

STR # 62749 / Created February 16, 2024



Monthly STAR Report : Sleep Inn & Suites Hennessey North

For the Month of: January 2024

Currency: US Dollar / Competitive Set Data Excludes Subject Property

Table Of Contents	1
Monthly Performance at a Glance	2
STAR Summary	3
Competitive Set Report	4
Response Report	5
Day of Week & Weekday/Weekend	6
Daily Data for the Month	7
Help	8

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Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Sleep Inn & Suites Hennessey North 522 N Main St Hennessey, OK 73742-1019 Phone: (405) 853-2126

STR # 62749 ChainID: OK223 MgtCo: None Owner: None

For the Month of: January 2024 Date Created: February 16, 2024 Monthly Competitive Set Data Excludes Subject Property

January 2024

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	25.5	44.3	57.6	60.53	74.97	80.7	15.43	33.19	46.5
Year To Date	25.5	44.3	57.6	60.53	74.97	80.7	15.43	33.19	46.5
Running 3 Month	31.2	49.3	63.3	61.15	76.50	79.9	19.08	37.71	50.6
Running 12 Month	42.2	54.0	78.1	63.16	83.02	76.1	26.65	44.83	59.4

January 2024 vs. 2023 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	-39.1	3.5	-41.2	-11.5	-14.6	3.6	-46.1	-11.6	-39.1
Year To Date	-39.1	3.5	-41.2	-11.5	-14.6	3.6	-46.1	-11.6	-39.1
Running 3 Month	-18.5	9.4	-25.5	-11.4	-11.1	-0.4	-27.8	-2.7	-25.8
Running 12 Month	-20.8	-0.3	-20.6	-12.9	-2.3	-10.9	-31.0	-2.6	-29.2

Tab 3 - STAR Summary - My Property vs. Comp Set and Industry Segments

Sleep Inn & Suites Hennessey North 522 N Main St Hennessey, OK 73742-1019 Phone: (405) 853-2126

STR # 62749 ChainID: OK223 MgtCo: None Owner: None

For the Month of: January 2024 Date Created: February 16, 2024 Monthly Competitive Set Data Excludes Subject Property

Occupancy (%)								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Sleep Inn & Suites Hennessey North	25.5	-39.1	25.5	-39.1	31.2	-18.5	42.2	-20.8
Market: Oklahoma Area	38.3	-11.0	38.3	-11.0	41.4	-6.4	49.2	-4.0
Market Class: Midscale Class	39.8	-11.8	39.8	-11.8	43.8	-6.2	53.0	-2.3
Submarket: Oklahoma West Area	37.0	-8.7	37.0	-8.7	40.1	-3.9	47.1	-2.4
Submarket Scale: Midscale Chains	45.4	-10.5	45.4	-10.5	48.9	-6.2	58.3	-2.2
Competitive Set: Competitors	44.3	3.5	44.3	3.5	49.3	9.4	54.0	-0.3

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	0.0	0.0	-0.5
0.3	0.3	0.0	-0.9
4.2	4.2	3.4	1.1
-0.6	-0.6	-1.1	-0.9
0.0	0.0	0.0	0.8
0.0	0.0	0.0	0.0

Sleep Inn & Suites Hennessey North
Market: Oklahoma Area
Market Class: Midscale Class
Submarket: Oklahoma West Area
Submarket Scale: Midscale Chains
Competitive Set: Competitors

Average Daily Rate								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Sleep Inn & Suites Hennessey North	60.53	-11.5	60.53	-11.5	61.15	-11.4	63.16	-12.9
Market: Oklahoma Area	79.47	0.3	79.47	0.3	81.69	1.1	85.11	3.6
Market Class: Midscale Class	77.06	-1.5	77.06	-1.5	79.36	0.0	82.26	2.5
Submarket: Oklahoma West Area	77.01	0.9	77.01	0.9	77.84	1.0	80.27	3.0
Submarket Scale: Midscale Chains	92.21	2.4	92.21	2.4	92.68	1.3	95.14	2.5
Competitive Set: Competitors	74.97	-14.6	74.97	-14.6	76.50	-11.1	83.02	-2.3

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-39.1	-39.1	-18.5	-21.3
-10.7	-10.7	-6.4	-4.9
-8.1	-8.1	-3.1	-1.3
-9.3	-9.3	-5.0	-3.3
-10.5	-10.5	-6.2	-1.5
3.5	3.5	9.4	-0.3

Sleep Inn & Suites Hennessey North
Market: Oklahoma Area
Market Class: Midscale Class
Submarket: Oklahoma West Area
Submarket Scale: Midscale Chains
Competitive Set: Competitors

RevPAR								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Sleep Inn & Suites Hennessey North	15.43	-46.1	15.43	-46.1	19.08	-27.8	26.65	-31.0
Market: Oklahoma Area	30.41	-10.8	30.41	-10.8	33.80	-5.3	41.85	-0.6
Market Class: Midscale Class	30.66	-13.1	30.66	-13.1	34.79	-6.2	43.63	0.1
Submarket: Oklahoma West Area	28.47	-7.9	28.47	-7.9	31.18	-3.0	37.80	0.5
Submarket Scale: Midscale Chains	41.89	-8.4	41.89	-8.4	45.36	-5.0	55.51	0.2
Competitive Set: Competitors	33.19	-11.6	33.19	-11.6	37.71	-2.7	44.83	-2.6

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-46.1	-46.1	-27.8	-31.4
-10.5	-10.5	-5.3	-1.5
-9.5	-9.5	-3.0	1.2
-8.4	-8.4	-4.0	-0.4
-8.4	-8.4	-5.0	1.0
-11.6	-11.6	-2.7	-2.6

Sleep Inn & Suites Hennessey North
Market: Oklahoma Area
Market Class: Midscale Class
Submarket: Oklahoma West Area
Submarket Scale: Midscale Chains
Competitive Set: Competitors

Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Rooms	
Market: Oklahoma Area	513	31166	240	17176	55.1
Market Class: Midscale Class	61	4451	43	3158	71.0
Submarket: Oklahoma West Area	185	10469	90	6705	64.0
Submarket Scale: Midscale Chains	52	3937	52	3937	100.0
Competitive Set: Competitors	5	334	5	334	100.0

Market: Oklahoma Area
Market Class: Midscale Class
Submarket: Oklahoma West Area
Submarket Scale: Midscale Chains
Competitive Set: Competitors

Tab 5 - Response Report

Sleep Inn & Suites Hennessey North 522 N Main St Hennessey, OK 73742-1019 Phone: (405) 853-2126
 STR # 62749 ChainID: OK223 MgtCo: None Owner: None
 For the Month of: January 2024 Date Created: February 16, 2024

This Year

Jan 1st - New Year's Day
 Jan 15th - Martin Luther King Day

January 2024 (This Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 2023 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Last Year

Jan 1st - New Year's Day
 Jan 16th - Martin Luther King Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
62749	Sleep Inn & Suites Hennessey North	Hennessey, OK	73742-1019	(405) 853-2126	50	201308
36764	Baymont by Wyndham Enid	Enid, OK	73703	(580) 234-6800	58	199806
63401	Country Inn & Suites Enid	Enid, OK	73703	(580) 599-0372	77	201411
63750	Best Western Plus Fairview Inn & Suites	Fairview, OK	73737	(580) 227-2880	52	201601
64464	La Quinta Inn & Suites by Wyndham Enid	Enid, OK	73703	(580) 233-7100	70	201511
68907	Holiday Inn Express & Suites Kingfisher	Kingfisher, OK	73750	(405) 375-3210	77	201911
					384	

2022												2023											
Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
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Data received:

- = Monthly Only
- = Monthly & Daily

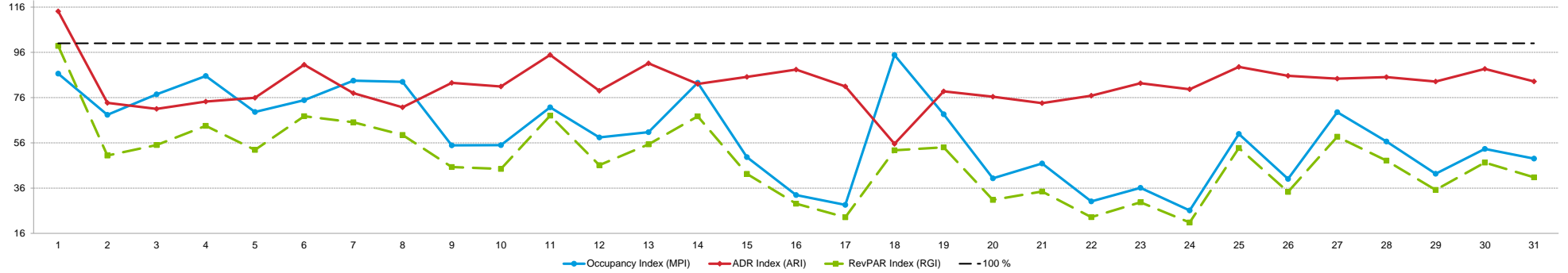
Tab 7 - Daily Data for the Month

Sleep Inn & Suites Hennessey North 522 N Main St Hennessey, OK 73742-1019 Phone: (405) 853-2126

STR # 62749 ChainID: OK223 MgtCo: None Owner: None

For the Month of: January 2024 Date Created: February 16, 2024 Daily Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of January



Occupancy (%)	January																														
	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
My Property	14.0	26.0	32.0	42.0	34.0	26.0	26.0	40.0	24.0	28.0	38.0	32.0	20.0	22.0	18.0	14.0	16.0	44.0	30.0	14.0	16.0	12.0	20.0	14.0	28.0	18.0	30.0	20.0	26.0	34.0	32.0
Competitive Set	16.2	38.0	41.3	49.1	48.8	34.7	31.1	48.2	43.7	50.9	53.0	54.8	32.9	26.6	36.2	42.5	56.0	46.4	43.7	34.7	34.1	39.8	55.4	53.6	46.7	44.9	43.1	35.3	61.4	63.8	65.3
Index (MPI)	86.6	68.4	77.4	85.5	69.7	74.9	83.5	83.0	54.9	55.0	71.7	58.4	60.7	82.6	49.7	32.9	28.6	94.8	68.6	40.3	46.9	30.1	36.1	26.1	59.9	40.1	69.6	56.6	42.4	53.3	49.0

% Chg	January																														
	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
My Property	-12.5	-7.1	45.5	75.0	41.7	85.7	18.2	0.0	-64.7	-53.3	-45.7	-15.8	-65.5	-66.7	-70.0	-68.2	-46.7	-15.4	-34.8	-50.0	-65.2	-72.7	-56.5	-68.2	-17.6	-55.0	-31.8	-60.0	-48.0	-50.0	-46.7
Competitive Set	-20.6	0.8	-20.2	27.1	38.1	34.9	44.4	11.8	-23.2	-13.3	-5.9	-13.7	-35.3	-17.6	-38.6	-33.6	-6.0	-9.4	2.1	-17.1	-8.8	-20.4	22.5	11.2	18.2	-0.7	-4.6	81.5	76.7	110.9	62.7
Index (MPI)	10.2	-7.9	82.3	37.7	2.6	37.7	-18.2	-10.6	-54.1	-46.2	-42.3	-2.4	-46.7	-59.6	-51.2	-52.0	-43.2	-6.7	-36.1	-39.7	-61.9	-65.8	-64.5	-71.4	-30.3	-54.7	-28.5	-78.0	-70.6	-76.3	-67.2

ADR	January																														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
My Property	83.61	50.23	54.04	58.20	59.24	64.86	55.58	54.41	62.75	63.82	65.45	65.18	63.89	61.71	62.08	64.72	59.20	60.98	59.46	54.56	55.78	56.50	61.66	57.76	63.31	64.00	62.25	60.51	62.38	59.44	58.94
Competitive Set	73.25	68.15	76.07	78.38	78.04	71.66	71.26	75.88	76.03	78.89	68.98	82.48	70.09	75.20	72.91	73.20	73.13	109.71	75.49	71.41	75.83	73.55	74.87	72.49	70.67	74.73	73.79	71.13	75.08	67.00	70.89
Index (ARI)	114.1	73.7	71.0	74.3	75.9	90.5	78.0	71.7	82.5	80.9	94.9	79.0	91.2	82.1	85.1	88.4	80.9	55.6	78.8	76.4	73.6	76.8	82.4	79.7	89.6	85.6	84.4	85.1	83.1	88.7	83.1

% Chg	January																														
	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
My Property	25.5	-28.2	-23.4	-17.4	-11.9	-4.1	-17.6	-19.4	-16.1	-6.4	-3.0	-1.8	-7.1	-10.5	-5.1	0.7	-14.2	-14.3	-12.5	-17.2	-18.8	-16.8	-11.2	-12.2	-9.1	-1.3	-7.8	-11.7	-8.2	-13.3	-13.6
Competitive Set	-22.8	-21.3	-25.7	-8.4	-12.5	-12.5	-3.8	-5.9	-6.7	-10.5	-21.8	-13.2	-25.8	-12.3	-16.0	-16.3	-14.1	22.7	-21.0	-18.6	-17.2	-17.0	-22.0	-21.2	-22.4	-4.1	-8.6	-10.6	-3.4	-17.2	-12.3
Index (ARI)	62.5	-8.7	3.1	-9.9	0.6	9.5	-14.3	-14.4	-10.1	4.5	24.0	13.2	25.1	2.1	13.0	20.3	-0.1	-30.2	10.8	1.7	-1.9	0.2	13.8	11.3	17.2	2.9	0.9	-1.2	-5.0	4.7	-1.6

RevPAR	January																														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
My Property	11.71	13.06	17.29	24.44	20.14	16.86	14.45	21.77	15.06	17.87	24.87	20.86	12.78	13.58	11.17	9.06	9.47	26.83	17.84	7.64	8.93	6.78	12.33	8.09	17.73	11.52	18.68	12.10	16.22	20.21	18.86
Competitive Set	11.84	25.92	31.43	38.49	38.08	24.89	22.19	36.58	33.24	40.15	36.56	45.19	23.08	20.04	26.42	31.12	40.95	50.91	33.00	24.80	25.88	29.29	41.47	38.85	33.01	33.56	31.81	25.13	46.08	42.73	46.27
Index (RGI)	98.8	50.4	55.0	63.5	52.9	67.8	65.1	59.5	45.3	44.5	68.0	46.2	55.4	67.7	42.3	29.1	23.1	52.7	54.1	30.8	34.5	23.1	29.7	20.8	53.7	34.3	58.7	48.2	35.2	47.3	40.8

% Chg	January																														
	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
My Property	9.8	-33.3	11.4	44.5	24.8	78.0	-2.6	-19.4	-70.4	-56.3	-47.4	-17.3	-68.0	-70.2	-71.5	-67.9	-54.2	-27.5	-43.0	-58.6	-71.7	-77.3	-61.4	-72.1	-25.1	-55.6	-37.1	-64.7	-52.3	-56.7	-53.9
Competitive Set	-38.7	-20.7	-40.7	16.5	20.9	18.0	38.9	5.2	-28.3	-22.3	-26.4	-25.1	-52.0	-27.7	-48.4	-44.4	-19.3	11.3	-19.4	-32.6	-24.5	-33.9	-4.4	-12.4	-8.3	-4.7	-12.9	62.2	70.7	74.6	42.7
Index (RGI)	79.1	-15.9	88.1	24.0	3.2	50.8	-29.9	-23.4	-58.7	-43.8	-28.5	10.4	-33.3	-58.7	-44.8	-42.3	-43.3	-34.8	-29.3	-38.6	-62.6	-65.7	-59.6	-68.1	-18.3	-53.4	-27.9	-78.2	-72.0	-75.2	-67.7

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