56	2.8	191,990	24.9	111,830	15.8	10,283,578	28.5
Aug 12	59.1	-4.2	92.04	9.8	54.40	5.2	191,990	22.3	113,484	17.2	10,445,131	28.7
Sep 12	59.4	-2.9	92.08	8.1	54.68	4.9	191,990	19.9	114,004	16.5	10,497,808	25.9
Oct 12	59.8	-1.7	92.33	7.1	55.22	5.3	191,990	17.6	114,818	15.6	10,601,132	23.8
Nov 12	60.3	0.3	92.53	6.4	55.80	6.8	191,990	15.3	115,792	15.7	10,713,674	23.2
Dec 12	60.5	0.9	92.62	5.9	56.08	6.9	191,990	13.1	116,240	14.1	10,766,527	20.9
Jan 13	61.2	3.7	92.67	5.5	56.69	9.4	191,990	11.0	117,454	15.1	10,884,400	21.4
Feb 13	61.1	4.0	92.69	4.9	56.64	9.1	191,990	9.1	117,330	13.5	10,875,257	19.0
Mar 13	61.0	4.3	92.85	4.4	56.64	8.9	191,990	7.1	117,128	11.8	10,875,019	16.7
Apr 13	61.9	7.3	92.81	3.7	57.45	11.3	191,990	5.3	118,854	13.0	11,030,547	17.2
May 13	62.1	7.5	93.06	3.4	57.79	11.2	191,990	3.5	119,220	11.2	11,094,885	15.0
Jun 13	61.9	6.8	93.27	2.2	57.72	9.2	191,990	1.7	118,808	8.7	11,080,980	11.1
Jul 13	61.6	5.7	93.42	1.6	57.54	7.4	191,990	0.0	118,252	5.7	11,046,591	7.4
Aug 13	61.6	4.2	93.57	1.7	57.63	5.9	191,990	0.0	118,257	4.2	11,064,735	5.9
Sep 13	61.9	4.3	93.67	1.7	57.99	6.1	191,990	0.0	118,853	4.3	11,133,168	6.1
Oct 13	61.8	3.4	93.64	1.4	57.88	4.8	191,990	0.0	118,679	3.4	11,113,074	4.8
Nov 13	61.7	2.2	93.46	1.0	57.63	3.3	191,990	0.0	118,396	2.2	11,064,726	3.3
Dec 13	61.1	1.0	93.36	0.8	57.09	1.8	195,741	2.0	119,681	3.0	11,173,995	3.8
Jan 14	60.7	-0.8	93.32	0.7	56.62	-0.1	196,795	2.5	119,404	1.7	11,143,176	2.4
Feb 14	60.7	-0.7	93.56	0.9	56.80	0.3	197,747	3.0	120,058	2.3	11,232,734	3.3
Mar 14	61.0	-0.1	93.93	1.2	57.25	1.1	198,801	3.5	121,170	3.5	11,381,128	4.7
Apr 14	61.1	-1.2	94.18	1.5	57.58	0.2	199,821	4.1	122,173	2.8	11,505,651	4.3
May 14	61.0	-1.8	94.27	1.3	57.51	-0.5	203,541	6.0	124,169	4.2	11,704,946	5.5
Jun 14	61.5	-0.6	94.30	1.1	57.98	0.5	207,141	7.9	127,372	7.2	12,011,060	8.4
Jul 14	61.9	0.6	94.19	0.8	58.34	1.4	210,861	9.8	130,601	10.4	12,301,617	11.4
Aug 14	62.3	1.1	94.47	1.0	58.83	2.1	214,581	11.8	133,635	13.0	12,624,068	14.1
Sep 14	62.4	0.8	94.78	1.2	59.15	2.0	218,181	13.6	136,165	14.6	12,905,475	15.9
Oct 14	62.6	1.2	94.94	1.4	59.41	2.6	221,901	15.6	138,863	17.0	13,183,268	18.6
Nov 14	62.1	0.6	95.07	1.7	58.99	2.4	225,501	17.5	139,934	18.2	13,302,973	20.2
Dec 14	62.2	1.8	95.09	1.9	59.17	3.6	225,470	15.2	140,288	17.2	13,340,299	19.4
Jan 15	62.7	3.3	95.21	2.0	59.70	5.4	228,136	15.9	143,047	19.8	13,619,234	22.2
Feb 15	63.0	3.7	95.30	1.9	60.01	5.7	230,544	16.6	145,185	20.9	13,835,778	23.2
Mar 15	63.6	4.4	95.77	2.0	60.91	6.4	233,210	17.3	148,340	22.4	14,205,906	24.8
Apr 15	63.8	4.3	95.99	1.9	61.20	6.3	235,790	18.0	150,338	23.1	14,431,381	25.4
May 15	64.4	5.6	95.98	1.8	61.83	7.5	235,790	15.8	151,893	22.3	14,578,045	24.5

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## Tab 7 - Day of Week Analysis

Holdrege, NE Area Selected Properties

Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

Occupancy (%)								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Jun - 14	48.9	69.6	86.6	86.9	79.6	80.7	93.8	76.7
Jul - 14	56.1	74.5	78.4	81.7	84.3	84.4	90.7	78.9
Aug - 14	50.5	70.9	74.9	76.7	72.1	77.1	83.0	72.0
Sep - 14	53.6	71.7	75.2	82.6	69.8	69.3	69.3	70.4
Oct - 14	37.0	71.0	79.8	77.9	68.4	48.4	56.2	62.9
Nov - 14	28.7	49.4	60.9	58.9	47.7	45.1	46.3	47.4
Dec - 14	34.9	48.4	45.8	50.7	48.8	47.2	60.6	48.1
Jan - 15	27.3	49.7	61.4	58.7	41.7	53.7	54.5	49.6
Feb - 15	32.9	54.3	69.3	61.9	51.1	58.8	71.7	57.2
Mar - 15	37.2	71.1	84.0	84.4	76.4	81.2	86.8	73.4
Apr - 15	37.4	71.3	70.1	71.5	67.4	82.9	70.2	67.4
May - 15	45.3	57.0	76.3	85.4	83.7	65.9	71.1	68.4
Total Year	40.9	63.4	71.8	72.9	65.9	65.8	70.6	64.4

ADR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Jun - 14	89.73	93.80	96.45	97.39	94.90	101.63	106.25	97.59
Jul - 14	90.95	96.22	97.97	100.61	100.44	104.45	107.76	100.33
Aug - 14	92.27	95.91	97.71	97.59	92.43	96.73	99.03	96.25
Sep - 14	92.58	103.38	105.50	104.63	93.76	92.50	94.52	98.99
Oct - 14	89.48	95.76	98.01	95.82	96.13	86.76	90.05	93.95
Nov - 14	85.25	94.81	98.96	90.73	89.26	88.00	87.25	91.04
Dec - 14	84.14	89.06	90.52	91.19	88.36	83.98	89.21	88.47
Jan - 15	85.44	88.73	92.79	92.82	88.15	90.97	91.32	90.54
Feb - 15	85.21	93.56	98.30	96.87	91.02	96.46	106.21	96.58
Mar - 15	89.47	98.48	101.40	102.84	102.33	102.53	109.24	101.66
Apr - 15	90.82	95.75	97.12	97.90	95.60	101.63	97.17	97.09
May - 15	86.96	89.54	97.32	93.88	93.75	91.36	93.41	92.68
Total Year	89.03	95.18	98.13	97.29	94.69	95.78	98.61	95.98

RevPAR								Total Month
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Jun - 14	43.84	65.25	83.57	84.61	75.58	82.00	99.62	74.90
Jul - 14	51.00	71.67	76.81	82.15	84.62	88.18	97.77	79.11
Aug - 14	46.60	67.96	73.21	74.85	66.64	74.62	82.24	69.29
Sep - 14	49.65	74.09	79.33	86.40	65.49	64.11	65.51	69.72
Oct - 14	33.14	68.04	78.25	74.60	65.74	42.03	50.63	59.10
Nov - 14	24.44	46.81	60.27	53.47	42.55	39.67	40.38	43.17
Dec - 14	29.38	43.11	41.45	46.23	43.08	39.68	54.07	42.54
Jan - 15	23.34	44.14	57.00	54.52	36.76	48.81	49.81	44.93
Feb - 15	28.06	50.84	68.17	59.98	46.53	56.71	76.17	55.21
Mar - 15	33.29	70.05	85.19	86.79	78.17	83.28	94.77	74.67
Apr - 15	33.94	68.23	68.04	69.99	64.44	84.21	68.22	65.42
May - 15	39.39	51.04	74.24	80.15	78.51	60.16	66.40	63.40
Total Year	36.45	60.33	70.48	70.92	62.38	63.07	69.64	61.83

Three Year Occupancy (%)								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Jun 12 - May 13	38.0	62.9	71.5	70.9	65.1	62.0	64.4	62.1
Jun 13 - May 14	38.1	59.7	68.8	70.1	62.2	61.7	66.4	61.0
Jun 14 - May 15	40.9	63.4	71.8	72.9	65.9	65.8	70.6	64.4
Total 3 Yr	39.2	62.0	70.7	71.4	64.5	63.3	67.3	62.6

Three Year ADR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Jun 12 - May 13	88.05	92.34	93.89	94.70	92.20	92.10	95.84	93.06
Jun 13 - May 14	87.39	93.67	95.46	95.53	92.77	94.05	97.73	94.27
Jun 14 - May 15	89.03	95.18	98.13	97.29	94.69	95.78	98.61	95.98
Total 3 Yr	88.23	93.84	95.99	95.95	93.33	94.13	97.53	94.56

Three Year RevPAR								Total Year
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Jun 12 - May 13	33.48	58.10	67.10	67.10	60.00	57.05	61.70	57.79
Jun 13 - May 14	33.32	55.89	65.63	66.99	57.71	58.06	64.85	57.51
Jun 14 - May 15	36.45	60.33	70.48	70.92	62.38	63.07	69.64	61.83
Total 3 Yr	34.55	58.22	67.89	68.49	60.15	59.61	65.68	59.21

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## Tab 8 - Raw Data

Holdrege, NE Area Selected Properties  
Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 09	38.3		81.47		31.18		12,400		4,745		386,586		6	400	82.8
Feb 09	50.8		78.94		40.07		11,200		5,685		448,754		6	400	82.8
Mar 09	61.3		80.21		49.20		12,400		7,607		610,131		6	400	82.8
Apr 09	50.5		81.22		41.00		12,000		6,057		491,953		6	400	82.8
May 09	49.4		82.10		40.56		13,051		6,447		529,329		6	421	100.0
Jun 09	67.0		84.88		56.90		12,630		8,467		718,690		6	421	100.0
Jul 09	79.3		87.86		69.70		13,051		10,353		909,593		6	421	100.0
Aug 09	61.8		82.92		51.20		13,051		8,059		668,213		6	421	100.0
Sep 09	64.1		81.94		52.54		12,630		8,099		663,622		6	421	100.0
Oct 09	56.1		77.08		43.23		13,051		7,319		564,135		6	421	100.0
Nov 09	47.3		75.22		35.55		12,630		5,969		448,975		6	421	100.0
Dec 09	39.5		74.80		29.53		13,051		5,153		385,453		6	421	100.0
Jan 10	41.2	7.7	75.66	-7.1	31.17	-0.0	13,051	5.3	5,377	13.3	406,828	5.2	6	421	100.0
Feb 10	47.4	-6.6	78.57	-0.5	37.25	-7.0	11,788	5.3	5,589	-1.7	439,148	-2.1	6	421	100.0
Mar 10	63.3	3.2	79.76	-0.6	50.49	2.6	13,051	5.3	8,261	8.6	658,904	8.0	6	421	100.0
Apr 10	56.5	11.9	76.77	-5.5	43.36	5.8	12,630	5.3	7,133	17.8	547,604	11.3	6	421	100.0
May 10	64.2	30.0	72.87	-11.2	46.80	15.4	13,051	0.0	8,381	30.0	610,729	15.4	6	421	100.0
Jun 10	79.6	18.8	84.31	-0.7	67.14	18.0	12,630	0.0	10,058	18.8	848,003	18.0	6	421	100.0
Jul 10	84.6	6.6	89.30	1.6	75.52	8.4	13,051	0.0	11,037	6.6	985,561	8.4	6	421	100.0
Aug 10	72.3	17.1	81.88	-1.2	59.23	15.7	13,051	0.0	9,441	17.1	773,072	15.7	6	421	100.0
Sep 10	70.8	10.4	80.93	-1.2	57.31	9.1	12,630	0.0	8,944	10.4	723,867	9.1	6	421	100.0
Oct 10	59.7	6.4	77.11	0.0	46.01	6.4	13,051	0.0	7,787	6.4	600,427	6.4	6	421	100.0
Nov 10	53.2	12.6	76.88	2.2	40.93	15.1	12,630	0.0	6,724	12.6	516,971	15.1	6	421	100.0
Dec 10	44.0	11.5	77.65	3.8	34.18	15.7	13,051	0.0	5,745	11.5	446,117	15.7	6	421	100.0
Jan 11	46.6	13.1	78.15	3.3	36.41	16.8	13,051	0.0	6,081	13.1	475,252	16.8	6	421	100.0
Feb 11	53.2	12.3	84.35	7.3	44.90	20.5	11,788	0.0	6,275	12.3	529,280	20.5	6	421	100.0
Mar 11	70.9	12.0	85.98	7.8	60.96	20.7	13,051	0.0	9,254	12.0	795,624	20.7	6	421	100.0
Apr 11	63.1	11.8	84.05	9.5	53.06	22.4	12,630	0.0	7,973	11.8	670,133	22.4	6	421	100.0
May 11	59.4	-7.5	80.20	10.1	47.63	1.8	13,051	0.0	7,751	-7.5	621,595	1.8	6	421	100.0
Jun 11	78.7	-1.2	83.59	-0.9	65.77	-2.0	12,630	0.0	9,938	-1.2	830,735	-2.0	6	421	100.0
Jul 11	81.4	-3.7	96.04	7.6	78.22	3.6	13,051	0.0	10,629	-3.7	1,020,805	3.6	6	421	100.0
Aug 11	59.6	-17.6	91.05	11.2	54.30	-8.3	16,306	24.9	9,724	3.0	885,417	14.5	7	526	100.0
Sep 11	63.4	-10.5	94.84	17.2	60.12	4.9	15,780	24.9	10,004	11.9	948,748	31.1	7	526	100.0
Oct 11	56.8	-4.8	88.83	15.2	50.44	9.6	16,306	24.9	9,259	18.9	822,509	37.0	7	526	100.0
Nov 11	47.1	-11.6	87.88	14.3	41.37	1.1	15,780	24.9	7,428	10.5	652,792	26.3	7	526	100.0
Dec 11	46.3	5.1	86.51	11.4	40.01	17.1	16,306	24.9	7,542	31.3	652,469	46.3	7	526	100.0
Jan 12	38.3	-17.8	85.52	9.4	32.74	-10.1	16,306	24.9	6,242	2.6	533,806	12.3	7	526	100.0
Feb 12	52.1	-2.1	91.45	8.4	47.64	6.1	14,728	24.9	7,672	22.3	701,635	32.6	7	526	100.0
Mar 12	65.3	-7.9	91.80	6.8	59.92	-1.7	16,306	24.9	10,643	15.0	976,993	22.8	7	526	100.0
Apr 12	52.8	-16.4	91.50	8.9	48.31	-8.9	15,780	24.9	8,332	4.5	762,396	13.8	7	526	100.0
May 12	60.0	1.0	87.85	9.5	52.71	10.7	16,306	24.9	9,783	26.2	859,416	38.3	7	526	100.0
Jun 12	76.6	-2.7	95.94	14.8	73.47	11.7	15,780	24.9	12,083	21.6	1,159,303	39.6	7	526	100.0
Jul 12	80.4	-1.2	101.24	5.4	81.45	4.1	16,306	24.9	13,118	23.4	1,328,094	30.1	7	526	100.0
Aug 12	69.8	17.0	92.02	1.1	64.21	18.2	16,306	0.0	11,378	17.0	1,046,970	18.2	7	526	100.0
Sep 12	66.7	5.2	95.16	0.3	63.46	5.6	15,780	0.0	10,524	5.2	1,001,425	5.6	7	526	100.0
Oct 12	61.8	8.8	91.91	3.5	56.78	12.6	16,306	0.0	10,073	8.8	925,833	12.6	7	526	100.0
Nov 12	53.2	13.1	91.09	3.6	48.50	17.2	15,780	0.0	8,402	13.1	765,334	17.2	7	526	100.0
Dec 12	49.0	5.9	88.28	2.0	43.26	8.1	16,306	0.0	7,990	5.9	705,322	8.1	7	526	100.0
Jan 13	45.7	19.4	87.40	2.2	39.97	22.1	16,306	0.0	7,456	19.4	651,679	22.1	7	526	100.0
Feb 13	51.2	-1.6	91.75	0.3	47.02	-1.3	14,728	0.0	7,548	-1.6	692,492	-1.3	7	526	100.0
Mar 13	64.0	-1.9	93.55	1.9	59.90	-0.0	16,306	0.0	10,441	-1.9	976,755	-0.0	7	526	100.0
Apr 13	63.7	20.7	91.26	-0.3	58.17	20.4	15,780	0.0	10,058	20.7	917,924	20.4	7	526	100.0
May 13	62.2	3.7	91.02	3.6	56.65	7.5	16,306	0.0	10,149	3.7	923,754	7.5	7	526	100.0
Jun 13	74.0	-3.4	98.14	2.3	72.59	-1.2	15,780	0.0	11,671	-3.4	1,145,398	-1.2	7	526	100.0
Jul 13	77.0	-4.2	102.99	1.7	79.34	-2.6	16,306	0.0	12,562	-4.2	1,293,705	-2.6	7	526	100.0
Aug 13	69.8	0.0	93.57	1.7	65.32	1.7	16,306	0.0	11,383	0.0	1,065,114	1.7	7	526	100.0
Sep 13	70.5	5.7	96.21	1.1	67.80	6.8	15,780	0.0	11,120	5.7	1,069,858	6.8	7	526	100.0
Oct 13	60.7	-1.7	91.50	-0.5	55.55	-2.2	16,306	0.0	9,899	-1.7	905,739	-2.2	7	526	100.0
Nov 13	51.5	-3.4	88.31	-3.1	45.44	-6.3	15,780	0.0	8,119	-3.4	716,986	-6.3	7	526	100.0
Dec 13	46.2	-5.6	87.83	-0.5	40.61	-6.1	20,057	23.0	9,275	16.1	814,591	15.5	8	647	67.9
Jan 14	41.4	-9.6	86.48	-1.1	35.76	-10.5	17,360	6.5	7,179	-3.7	620,860	-4.7	7	560	100.0
Feb 14	52.3	2.1	95.35	3.9	49.88	6.1	15,680	6.5	8,202	8.7	782,050	12.9	7	560	100.0
Mar 14	66.5	3.9	97.39	4.1	64.81	8.2	17,360	6.5	11,553	10.7	1,125,149	15.2	7	560	100.0
Apr 14	65.8	3.3	94.25	3.3	62.05	6.7	16,800	6.5	11,061	10.0	1,042,447	13.6	7	560	100.0
May 14	60.6	-2.6	92.47	1.6	56.08	-1.0	20,026	22.8	12,145	19.7	1,123,049	21.6	8	646	100.0
Jun 14	76.7	3.8	97.59	-0.6	74.90	3.2	19,380	22.8	14,874	27.4	1,451,512	26.7	8	646	100.0
Jul 14	78.9	2.4	100.33	-2.6	79.11	-0.3	20,026	22.8	15,791	25.7	1,584,262	22.5	8	646	100.0
Aug 14	72.0	3.1	96.25	2.9	69.29	6.1	20,026	22.8	14,417	26.7	1,387,565	30.3	8	646	100.0
Sep 14	70.4	-0.1	98.99	2.9	69.72	2.8	19,380	22.8	13,650	22.8	1,351,265	26.3	8	646	100.0
Oct 14	62.9	3.6	93.95	2.7	59.10	6.4	20,026	22.8	12,597	27.3	1,183,532	30.7	8	646	100.0
Nov 14	47.4	-7.8	91.04	3.1	43.17	-5.0	19,380	22.8	9,190	13.2	836,691	16.7	8	646	100.0
Dec 14	48.1	4.0	88.47	0.7	42.54	4.7	20,026	-0.2	9,629	3.8	851,917	4.6	8	646	100.0
Jan 15	49.6	20.0	90.54	4.7	44.93	25.6	20,026	15.4	9,938	38.4	899,795	44.9	8	646	100.0
Feb 15	57.2	9.3	96.58	1.3	55.21	10.7	18,088	15.4	10,340	26.1	998,594	27.7	8	646	100.0
Mar 15	73.4	10.4	101.66	4.4	74.67	15.2	20,026	15.4	14,708	27.3	1,495,277	32.9	8	646	100.0
Apr 15	67.4	2.3	97.09	3.0	65.42	5.4	19,380	15.4	13,059	18.1	1,267,922	21.6	8	646	100.0
May 15	68.4	12.8	92.68	0.2	63.40	13.1	20,026	0.0	13,700	12.8	1,269,713	13.1	8	646	100.0

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# Tab 9 - Classic

Holdrege, NE Area Selected Properties  
Job Number: 689026\_SADIM Staff: SS Created: June 29, 2015

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 09	38.3		81.47		31.18		12,400		4,745		386,586		6	400	82.8
Feb 09	50.8		78.94		40.07		11,200		5,685		448,754		6	400	82.8
Mar 09	61.3		80.21		49.20		12,400		7,607		610,131		6	400	82.8
Apr 09	50.5		81.22		41.00		12,000		6,057		491,953		6	400	82.8
May 09	49.4		82.10		40.56		13,051		6,447		529,329		6	421	100.0
Jun 09	67.0		84.88		56.90		12,630		8,467		718,690		6	421	100.0
Jul 09	79.3		87.86		69.70		13,051		10,353		909,593		6	421	100.0
Aug 09	61.8		82.92		51.20		13,051		8,059		668,213		6	421	100.0
Sep 09	64.1		81.94		52.54		12,630		8,099		663,622		6	421	100.0
Oct 09	56.1		77.08		43.23		13,051		7,319		564,135		6	421	100.0
Nov 09	47.3		75.22		35.55		12,630		5,969		448,975		6	421	100.0
Dec 09	39.5		74.80		29.53		13,051		5,153		385,453		6	421	100.0
May YTD 2009	50.0		80.77		40.40		61,051		30,541		2,466,753				
Total 2009	55.5		81.29		45.16		151,145		83,960		6,825,434				
Jan 10	41.2	7.7	75.66	-7.1	31.17	-0.0	13,051	5.3	5,377	13.3	406,828	5.2	6	421	100.0
Feb 10	47.4	-6.6	78.57	-0.5	37.25	-7.0	11,788	5.3	5,589	-1.7	439,148	-2.1	6	421	100.0
Mar 10	63.3	3.2	79.76	-0.6	50.49	2.6	13,051	5.3	8,261	8.6	658,904	8.0	6	421	100.0
Apr 10	56.5	11.9	76.77	-5.5	43.36	5.8	12,630	5.3	7,133	17.8	547,604	11.3	6	421	100.0
May 10	64.2	30.0	72.87	-11.2	46.80	15.4	13,051	0.0	8,381	30.0	610,729	15.4	6	421	100.0
Jun 10	79.6	18.8	84.31	-0.7	67.14	18.0	12,630	0.0	10,058	18.8	848,003	18.0	6	421	100.0
Jul 10	84.6	6.6	89.30	1.6	75.52	8.4	13,051	0.0	11,037	6.6	985,561	8.4	6	421	100.0
Aug 10	72.3	17.1	81.88	-1.2	59.23	15.7	13,051	0.0	9,441	17.1	773,072	15.7	6	421	100.0
Sep 10	70.8	10.4	80.93	-1.2	57.31	9.1	12,630	0.0	8,944	10.4	723,867	9.1	6	421	100.0
Oct 10	59.7	6.4	77.11	0.0	46.01	6.4	13,051	0.0	7,787	6.4	600,427	6.4	6	421	100.0
Nov 10	53.2	12.6	76.88	2.2	40.93	15.1	12,630	0.0	6,724	12.6	516,971	15.1	6	421	100.0
Dec 10	44.0	11.5	77.65	3.8	34.18	15.7	13,051	0.0	5,745	11.5	446,117	15.7	6	421	100.0
May YTD 2010	54.6	9.2	76.66	-5.1	41.89	3.7	63,571	4.1	34,741	13.8	2,663,213	8.0			
Total 2010	61.5	10.7	79.99	-1.6	49.18	8.9	153,665	1.7	94,477	12.5	7,557,231	10.7			
Jan 11	46.6	13.1	78.15	3.3	36.41	16.8	13,051	0.0	6,081	13.1	475,252	16.8	6	421	100.0
Feb 11	53.2	12.3	84.35	7.3	44.90	20.5	11,788	0.0	6,275	12.3	529,280	20.5	6	421	100.0
Mar 11	70.9	12.0	85.98	7.8	60.96	20.7	13,051	0.0	9,254	12.0	795,624	20.7	6	421	100.0
Apr 11	63.1	11.8	84.05	9.5	53.06	22.4	12,630	0.0	7,973	11.8	670,133	22.4	6	421	100.0
May 11	59.4	-7.5	80.20	10.1	47.63	1.8	13,051	0.0	7,751	-7.5	621,595	1.8	6	421	100.0
Jun 11	78.7	-1.2	83.59	-0.9	65.77	-2.0	12,630	0.0	9,938	-1.2	830,735	-2.0	6	421	100.0
Jul 11	81.4	-3.7	96.04	7.6	78.22	3.6	13,051	0.0	10,629	-3.7	1,020,805	3.6	6	421	100.0
Aug 11	59.6	-17.6	91.05	11.2	54.30	-8.3	16,306	24.9	9,724	3.0	885,417	14.5	7	526	100.0
Sep 11	63.4	-10.5	94.84	17.2	60.12	4.9	15,780	24.9	10,004	11.9	948,748	31.1	7	526	100.0
Oct 11	56.8	-4.8	88.83	15.2	50.44	9.6	16,306	24.9	9,259	18.9	822,509	37.0	7	526	100.0
Nov 11	47.1	-11.6	87.88	14.3	41.37	1.1	15,780	24.9	7,428	10.5	652,792	26.3	7	526	100.0
Dec 11	46.3	5.1	86.51	11.4	40.01	17.1	16,306	24.9	7,542	31.3	652,460	46.3	7	526	100.0
May YTD 2011	58.7	7.5	82.82	8.0	48.64	16.1	63,571	0.0	37,334	7.5	3,091,884	16.1			
Total 2011	60.0	-2.4	87.43	9.3	52.47	6.7	160,730	10.5	101,858	7.8	8,905,359	17.8			
Jan 12	38.3	-17.8	85.52	9.4	32.74	-10.1	16,306	24.9	6,242	2.6	533,806	12.3	7	526	100.0
Feb 12	52.1	-2.1	91.45	8.4	47.64	6.1	14,728	24.9	7,672	22.3	701,635	32.6	7	526	100.0
Mar 12	65.3	-7.9	91.80	6.8	59.92	-1.7	16,306	24.9	10,643	15.0	976,993	22.8	7	526	100.0
Apr 12	52.8	-16.4	91.50	8.9	48.31	-8.9	15,780	24.9	8,332	4.5	762,396	13.8	7	526	100.0
May 12	60.0	1.0	87.85	9.5	52.71	10.7	16,306	24.9	9,783	26.2	859,416	38.3	7	526	100.0
Jun 12	76.6	-2.7	95.94	14.8	73.47	11.7	15,780	24.9	12,083	21.6	1,159,303	39.6	7	526	100.0
Jul 12	80.4	-1.2	101.24	5.4	81.45	4.1	16,306	24.9	13,118	23.4	1,328,094	30.1	7	526	100.0
Aug 12	69.8	17.0	92.02	1.1	64.21	18.2	16,306	0.0	11,378	17.0	1,046,970	18.2	7	526	100.0
Sep 12	66.7	5.2	95.16	0.3	63.46	5.6	15,780	0.0	10,524	5.2	1,001,425	5.6	7	526	100.0
Oct 12	61.8	8.8	91.91	3.5	56.78	12.6	16,306	0.0	10,073	8.8	925,833	12.6	7	526	100.0
Nov 12	53.2	13.1	91.09	3.6	48.50	17.2	15,780	0.0	8,402	13.1	765,334	17.2	7	526	100.0
Dec 12	49.0	5.9	88.28	2.0	43.26	8.1	16,306	0.0	7,990	5.9	705,322	8.1	7	526	100.0
May YTD 2012	53.7	-8.5	89.85	8.5	48.27	-0.7	79,426	24.9	42,672	14.3	3,834,246	24.0			
Total 2012	60.5	0.9	92.62	5.9	56.08	6.9	191,999	13.1	116,240	14.1	10,766,507	20.9			
Jan 13	45.7	19.4	87.40	2.2	39.97	22.1	16,306	0.0	7,456	19.4	651,679	22.1	7	526	100.0
Feb 13	51.2	-1.6	91.75	0.3	47.02	-1.3	14,728	0.0	7,548	-1.6	692,492	-1.3	7	526	100.0
Mar 13	64.0	-1.9	93.55	1.9	59.90	-0.0	16,306	0.0	10,441	-1.9	976,755	-0.0	7	526	100.0
Apr 13	63.7	20.7	91.26	-0.3	58.17	20.4	15,780	0.0	10,058	20.7	917,924	20.4	7	526	100.0
May 13	62.2	3.7	91.02	3.6	56.65	7.5	16,306	0.0	10,149	3.7	923,754	7.5	7	526	100.0
Jun 13	74.0	-3.4	98.14	2.3	72.59	-1.2	15,780	0.0	11,671	-3.4	1,145,398	-1.2	7	526	100.0
Jul 13	77.0	-4.2	102.99	1.7	79.34	-2.6	16,306	0.0	12,562	-4.2	1,293,705	-2.6	7	526	100.0
Aug 13	69.8	0.0	93.57	1.7	65.32	1.7	16,306	0.0	11,383	0.0	1,065,114	1.7	7	526	100.0
Sep 13	70.5	5.7	96.21	1.1	67.80	6.8	15,780	0.0	11,120	5.7	1,069,858	6.8	7	526	100.0
Oct 13	60.7	-1.7	91.50	-0.5	55.55	-2.2	16,306	0.0	9,899	-1.7	905,739	-2.2	7	526	100.0
Nov 13	51.5	-3.4	88.31	-3.1	45.44	-6.3	15,780	0.0	8,119	-3.4	716,986	-6.3	7	526	100.0
Dec 13	46.2	-5.6	87.83	-0.5	40.61	-6.1	20,057	23.0	9,275	16.1	814,591	15.5	8	646	67.9
May YTD 2013	57.5	7.0	91.18	1.5	52.41	8.6	79,426	0.0	45,652	7.0	4,162,604	8.6			
Total 2013	61.1	1.0	93.36	0.8	57.09	1.8	195,741	2.0	119,681	3.0	11,173,995	3.8			
Jan 14	41.4	-9.6	86.48	-1.1	35.76	-10.5	17,360	6.5	7,179	-3.7	620,860	-4.7	7	560	100.0
Feb 14	52.3	2.1	95.35	3.9	49.88	6.1	15,680	6.5	8,202	8.7	782,050	12.9	7	560	100.0
Mar 14	66.5	3.9	97.39	4.1	64.81	8.2	17,360	6.5	11,553	10.7	1,125,149	15.2	7	560	100.0
Apr 14	65.8	3.3	94.25	3.3	62.05	6.7	16,800	6.5	11,061	10.0	1,042,447	13.6	7	560	100.0
May 14	60.6	-2.6	92.47	1.6	56.08	-1.0	20,026	22.8	12,145	19.7	1,123,049	21.6	8	646	100.0
Jun 14	76.7	3.8	97.59	-0.6	74.90	3.2	19,380	22.8	14,874	27.4	1,451,512	26.7	8	646	100.0
Jul 14	78.9	2.4	100.33	-2.6	79.11	-0.3	20,026	22.8	15,791	25.7	1,584,262	22.5	8	646	100.0
Aug 14	72.0	3.1	96.25	2.9	69.29	6.1	20,026	22.8	14,417	26.7	1,387,565	30.3	8	646	100.0
Sep 14	70.4	-0.1	98.99	2.9	69.72	2.8	19,380	22.8	13,650	22.8	1,351,265	26.3	8	646	100.0
Oct 14	62.9	3.6	93.95	2.7	59.10	6.4	20,026	22.8	12,597	27.3	1,183,532	30.7	8	646	100.0
Nov 14	47.4	-7.8	91.04	3.1	43.17	-5.0	19,380	22.8	9,190	13.2	836,691	16.7	8	646	100.0
Dec 14	48.1	4.0	88.47	0.7	42.54	4.7	20,026	-0.2	9,629	3.8	851,				

Tab 10 - Response Report

Holdrege, NE Area Selected Properties  
Job Number: 689026\_SADIM    Staff: SS    Created: June 29, 2015

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STR Code	Name of Establishment	City & State	Zip Code	Class	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
62913	Hampton Inn Kearney	Kearney, NE	68845	Upper Midscale Class	Dec 2013	Dec 2013	121	Y																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
61611	Fairfield Inn & Suites Kearney	Kearney, NE	68845	Upper Midscale Class	Aug 2011	Aug 2011	105	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
31795	Quality Inn Kearney	Kearney, NE	68845	Midscale Class	Jun 2008	Aug 1995	61		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
33289	Comfort Inn Kearney	Kearney, NE	68845	Upper Midscale Class	May 2014	Aug 1996	86	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
17525	Best Western Plus Mid Nebraska Inn & Suites	Kearney, NE	68847	Upper Midscale Class	Feb 2011	May 1973	90	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
22345	Holiday Inn Express & Suites Kearney	Kearney, NE	68847	Upper Midscale Class	Apr 2001	Apr 2001	89		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
35983	AmericInn Kearney	Kearney, NE	68847	Midscale Class	Sep 1997	Sep 1997	54		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
36675	Super 8 Holdrege	Holdrege, NE	68949	Economy Class	Jun 1998	Jun 1998	40		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●</

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## 2015 STR CHAIN SCALES

# Site Analysis

*This section of the report describes the site identified for the proposed hotel.*

## A Site (North Central Holdrege, NE East of Highway 183)

Subject Site Evaluation					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			88%	35	40

## B Site (North Central Holdrege, NE East of Highway 183)

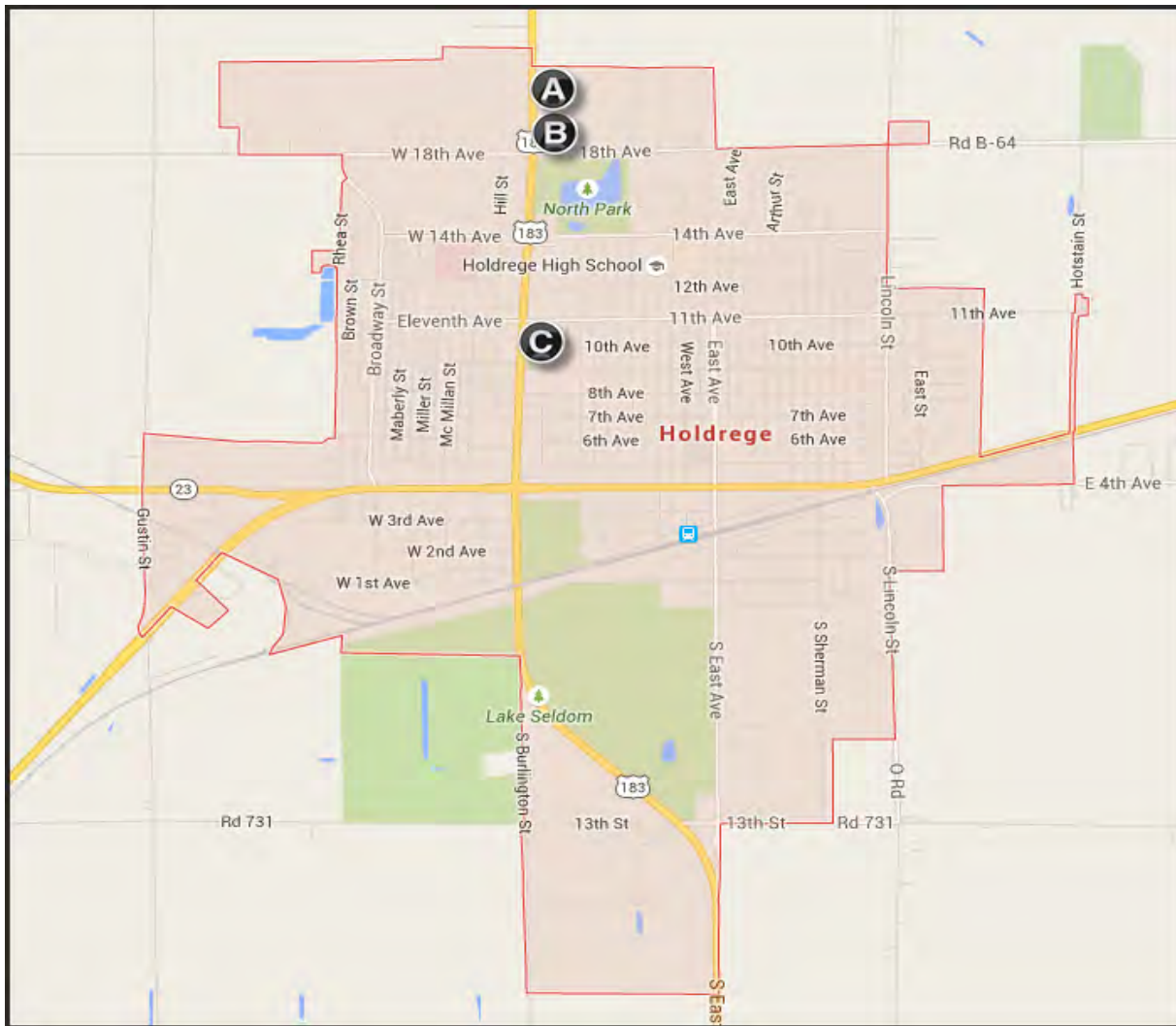
Subject Site Evaluation (\$30k/Acre - total 10 acres available)					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			88%	35	40

## C Site (Central Holdrege, NE - East Highway 183 between 8th/10th Avenues)

Subject Site Evaluation					
Visibility	1	2	3	4	5
Accessibility	1	2	3	4	5
Traffic Counts	1	2	3	4	5
Site Prep	1	2	3	4	5
Major Utilities	1	2	3	4	5
Zoning	1	2	3	4	5
Area Support Services	1	2	3	4	5
Competition Position	1	2	3	4	5
Overall Result			78%	31	40

Preparation for all sites are somewhat unknown. Wetland, water drainage, seepage or flood plain issues were not directly addressed but they do not appear to be present here. A detailed Environmental Impact study was not within the scope of this report. The developer should conduct necessary environmental impact testing to ensure the subject site is in compliance with local ordinances and environmental regulations. Major utilities were reported to be in place in the immediate area including water, sewer, electric, telephone, etc.





## Plans Announced For New Ridge Point Development

A new housing development is planned in north Holdrege.

Developer Erin Sandy said the vision for Ridge Point evolved after a 2013 Holdrege housing study showed a need for 154 new housing units by 2017.

"In order for our community to continue to grow, thrive and meet current demand, new housing developments have to be presented," Sandy said.

Ridge Point is north of 22nd Street between Highway 183 and East Avenue. It is currently farmland owned by Erin and Brock Sandy, but the plan is to develop it into a new subdivision with housing and commercial lots.

Phase 1 would provide 27 home lots ranging in size from .4 to 2.6 acres.

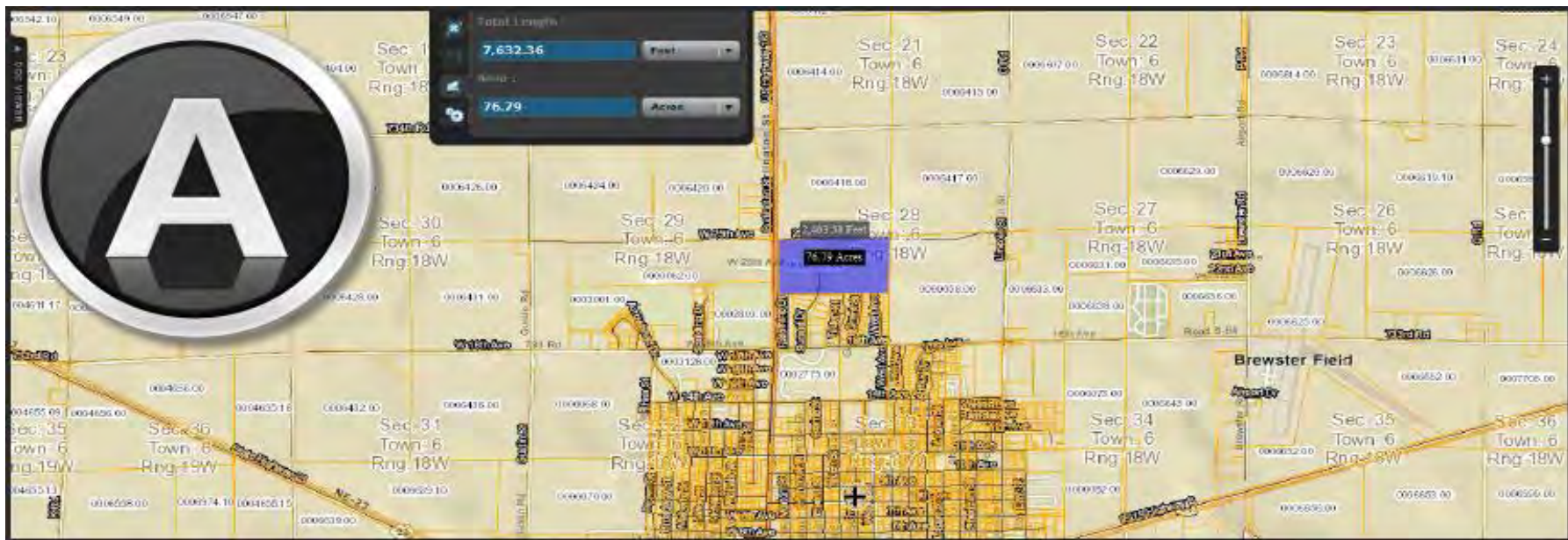
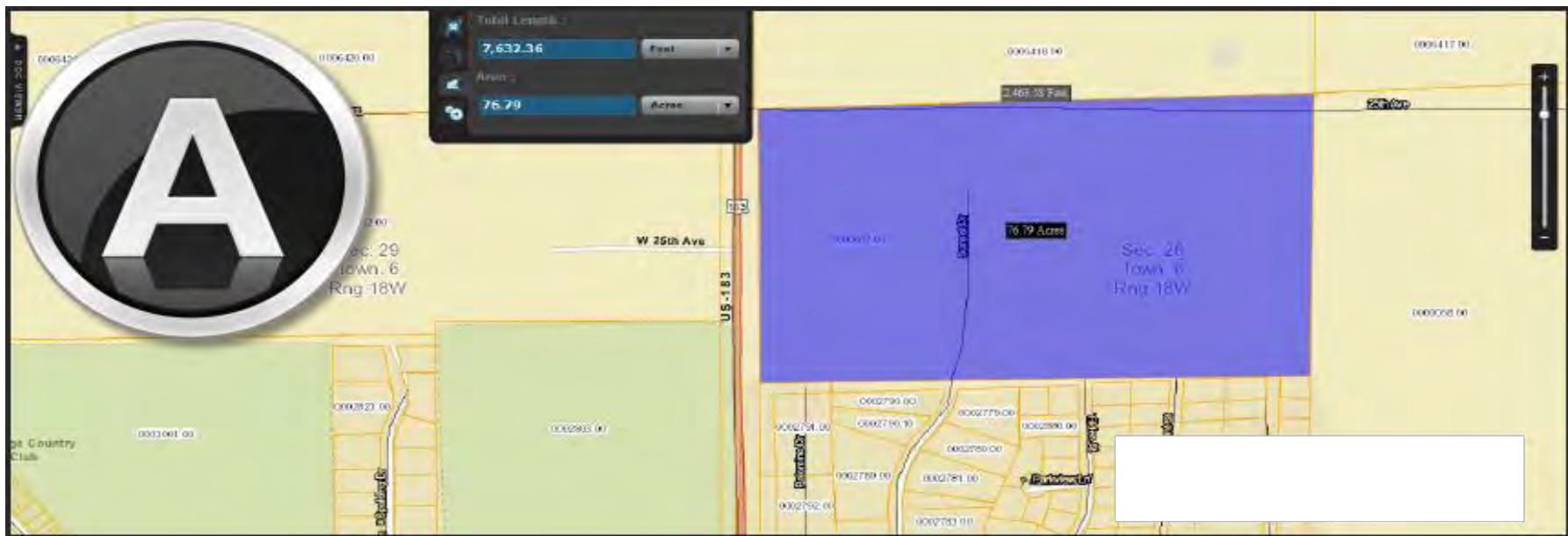
Phase 4 would include three commercial lots that could be divided according to the client's needs.

"With this space being the prime entrance to Holdrege, I foresee the potential for anything from neighborhood retail to national franchises," Sandy said.

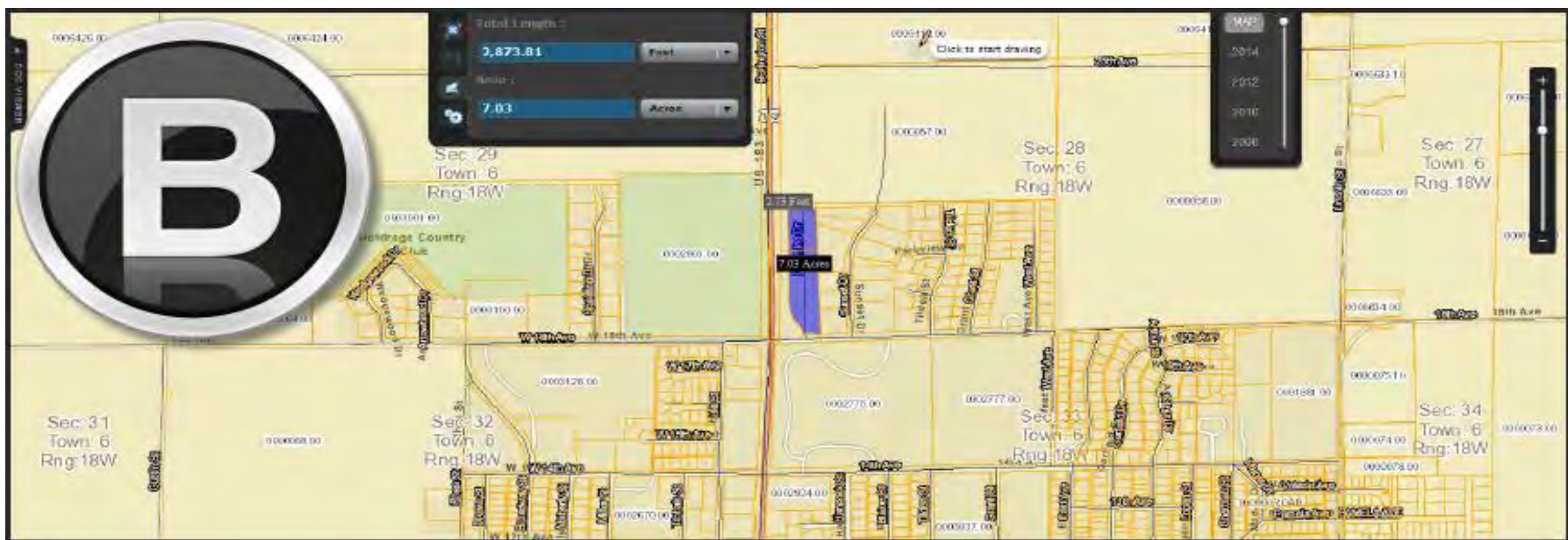
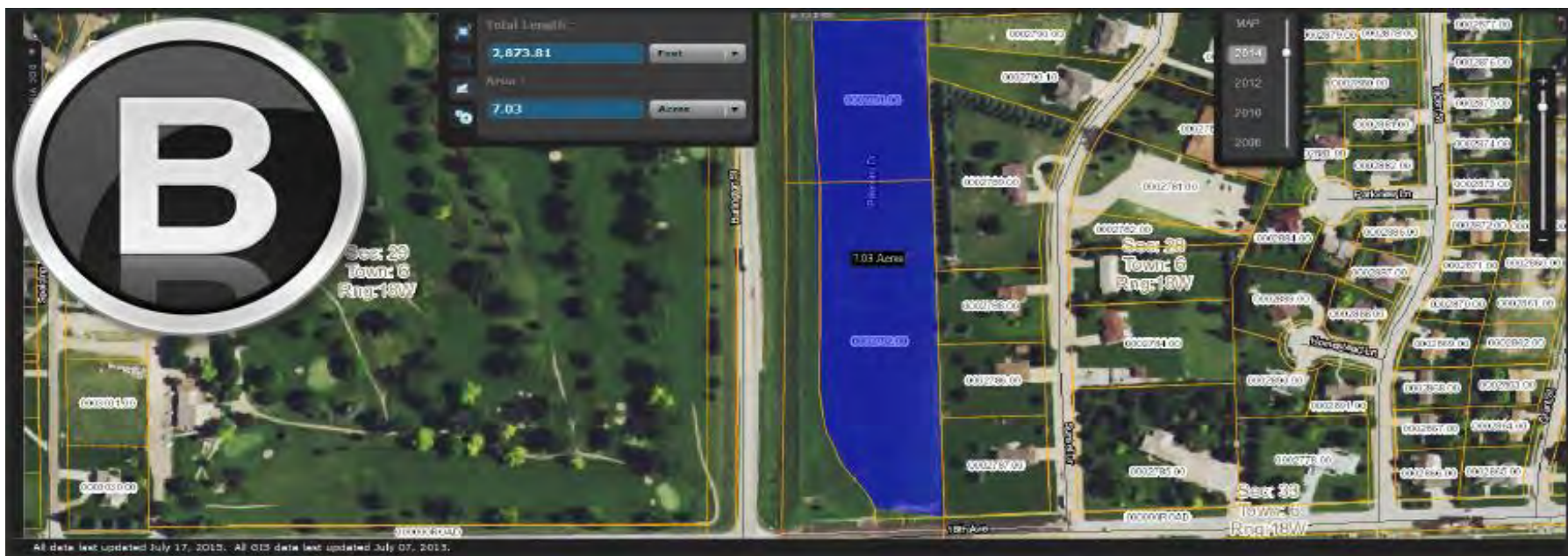
Miller & Associates is still working on infrastructure estimates to determine lot costs. Sandy said they will begin lot pre-sales as soon as cost information is known, possibly as early as the fall of 2015. For more information, contact Sandy at (308) 293-5366.



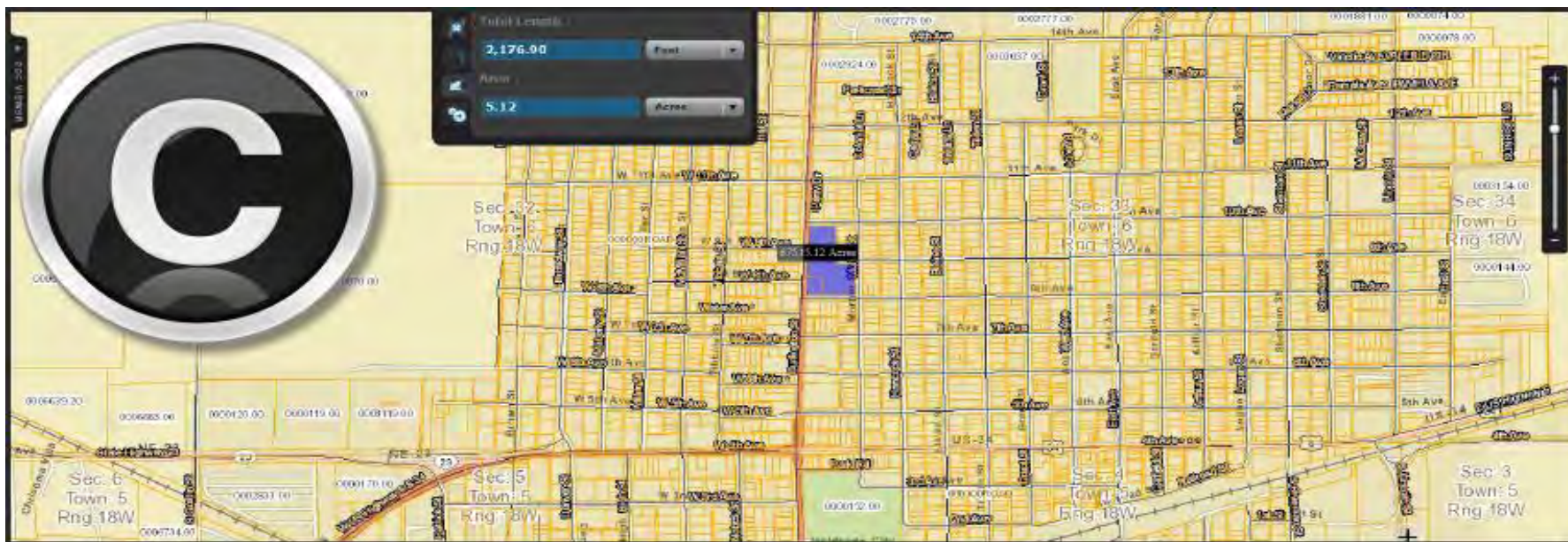
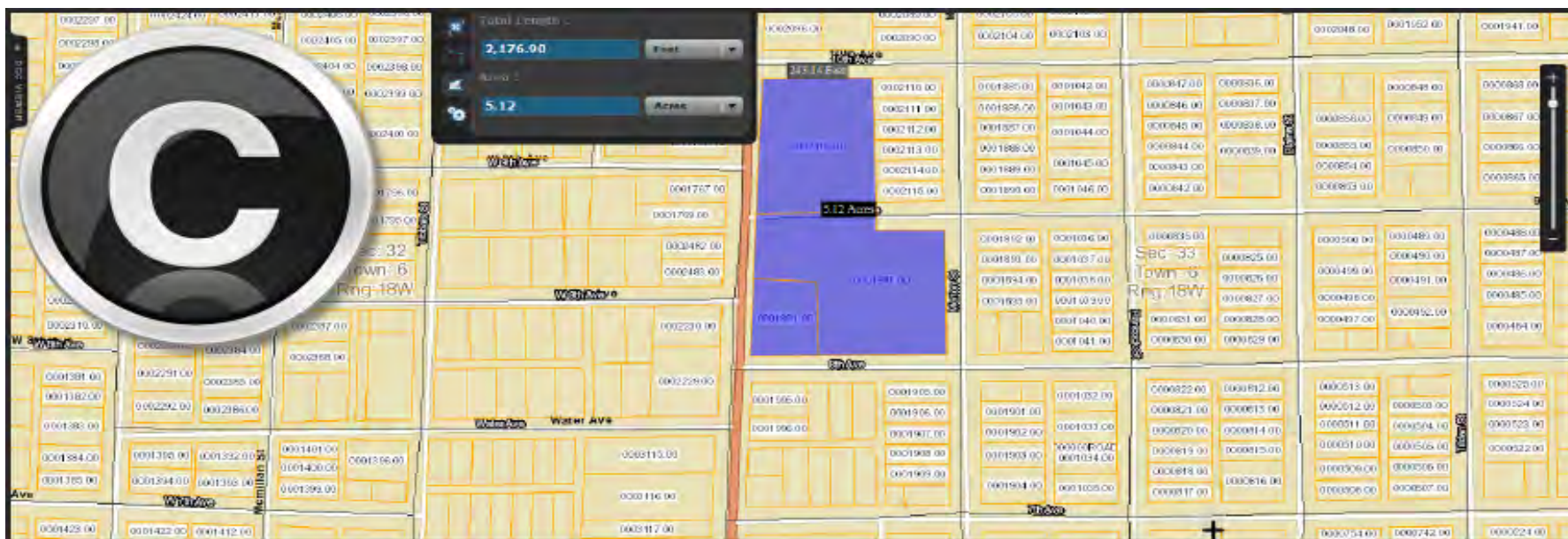
The Ridge Point Development would be north of 22nd Street and between Highway 183 and East Avenue. This map shows five phases of development with the pink area being Phase 1.





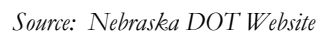








*Core Distinction Group, LLC*



## DISCLAIMER

Thank you for the opportunity to complete this market and feasibility study for the proposed hotel project located in Holdrege, NE. We have studied the market area for additional demand for a lodging facility and the results of our fieldwork and analysis are presented in this report. We have also made recommendations for the scope of the proposed project, including general site location, size of hotel, and brand.

We hereby certify that we have no undisclosed interest in the property and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

The conclusions presented in this report are based upon the information available and received at the time the report was filed. Core Distinction Group, LLC ("CDG") has taken every possible precaution to evaluate this information for its complete accuracy and reliability. Parts of this report were prepared or arranged by third-party contributors, as indicated throughout the document. While third-party contributions have been reviewed by CDG for reasonableness and consistency for including in this report, third-party information has not been fully audited or sought to be verified by CDG. CDG does not provide financial advice.

It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the information received upon which those opinions have been based. CDG assumes no responsibility for changes in the marketplace. CDG assumes no responsibility for information that becomes outdated once this report is written; nor are we responsible for keeping this information current after the date of the final document presentation.

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It is presumed that those reading this report understand the contents and recommendations. If this reader is unclear of understanding the contents, clarification can be received directly from a representative of CDG. While the terms of CDG's engagement do not require that revisions be made to this report to reflect events or conditions which occur subsequent to the date of completion of fieldwork, we are available to discuss the necessity for revisions in view of changes in the economic climate or market factors affecting the proposed hotel project.

Please do not hesitate to call should you have any comments or questions.

Sincerely,  
Core Distinction Group, LLC

Lisa L. Pennau  
Owner