

# Historical Supply & Demand Trends

Year	Avg. Daily Room Count	Available Room Nights	Change	Occu. Room Nights	Change	Occu.	Avg. Rate	Change	RevPAR	Change
2010	45	16,554	-	5,454	-	32.9 %	\$ 85.28	-	\$ 28.10	-
2011	534	194,910	1,077.4%	108,554	1,890.4%	55.7	96.34	13.0%	53.66	90.9%
2012	535	195,094	0.1	114,473	5.5	58.7	102.74	6.6	60.28	12.3
2013	536	195,640	0.3	112,517	(1.7)	57.5	107.55	4.7	61.86	2.6
2014	536	195,640	0.0	120,964	7.5	61.8	110.43	2.7	68.28	10.4
2015	532	194,298	(0.7)	114,627	(5.2)	59.0	113.37	2.7	66.88	(2.0)
2016	571	208,285	7.2	120,386	5.0	57.8	111.93	(1.3)	64.69	(3.3)
2017	632	230,797	10.8	130,010	8.0	56.3	115.69	3.4	65.17	0.7
2018	666	243,075	5.3	143,475	10.4	59.0	116.54	0.7	68.79	5.6
2019	687	250,833	3.2	135,384	(5.6)	54.0	118.78	1.9	64.11	(6.8)
2020	846	308,665	23.1	91,098	(32.7)	29.5	110.08	(7.3)	32.49	(49.3)
2021	926	337,809	9.4	155,461	70.7	46.0	132.19	20.1	60.84	87.3
2022	927	338,355	0.2	195,951	26.0	57.9	144.41	9.2	83.63	37.5

## Year-to-Date Through May

2020	765	115,515	-	33,359	-	28.9 %	\$108.63	-	\$ 31.37	-
2021	925	139,675	20.9%	50,845	52.4 %	36.4	121.56	11.9%	44.25	41.1%
2022	927	139,977	0.2	73,416	44.4	52.4	138.54	14.0	72.66	64.2
2023	927	139,977	0.0	80,610	9.8	57.6	147.55	6.5	84.97	16.9

## Average Annual Compounded Change

2010-2019	35.3 %	42.9 %	3.8 %	9.6 %
2010-2022	28.6	34.8	4.5	9.5

Hotels Included in Sample	Class	Competitive Status	# of Rooms	Month/Year Opened
Hotel Balckhawk, Autograph Collection	Upper Upscale	Primary	130	03/2013
DoubleTree by Hilton Davenport	Upscale	Secondary	223	10/2021
Ascend Collection Riverview Inn & Suites	Upscale	Secondary	84	06/2018
Country Inn & Suites Rock Falls	Upper Midscale	Secondary	80	11/1999
Holiday Inn Express & Suites Rock Falls	Upper Midscale	Secondary	68	05/2016
The Current Iowa, Autograph Collection	Upper Upscale	Primary	78	07/2017
Tapestry Collection by Hilton The Axis Hotel Moline	Upper Upscale	Secondary	104	10/2019
Embassy Suites by Hilton Rockford Riverfront	Upper Upscale	Primary	160	07/2020