

# Primary Competitors— Operating Performance

	# of Rooms	Est. Segmentation			Estimated 2021				Estimated 2022					
		Commercial	Leisure	Group	Weighted Annual Room Count	Occupancy	Avg Rate	RevPAR	Weighted Annual Room Count	Occupancy	Avg Rate	RevPAR	Occupancy Penetration	Yield Penetration
<b>Property</b>														
Embassy Suites by Hilton Rockford Riverfront	160	45%	20%	35%	160	50-55%	\$150-160	\$ 80-85	160	70-75%	\$160-170	\$115-120	120-130%	130-140%
Hotel Blackhawk an Autograph Collection Hotel	130	50	20	30	130	50-55	150-160	80-85	130	55-60	160-170	95-100	100-110	110-120
Current Iowa Autograph Collection	78	55	25	20	78	55-60	150-160	90-95	78	60-65	160-170	100-105	110-120	120-130
<b>Sub-Totals/Averages</b>	<b>368</b>	<b>49%</b>	<b>21%</b>	<b>30%</b>	<b>368</b>	<b>55.4%</b>	<b>\$ 151.81</b>	<b>\$84.18</b>	<b>368</b>	<b>65.8%</b>	<b>\$ 164.72</b>	<b>\$ 108</b>	<b>112%</b>	<b>125.3%</b>
Secondary Competitors	559	56%	28%	16%	419	39.7%	\$ 114.20	\$ 45.34	419	52.7%	\$ 127.74	\$ 67	90%	77.8%
<b>Totals/Averages</b>	<b>927</b>	<b>52%</b>	<b>24%</b>	<b>23%</b>	<b>787</b>	<b>47.1%</b>	<b>\$ 134.91</b>	<b>\$63.50</b>	<b>787</b>	<b>58.9%</b>	<b>\$ 147.08</b>	<b>\$ 87</b>	<b>100%</b>	<b>100%</b>

\* Specific occupancy & average rate data was utilized in our analysis, but is presented in ranges in the above table for the purpose of confidentiality.