

STR # 62749 / Created January 17, 2024



Monthly STAR Report : Sleep Inn & Suites Hennessey North

For the Month of: December 2023

Currency: US Dollar / Competitive Set Data Excludes Subject Property

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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: December 2023 Date Created: January 17, 2024 Monthly Competitive Set Data Excludes Subject Property

December 2023

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	27.8	47.8	58.2	57.85	77.74	74.4	16.09	37.15	43.3
Year To Date	43.6	53.9	80.9	63.72	83.90	75.9	27.78	45.20	61.5
Running 3 Month	36.7	54.5	67.3	60.58	78.18	77.5	22.24	42.62	52.2
Running 12 Month	43.6	53.9	80.9	63.72	83.90	75.9	27.78	45.20	61.5

December 2023 vs. 2022 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	-18.4	14.0	-28.4	-15.1	-9.6	-6.0	-30.7	3.0	-32.7
Year To Date	-19.6	-1.8	-18.2	-12.4	-0.8	-11.7	-29.6	-2.6	-27.7
Running 3 Month	-1.7	6.2	-7.4	-15.7	-7.3	-9.0	-17.1	-1.6	-15.8
Running 12 Month	-19.6	-1.8	-18.2	-12.4	-0.8	-11.7	-29.6	-2.6	-27.7

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: December 2023 Date Created: January 17, 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	27.8	-18.4	43.6	-19.6	36.7	-1.7	43.6	-19.6
Market: Oklahoma Area	39.7	-4.7	49.5	-3.0	45.6	-4.7	49.5	-3.0
Market Class: Midscale Class	40.9	-9.2	53.4	-1.4	49.2	-3.6	53.4	-1.4
Submarket: Oklahoma West Area	38.1	-4.6	47.3	-2.0	43.8	-2.1	47.3	-2.0
Submarket Scale: Midscale Chains	46.6	-5.7	58.9	-1.3	54.1	-3.3	58.9	-1.3
Competitive Set: Competitors	47.8	14.0	53.9	-1.8	54.5	6.2	53.9	-1.8

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	-0.5	0.0	-0.5
0.6	-0.8	0.2	-0.8
4.1	0.5	2.5	0.5
-0.4	-0.1	-0.4	-0.1
0.0	1.0	0.0	1.0
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	57.85	-15.1	63.72	-12.4	60.58	-15.7	63.72	-12.4
Market: Oklahoma Area	80.03	1.4	84.96	3.8	85.16	2.2	84.96	3.8
Market Class: Midscale Class	80.27	1.4	83.19	3.5	82.56	1.2	83.19	3.5
Submarket: Oklahoma West Area	75.82	0.3	80.05	3.0	79.56	1.6	80.05	3.0
Submarket Scale: Midscale Chains	90.93	0.3	94.95	2.6	94.53	1.5	94.95	2.6
Competitive Set: Competitors	77.74	-9.6	83.90	-0.8	78.18	-7.3	83.90	-0.8

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-18.4	-20.1	-1.7	-20.1
-4.2	-3.8	-4.5	-3.8
-5.4	-1.0	-1.2	-1.0
-5.0	-2.1	-2.5	-2.1
-5.7	-0.4	-3.3	-0.4
14.0	-1.8	6.2	-1.8

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	16.09	-30.7	27.78	-29.6	22.24	-17.1	27.78	-29.6
Market: Oklahoma Area	31.80	-3.4	42.08	0.7	38.81	-2.6	42.08	0.7
Market Class: Midscale Class	32.79	-7.9	44.44	2.0	40.60	-2.4	44.44	2.0
Submarket: Oklahoma West Area	28.92	-4.3	37.86	1.0	34.86	-0.5	37.86	1.0
Submarket Scale: Midscale Chains	42.34	-5.4	55.93	1.2	51.15	-1.9	55.93	1.2
Competitive Set: Competitors	37.15	3.0	45.20	-2.6	42.62	-1.6	45.20	-2.6

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-30.7	-30.0	-17.1	-30.0
-2.8	-0.1	-2.4	-0.1
-4.1	2.5	0.0	2.5
-4.7	0.9	-0.9	0.9
-5.4	2.2	-1.9	2.2
3.0	-2.6	-1.6	-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	31452	239	17271	54.9
Market Class: Midscale Class	61	4509	44	3361	74.5
Submarket: Oklahoma West Area	185	10699	88	6635	62.0
Submarket Scale: Midscale Chains	52	3937	52	3937	100.0
Competitive Set: Competitors	5	334	5	334	100.0

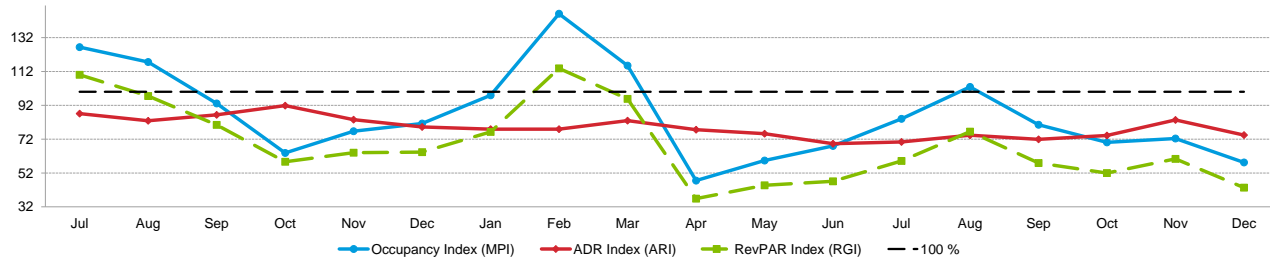
Market: Oklahoma Area
Market Class: Midscale Class
Submarket: Oklahoma West Area
Submarket Scale: Midscale Chains
Competitive Set: Competitors

Tab 4 - Competitive Set 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: December 2023 Date Created: January 17, 2024 Monthly Competitive Set Data Excludes Subject Property

Monthly Indexes



RevPAR Percent Change

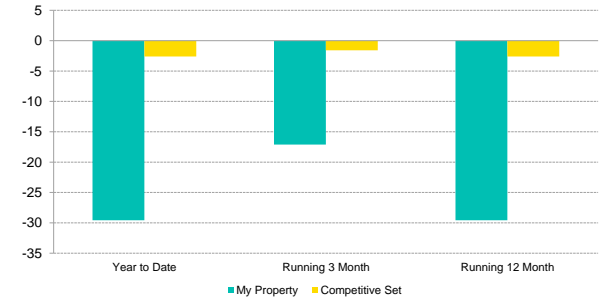


Table with columns for 2022 (Jul-Dec), 2023 (Jan-Dec), and Rank. Rows include My Property, Competitive Set, Index (MPI), and Rank for Occupancy (%)

Summary table for Occupancy (%) comparing My Property and Competitive Set across Year To Date, Running 3 Month, and Running 12 Month periods.

Table with columns for 2022 (Jul-Dec), 2023 (Jan-Dec), and Rank. Rows include My Property, Competitive Set, Index (MPI), and Rank for % Chg

Summary table for % Chg comparing My Property and Competitive Set across Year To Date, Running 3 Month, and Running 12 Month periods.

Table with columns for 2022 (Jul-Dec), 2023 (Jan-Dec), and Rank. Rows include My Property, Competitive Set, Index (ARI), and Rank for ADR

Summary table for ADR comparing My Property and Competitive Set across Year To Date, Running 3 Month, and Running 12 Month periods.

Table with columns for 2022 (Jul-Dec), 2023 (Jan-Dec), and Rank. Rows include My Property, Competitive Set, Index (ARI), and Rank for % Chg

Summary table for % Chg comparing My Property and Competitive Set across Year To Date, Running 3 Month, and Running 12 Month periods.

Table with columns for 2022 (Jul-Dec), 2023 (Jan-Dec), and Rank. Rows include My Property, Competitive Set, Index (RGI), and Rank for RevPAR

Summary table for RevPAR comparing My Property and Competitive Set across Year To Date, Running 3 Month, and Running 12 Month periods.

Table with columns for 2022 (Jul-Dec), 2023 (Jan-Dec), and Rank. Rows include My Property, Competitive Set, Index (RGI), and Rank for % Chg

Summary table for % Chg comparing My Property and Competitive Set across Year To Date, Running 3 Month, and Running 12 Month periods.

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: December 2023 Date Created: January 17, 2024

This Year

- Dec 8th - First Day of Hanukkah
- Dec 24th - Christmas Eve
- Dec 25th - Christmas Day
- Dec 26th - First Day of Kwanzaa
- Dec 31st - New Year's Eve

December 2023 (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						

December 2022 (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

- Dec 19th - First Day of Hanukkah
- Dec 24th - Christmas Eve
- Dec 25th - Christmas Day
- Dec 26th - First Day of Kwanzaa
- Dec 31st - New Year's Eve

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

- = Monthly Only
- = Monthly & Daily

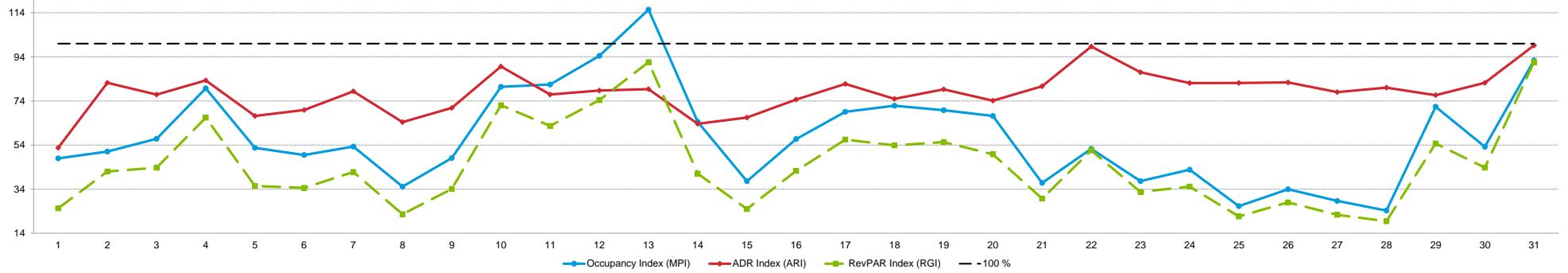
Tab 7 - Daily Data for the Month

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: December 2023 Date Created: January 17, 2024 Daily Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of December



Occupancy (%)	December																														
	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	Th	Fr	Sa	Su
My Property	30.0	26.0	16.0	42.0	30.0	28.0	34.0	24.0	18.0	26.0	52.0	56.0	66.0	34.0	18.0	28.0	24.0	40.0	42.0	36.0	14.0	18.0	16.0	20.0	10.0	12.0	14.0	12.0	28.0	22.0	26.0
Competitive Set	62.6	50.9	28.1	52.7	56.9	56.6	63.8	68.3	37.4	32.3	63.8	59.3	57.2	52.7	47.9	49.4	34.7	55.7	60.2	53.6	38.0	34.4	42.5	46.7	38.0	35.3	48.8	49.4	39.2	41.3	28.1
Index (MPI)	47.9	51.1	56.9	79.7	52.7	49.5	53.3	35.2	48.1	80.4	81.5	94.5	115.4	64.5	37.6	56.7	69.1	71.8	69.8	67.2	36.8	52.3	37.6	42.8	26.3	34.0	28.7	24.3	71.4	53.2	92.4

% Chg	December																														
	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	Th	Fr	Sa	Su
My Property	-21.1	-40.9	-20.0	31.3	-16.7	-6.7	30.8	20.0	-50.0	-51.9	23.8	16.7	37.5	-10.5	-47.1	-26.3	-42.9	33.3	5.0	38.5	-41.7	-18.2	-52.9	-41.2	-50.0	-33.3	-53.3	-62.5	-22.2	-45.0	18.2
Competitive Set	22.2	14.1	2.2	28.5	21.0	13.2	15.1	18.1	-14.4	0.9	23.2	3.7	-9.9	-14.6	3.9	0.6	5.5	17.7	63.4	105.7	36.6	-2.0	27.9	59.2	14.4	0.0	43.0	33.1	2.3	6.2	49.2
Index (MPI)	-35.4	-48.2	-21.7	2.2	-31.1	-17.5	13.6	1.6	-41.6	-52.3	0.5	12.5	52.6	4.7	-49.0	-26.8	-45.8	13.3	-35.7	-32.7	-57.3	-16.5	-63.2	-63.0	-56.3	-33.3	-67.4	-71.8	-24.0	-48.2	-20.8

ADR	December																														
	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	58.35	59.53	52.85	60.49	49.73	53.31	61.44	51.65	52.75	64.31	58.34	57.84	57.74	50.03	52.19	56.84	59.93	55.70	57.10	55.68	58.03	66.53	66.02	57.45	53.62	62.73	56.19	55.99	59.40	64.57	69.83
Competitive Set	110.62	72.40	68.75	72.58	74.00	76.26	78.41	80.19	74.46	71.76	75.84	73.46	72.75	78.65	78.49	76.18	73.32	74.30	72.03	75.12	71.96	67.43	75.86	69.98	65.28	76.10	72.01	69.96	77.52	78.53	70.40
Index (ARI)	52.7	82.2	76.9	83.3	67.2	69.9	78.4	64.4	70.8	89.6	76.9	78.7	79.4	63.6	66.5	74.6	81.7	75.0	79.3	74.1	80.6	98.7	87.0	82.1	82.1	82.4	78.0	80.0	76.6	82.2	99.2

% Chg	December																														
	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	Th	Fr	Sa	Su
My Property	-16.8	-13.9	-19.9	-38.1	-29.2	-22.8	-0.1	-18.2	-22.7	-6.1	-13.6	-15.0	-12.6	-22.2	-20.8	-18.0	-6.7	-14.8	-12.2	-10.0	-14.5	1.6	1.5	-12.6	-35.2	-5.6	-15.3	-13.5	-13.8	-5.3	-7.4
Competitive Set	25.0	-13.6	-18.7	-10.2	-15.4	-11.3	-8.0	-10.3	-20.4	-18.7	-9.3	-8.5	-16.2	-12.6	-9.9	-15.8	-13.6	-8.9	-16.7	-7.7	-12.5	-20.6	-18.6	-15.5	-22.3	-11.6	-17.4	-26.9	-5.1	-14.2	-19.7
Index (ARI)	-33.5	-0.4	-1.5	-31.2	-16.3	-13.0	8.5	-8.8	-2.9	15.6	-4.8	-7.2	4.2	-11.0	-12.2	-2.7	7.9	-6.5	5.4	-2.5	-2.2	28.0	24.7	3.4	-16.5	6.8	2.6	18.4	-9.1	10.3	15.4

RevPAR	December																														
	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	17.50	15.48	8.46	25.41	14.92	14.93	20.89	12.40	9.49	16.72	30.34	32.39	38.11	17.01	9.39	15.92	14.38	22.28	23.98	20.04	8.12	11.98	10.56	11.49	5.36	7.53	7.87	6.72	16.63	14.21	18.16
Competitive Set	69.22	36.85	19.35	38.25	42.10	43.16	50.00	54.74	27.87	23.20	48.40	43.55	41.60	41.45	37.60	37.63	25.46	41.38	43.35	40.26	27.36	23.22	32.25	32.68	24.82	26.88	35.14	34.56	30.41	32.45	19.81
Index (RGI)	25.3	42.0	43.7	66.4	35.4	34.6	41.8	22.6	34.1	72.1	62.7	74.4	91.6	41.0	25.0	42.3	56.5	53.8	55.3	49.8	29.7	51.6	32.8	35.2	21.6	28.0	22.4	19.4	54.7	43.8	91.6

% Chg	December																														
	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	Th	Fr	Sa	Su
My Property	-34.4	-49.1	-35.9	-18.8	-41.0	-28.0	30.6	-1.8	-61.4	-54.8	6.9	-0.9	20.1	-30.4	-58.1	-39.6	-46.7	13.6	-7.8	24.6	-50.1	-16.8	-52.3	-48.6	-67.6	-37.1	-60.5	-67.5	-32.9	-47.9	9.5
Competitive Set	52.8	-1.4	-16.9	15.4	2.4	0.4	6.0	6.0	-31.9	-18.0	11.8	-5.1	-24.5	-25.3	-6.4	-15.2	-8.9	7.2	36.1	89.9	19.5	-22.2	4.1	34.6	-11.1	-11.6	18.1	-2.7	-2.9	-8.9	19.8
Index (RGI)	-57.0	-48.4	-22.9	-29.7	-42.4	-28.2	23.3	-7.4	-43.3	-44.9	-4.4	4.5	59.1	-6.8	-55.2	-28.7	-41.5	5.9	-32.3	-34.4	-58.2	6.9	-54.1	-61.8	-63.5	-28.8	-66.5	-66.6	-30.9	-42.8	-8.6

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