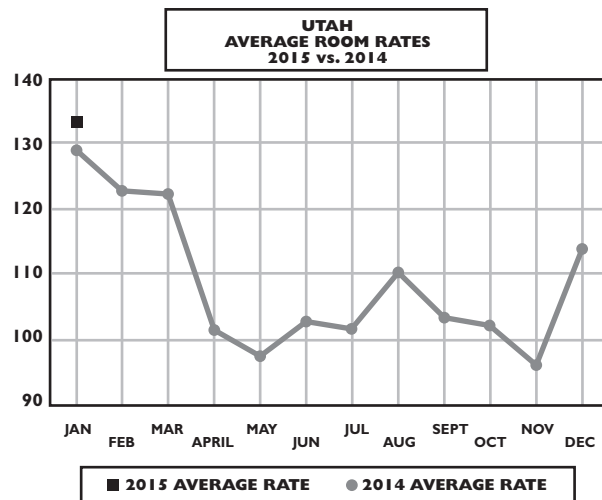
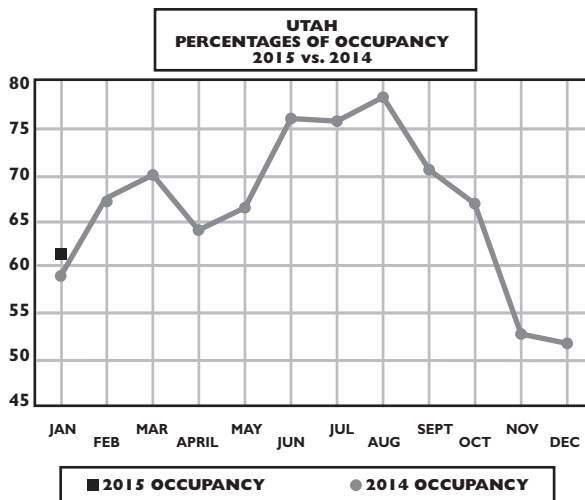


ROCKY MOUNTAIN LODGING REPORT

Utah Edition

January 2015

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2015 YEAR-TO-DATE			2014 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
SALT LAKE CITY											
AIRPORT & NORTH SLC	58,218	36,252	62.3%	\$112.19	\$69.86	62.3%	\$112.19	\$69.86	60.0%	\$104.37	\$62.58
WEST VALLEY CITY	14,773	11,239	76.1%	\$96.54	\$73.45	76.1%	\$96.54	\$73.45	69.6%	\$91.85	\$63.95
SOUTH VALLEY SLC	84,723	51,818	61.2%	\$111.01	\$67.90	61.2%	\$111.01	\$67.90	63.1%	\$107.16	\$67.61
DOWNTOWN & EAST SLC	<u>130,613</u>	<u>88,571</u>	<u>67.8%</u>	<u>\$121.56</u>	<u>\$82.43</u>	<u>67.8%</u>	<u>\$121.56</u>	<u>\$82.43</u>	<u>65.5%</u>	<u>\$117.40</u>	<u>\$76.88</u>
TOTAL SALT LAKE CITY	288,327	187,880	65.2%	\$115.35	\$75.16	65.2%	\$115.35	\$75.16	63.9%	\$110.74	\$70.81
OGDEN	23,901	12,417	52.0%	\$94.70	\$49.20	52.0%	\$94.70	\$49.20	43.2%	\$86.93	\$37.56
DAVIS COUNTY	33,263	17,808	53.5%	\$91.29	\$48.88	53.5%	\$91.29	\$48.87	53.6%	\$89.16	\$47.80
CEDAR CITY	16,554	7,292	44.0%	\$74.31	\$32.73	44.0%	\$74.31	\$32.73	39.5%	\$68.44	\$27.07
ST. GEORGE	36,323	22,420	61.7%	\$85.21	\$52.59	61.7%	\$85.21	\$52.60	58.3%	\$80.88	\$47.16
LOGAN	19,352	9,961	51.5%	\$77.01	\$39.64	51.5%	\$77.01	\$39.64	42.4%	\$77.11	\$32.70
UTAH COUNTY	40,630	25,509	62.8%	\$97.72	\$61.35	62.8%	\$97.72	\$61.35	59.4%	\$92.09	\$54.67
UTAH MOUNTAIN RESORTS	69,249	40,635	58.7%	\$325.69	\$191.11	58.7%	\$325.69	\$191.11	64.2%	\$304.12	\$195.23
OTHER UTAH	<u>23,184</u>	<u>9,724</u>	<u>41.9%</u>	<u>\$77.05</u>	<u>\$32.32</u>	<u>41.9%</u>	<u>\$77.05</u>	<u>\$32.32</u>	<u>37.8%</u>	<u>\$78.17</u>	<u>\$29.54</u>
COMBINED TOTALS	550,783	333,646	60.6%	\$132.38	\$80.19	60.6%	\$132.38	\$80.19	58.8%	\$128.82	\$75.68



The Rocky Mountain Lodging Report is compiled by: Ehrhardt Keefe Steiner & Hottman, PC in cooperation with the Utah Hotel & Lodging Association, Robert S. Benton & Associates, Inc. and W. R. Hopping & CO. Readers are advised that the above do not represent the data contained herein to be definitive. Neither should the contents of this publication be construed as a recommendation on policies or actions. This report is subject to copyright laws.

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ROCKY MOUNTAIN LODGING REPORT
Summary of Occupancy and Average Daily Room Rates for the State of Utah

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2015	2014	2015	2014	2015	2014
JANUARY	60.6%	58.8%	\$132.38	\$128.82	\$80.19	\$75.68
FEBRUARY	-	-	-	-	-	-
MARCH	-	-	-	-	-	-
APRIL	-	-	-	-	-	-
MAY	-	-	-	-	-	-
JUNE	-	-	-	-	-	-
JULY	-	-	-	-	-	-
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	<u>60.6%</u>	<u>58.8%</u>	<u>\$132.38</u>	<u>\$128.82</u>	<u>\$80.19</u>	<u>\$75.68</u>

ROCKY MOUNTAIN LODGING REPORT
Summary of Occupancy and Average Daily Room Rates for Salt Lake City, Utah

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2015	2014	2015	2014	2015	2014
JANUARY	65.2%	63.9%	\$115.35	\$110.74	\$75.16	\$70.81
FEBRUARY	-	-	-	-	-	-
MARCH	-	-	-	-	-	-
APRIL	-	-	-	-	-	-
MAY	-	-	-	-	-	-
JUNE	-	-	-	-	-	-
JULY	-	-	-	-	-	-
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	<u>65.2%</u>	<u>63.9%</u>	<u>\$115.35</u>	<u>\$110.74</u>	<u>\$75.16</u>	<u>\$70.81</u>