

Trends by Property Type

50 Hotel/Motel	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	316,729	310,583	294,645	296,205	305,683	305,343	308,941	311,083	318,175	0.46%
Filled	140,730	146,745	143,380	146,617	153,737	159,454	161,759	169,709	167,113	18.75%
Occupancy	44.43%	47.25%	48.66%	49.50%	50.29%	52.22%	52.36%	54.55%	52.52%	18.21%
ADR	\$ 94.95	\$ 94.12	\$ 96.51	\$ 100.06	\$ 101.63	\$ 103.39	\$ 108.29	\$ 116.20	\$ 120.04	26.42%
Revenue	\$ 13,362,251.31	\$ 13,811,965.42	\$ 13,838,096.22	\$ 14,670,535.54	\$ 15,623,588.00	\$ 16,485,742.26	\$ 17,517,640.49	\$ 19,720,747.45	\$ 20,060,247.14	50.13%

51 Resort	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	537,527	551,773	554,191	549,909	541,383	559,758	568,595	563,941	568,502	5.76%
Filled	173,559	187,666	195,370	200,203	202,191	215,230	228,120	232,885	238,881	37.64%
Occupancy	32.29%	34.01%	35.25%	36.41%	37.35%	38.45%	40.12%	41.30%	42.02%	30.13%
ADR	\$ 138.41	\$ 136.98	\$ 135.65	\$ 140.78	\$ 142.19	\$ 140.34	\$ 144.44	\$ 149.51	\$ 151.89	9.74%
Revenue	\$ 24,022,448.48	\$ 25,706,449.38	\$ 26,501,475.16	\$ 28,185,536.39	\$ 28,749,377.61	\$ 30,204,708.92	\$ 32,949,939.61	\$ 34,819,369.78	\$ 36,282,926.36	51.04%

52 Inn	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	64,192	61,612	59,756	66,726	57,367	56,921	54,197	59,654	62,743	-2.26%
Filled	28,640	24,105	22,826	24,931	21,123	21,776	20,415	23,640	25,013	-12.66%
Occupancy	44.62%	39.12%	38.20%	37.36%	36.82%	38.26%	37.67%	39.63%	39.87%	-10.65%
ADR	\$ 108.33	\$ 131.14	\$ 134.18	\$ 132.56	\$ 140.31	\$ 143.64	\$ 143.17	\$ 144.10	\$ 147.28	35.95%
Revenue	\$ 3,102,516.30	\$ 3,161,195.66	\$ 3,062,764.61	\$ 3,304,730.82	\$ 2,963,716.82	\$ 3,127,839.25	\$ 2,922,857.99	\$ 3,406,616.79	\$ 3,683,923.32	18.74%

53 Condo	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	80,137	82,482	81,186	77,154	75,334	77,741	78,823	80,278	83,363	4.03%
Filled	31,162	32,645	30,261	30,791	31,693	32,446	34,821	36,459	37,863	21.50%
Occupancy	38.89%	39.58%	37.27%	39.91%	42.07%	41.74%	44.18%	45.42%	45.42%	16.79%
ADR	\$ 145.56	\$ 148.93	\$ 150.89	\$ 148.87	\$ 154.53	\$ 158.23	\$ 155.67	\$ 155.40	\$ 155.80	7.03%
Revenue	\$ 4,536,078.29	\$ 4,861,878.93	\$ 4,566,165.96	\$ 4,583,896.64	\$ 4,897,605.92	\$ 5,134,051.95	\$ 5,420,621.82	\$ 5,665,905.30	\$ 5,899,011.40	30.05%

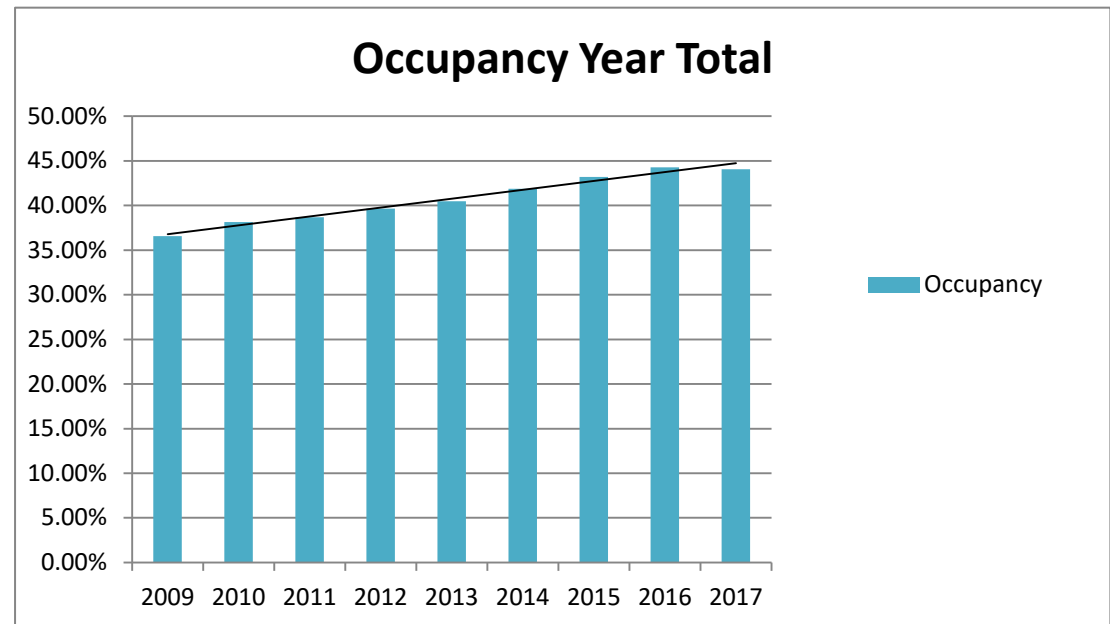
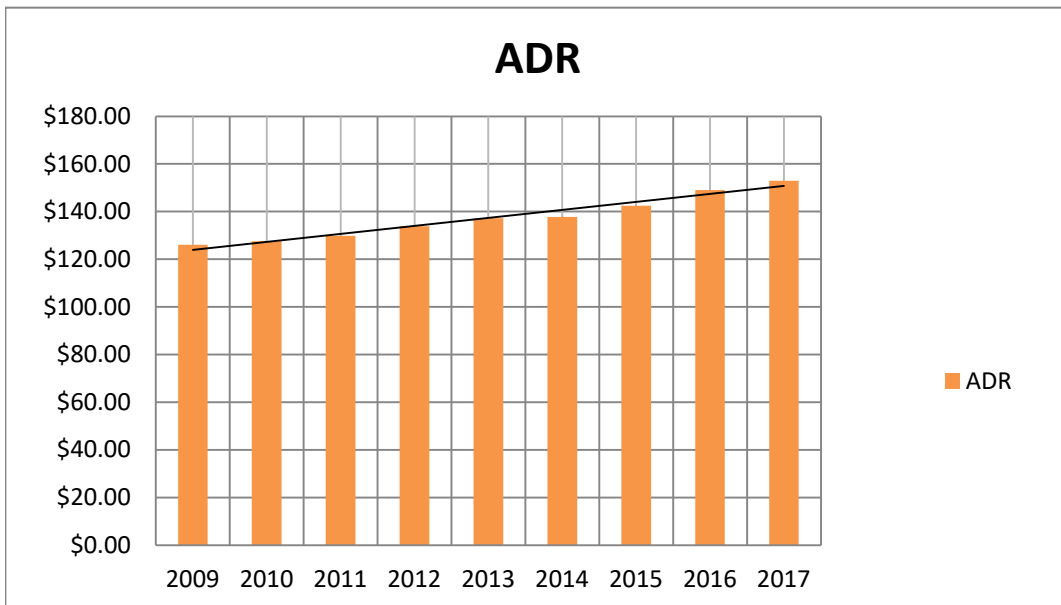
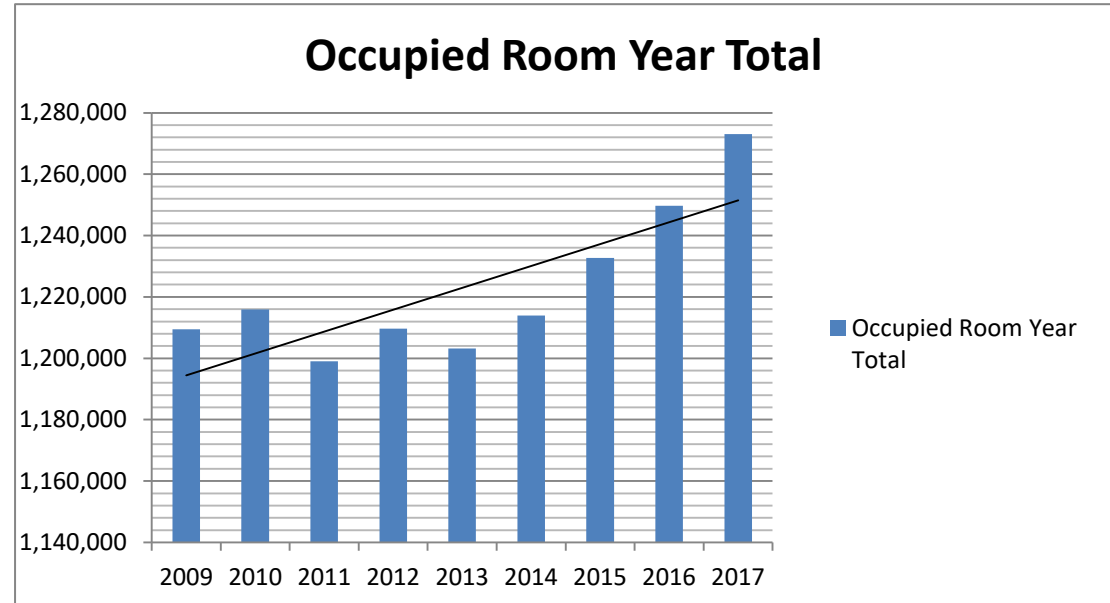
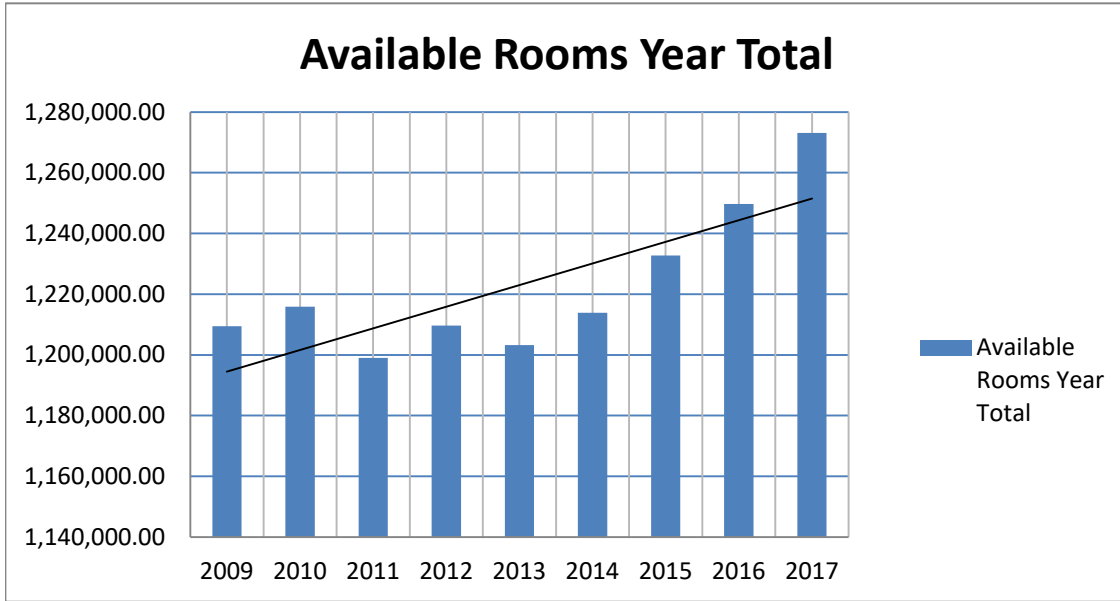
54 B&B	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	49,609	47,411	46,124	46,684	44,078	35,880	37,352	38,572	35,113	-29.22%
Filled	15,283	16,388	16,782	17,765	17,023	14,704	16,729	16,832	14,395	-5.81%
Occupancy	30.81%	34.57%	36.38%	38.05%	38.62%	40.98%	44.79%	43.64%	41.00%	33.07%
ADR	\$ 152.56	\$ 154.53	\$ 159.61	\$ 165.43	\$ 168.58	\$ 175.95	\$ 175.45	\$ 187.11	\$ 198.50	30.11%
Revenue	\$ 2,331,608.83	\$ 2,532,498.83	\$ 2,678,646.10	\$ 2,938,842.98	\$ 2,869,680.00	\$ 2,587,157.93	\$ 2,935,066.43	\$ 3,149,396.30	\$ 2,857,391.06	22.55%

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55/56 Cottage, House or Cabin	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	152,101	153,797	153,619	164,011	170,959	167,926	176,068	187,314	197,109	29.59%
Filled	50,151	53,761	51,894	56,843	59,090	61,946	68,059	70,825	74,682	48.91%
Occupancy	32.97%	34.96%	33.78%	34.66%	34.56%	36.89%	38.65%	37.85%	37.89%	14.92%
ADR	\$ 163.20	\$ 164.50	\$ 180.02	\$ 181.91	\$ 195.06	\$ 197.40	\$ 203.75	\$ 217.80	\$ 221.58	35.77%
Revenue	\$ 8,184,766.15	\$ 8,843,852.55	\$ 9,342,123.62	\$ 10,340,225.82	\$ 11,526,317.92	\$ 12,228,308.65	\$ 13,867,307.99	\$ 15,425,689.68	\$ 16,548,084.48	102.18%

59 Other	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available	9,144	8,241	9,511	8,960	8,411	10,321	8,736	9,019	8,014	-12.36%
Filled	2,586	2,262	3,348	2,412	2,140	2,786	2,895	3,120	3,021	16.82%
Occupancy	28.28%	27.45%	35.20%	26.92%	25.44%	26.99%	33.14%	34.59%	37.28%	31.82%
ADR	\$ 70.95	\$ 86.68	\$ 71.44	\$ 79.88	\$ 92.45	\$ 82.13	\$ 90.98	\$ 89.58	\$ 99.77	40.62%
Revenue	\$ 183,486.36	\$ 196,076.83	\$ 239,164.64	\$ 192,673.83	\$ 197,841.28	\$ 228,814.04	\$ 263,378.67	\$ 279,486.26	\$ 301,403.54	64.26%

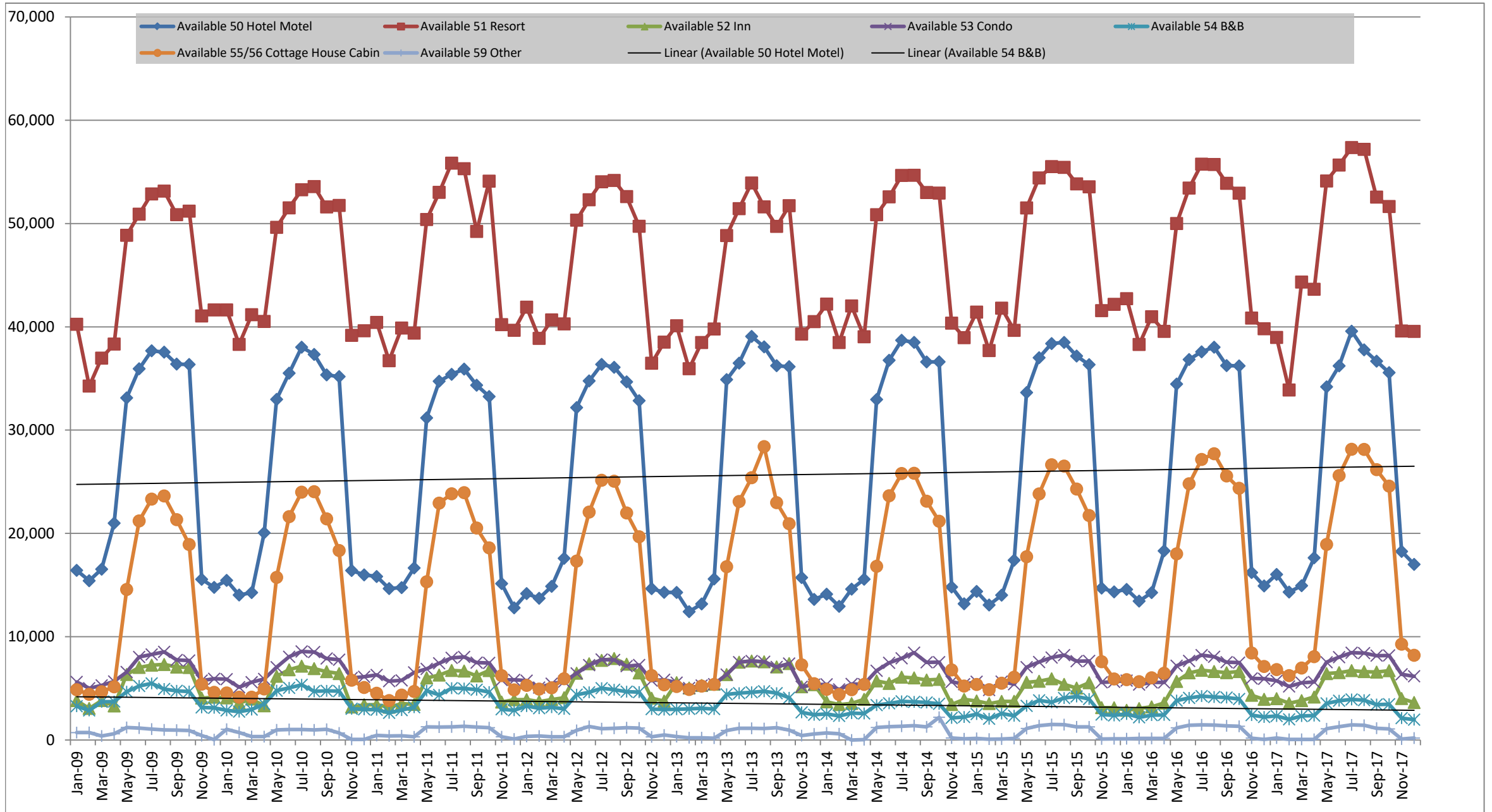
	2009	2010	2011	2012	2013	2014	2015	2016	2017	% change
Available Rooms Year Total	1,209,439	1,215,899	1,199,032	1,209,649	1,203,215	1,213,890	1,232,712	1,249,681	1,273,109	5.26%
Occupied Room Year Total	442,111	463,572	463,861	479,562	486,997	508,342	532,798	553,470	560,968	26.88%
ADR	\$126.04	\$127.52	\$129.84	\$133.91	\$137.22	\$137.70	\$142.41	\$149.00	\$153.00	21.39%
Occupancy	36.56%	38.13%	38.69%	39.64%	40.47%	41.88%	43.22%	44.29%	44.06%	20.51%
Total Revenues	\$ 55,723,155.72	\$ 59,113,917.60	\$ 60,228,436.31	\$ 64,216,442.02	\$ 66,828,127.55	\$ 69,996,623.00	\$ 75,876,813.00	\$ 82,467,211.56	\$ 85,632,987.00	53.68%
Notes: All years were rerun to balance to Kerber Rose Year End. In some years for a variety of reasons, they will not balance. Since this is for data purposes and not auditing the information provides historical trends	* 2009 Available nights 61 nights over KR year end resulting in ADR off \$2	*2010 available off 340, filled off 19, resulting in ADR off .52 Revenue off \$7952	*2011 Available nights off 428 all other metrics balance	*2012 Available nights off 90 all other metrics balance	*2013 Available nights off 152, filled off 20 and revenues off \$2961	*2014 All metrics balance	* 2015 All metrics balance	* 2016 All metrics balance	*all metrics balance	All balancing work is included in the individual year worksheets



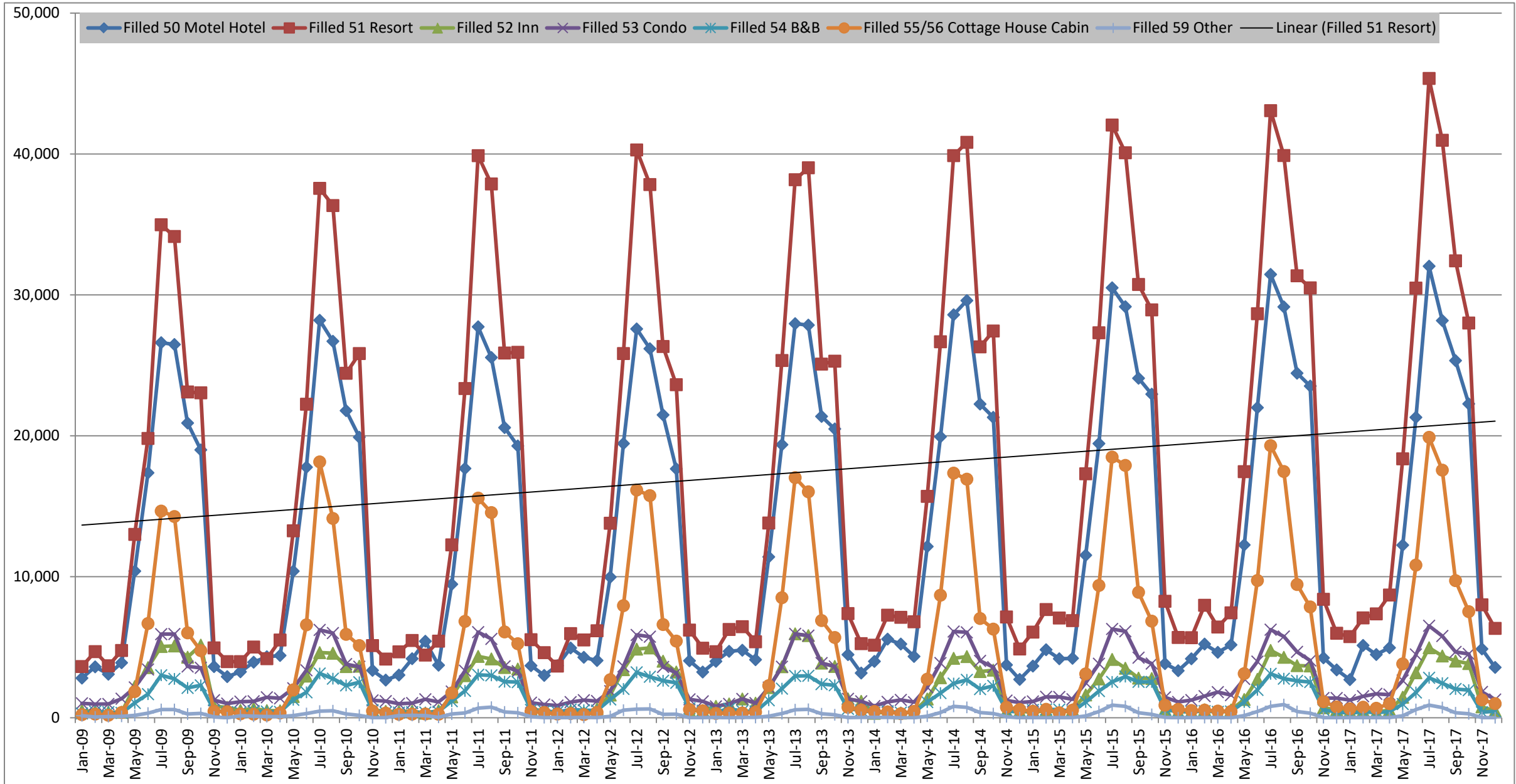
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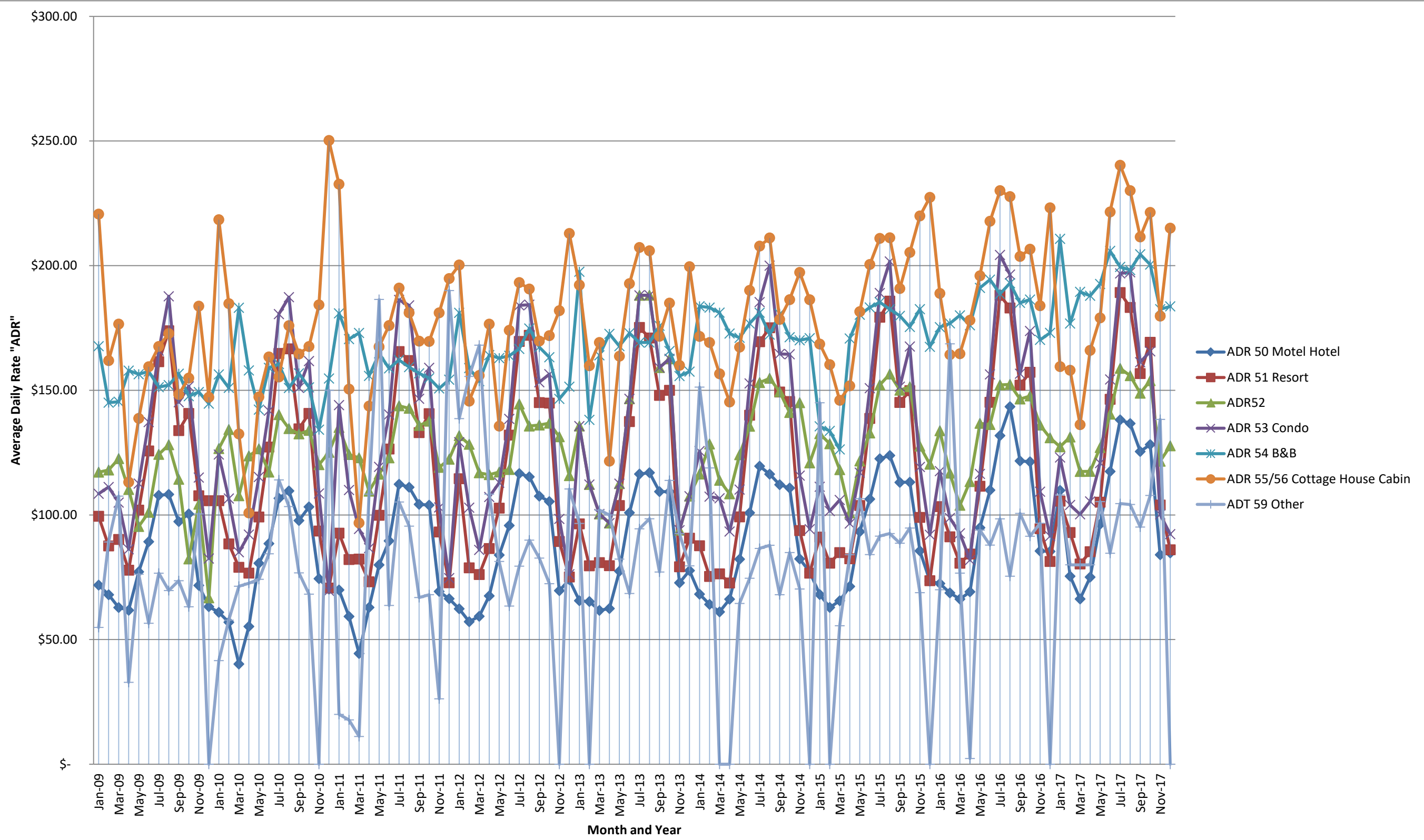
by unit report date	# of permits	# of units	Tax Year	Room Tax Collections * lates included	Available Rooms	Filled Rooms	Occup %	ADR	Visitor Spending (in millions)	County Tax Collection	rank in state
11/18/2008	729	3945	2008	\$ 2,633,905.00	979,928	362,545	37.00%	\$ 129.00			x
8/7/2009	856	4684	2009	\$ 3,051,712.00	1,209,378	442,111	36.56%	\$ 124.00	257.1	\$ 2,903,389.00	x
12/31/2010	888	4702	2010	\$ 3,233,733.00	1,215,559	463,591	38.14%	\$ 127.00	266.9	\$ 2,867,741.00	8
12/31/2011	879	4656	2011	\$ 3,270,684.00	1,198,604	463,861	38.70%	\$ 130.00	271.2	\$ 2,991,834.00	7
12/12/2012	903	4676	2012	\$ 3,500,714.00	1,209,649	479,562	39.65%	\$ 134.00	289	\$ 3,081,689.00	8
12/31/2013	937	4708	2013	\$ 3,644,013.00	1,203,063	486,977	40.48%	\$ 137.00	298.8	\$ 3,157,479.00	8
12/1/2014	956	4673	2014	\$ 3,815,722.00	1,213,890	508,272	41.87%	\$ 136.00	313.4	\$ 3,350,013.00	8
12/1/2015	980	4712	2015	\$ 4,130,827.00	1,232,712	532,798	43.22%	\$ 142.00	332.8	\$ 3,658,093.00	8
12/1/2016	1031	4773	2016	\$ 4,459,019.00	1,249,681	553,470	44.29%	\$ 149.00	347.8	\$ 3,914,091.00	7
11/27/2017	1078	4860	2017	\$ 4,660,677.00	1,273,109	560,968	44.06%	\$ 153.00	x	x	x
* from by unit report			*From year end reporting						State statistics released in the Spring of 2018		

Available Units 2009-2017

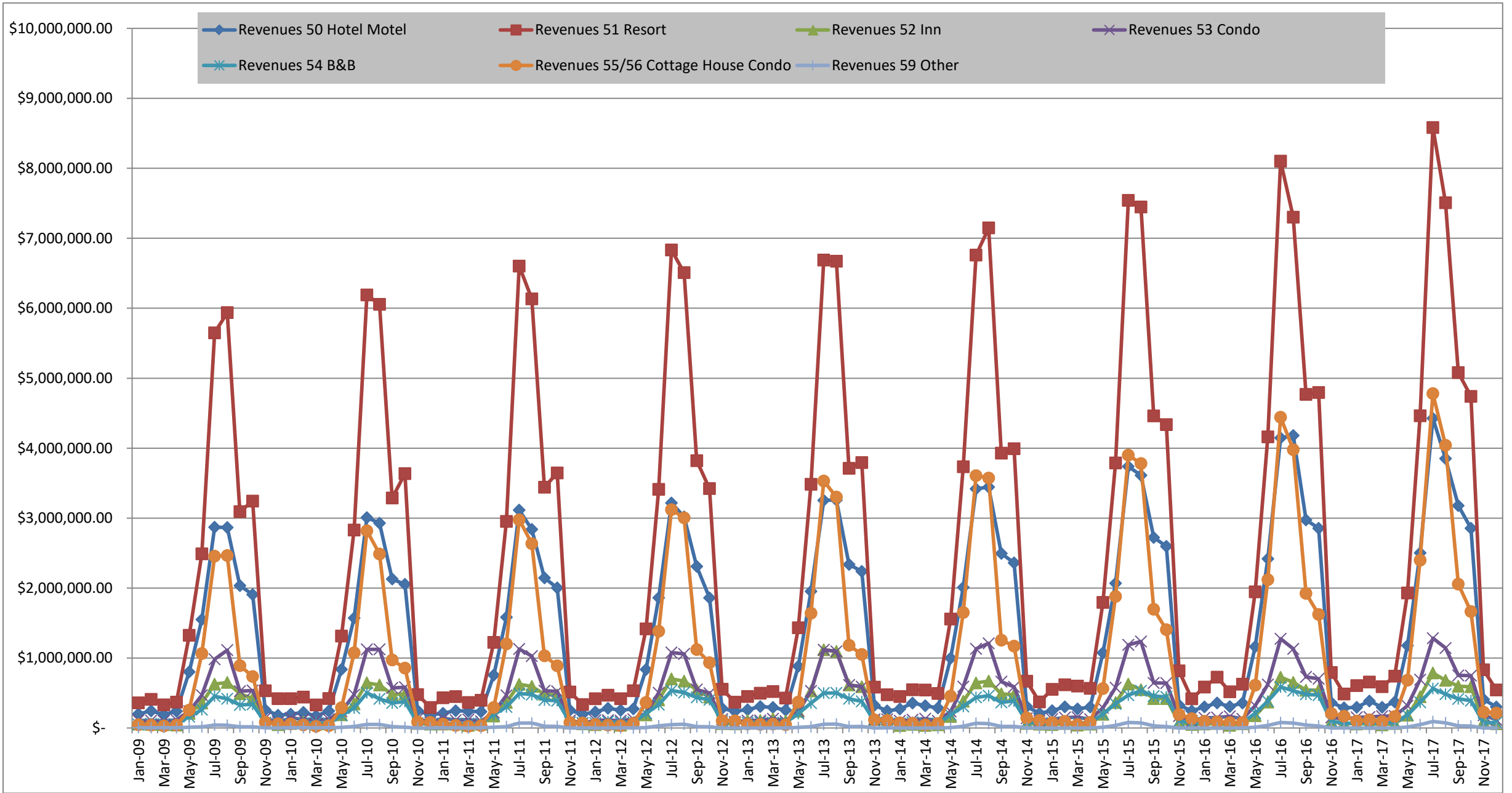


Filled 2009-2017





Revenues 2009-2017



Occupancy 2009-2017

