

STR # 54735 / Created January 19, 2022



# Monthly STAR Report : Sleep Inn & Suites Kingsland

For the Month of: December 2021

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 Kingsland 1321 Hospitality Ave Kingsland, GA 31548 Phone: (912) 289-1237

STR # 54735 ChainID: GA500 MgtCo: None Owner: None

For the Month of: December 2021 Date Created: January 19, 2022 Monthly Competitive Set Data Excludes Subject Property

### December 2021

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	75.6	63.2	119.5	74.40	86.25	86.3	56.23	54.53	103.1
Year To Date	78.9	64.6	122.2	79.74	86.59	92.1	62.90	55.90	112.5
Running 3 Month	79.6	65.6	121.4	77.74	87.32	89.0	61.86	57.24	108.1
Running 12 Month	78.9	64.6	122.2	79.74	86.59	92.1	62.90	55.90	112.5

### December 2021 vs. 2020 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	0.3	62.2	-38.2	37.7	28.9	6.8	38.2	109.1	-33.9
Year To Date	-0.2	39.5	-28.4	50.8	12.0	34.6	50.5	56.2	-3.6
Running 3 Month	-6.3	46.5	-36.1	43.3	25.0	14.6	34.2	83.1	-26.7
Running 12 Month	-0.2	39.5	-28.4	50.8	12.0	34.6	50.5	56.2	-3.6

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

Sleep Inn & Suites Kingsland 1321 Hospitality Ave Kingsland, GA 31548 Phone: (912) 289-1237

STR # 54735 ChainID: GA500 MgtCo: None Owner: None

For the Month of: December 2021 Date Created: January 19, 2022 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 Kingsland	75.6	0.3	78.9	-0.2	79.6	-6.3	78.9	-0.2
Market: Georgia South	51.1	23.1	58.1	23.3	56.4	22.8	58.1	23.3
Market Class: Midscale Class	51.3	24.2	57.3	22.4	55.9	21.6	57.3	22.4
Submarket: Brunswick/Kingsland, GA	52.0	45.5	57.4	23.6	56.4	38.7	57.4	23.6
Submarket Scale: Midscale Chains	55.8	43.7	61.9	27.3	59.7	34.1	61.9	27.3
Competitive Set: Competitors	63.2	62.2	64.6	39.5	65.6	46.5	64.6	39.5

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.1	53.8	0.1	53.8
3.0	3.9	3.0	3.9
-1.3	0.7	-0.9	0.7
7.7	10.2	8.5	10.2
0.0	3.9	1.1	3.9
0.0	0.0	0.0	0.0

Sleep Inn & Suites Kingsland
Market: Georgia South
Market Class: Midscale Class
Submarket: Brunswick/Kingsland, GA
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 Kingsland	74.40	37.7	79.74	50.8	77.74	43.3	79.74	50.8
Market: Georgia South	99.43	19.9	98.57	17.2	100.41	18.8	98.57	17.2
Market Class: Midscale Class	80.51	12.4	80.77	9.4	82.04	12.7	80.77	9.4
Submarket: Brunswick/Kingsland, GA	139.52	9.9	154.22	19.3	143.55	7.7	154.22	19.3
Submarket Scale: Midscale Chains	102.47	16.4	116.24	10.9	108.05	15.8	116.24	10.9
Competitive Set: Competitors	86.25	28.9	86.59	12.0	87.32	25.0	86.59	12.0

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.5	53.5	-6.3	53.5
26.7	28.2	26.4	28.2
22.6	23.3	20.5	23.3
56.7	36.2	50.6	36.2
43.7	32.3	35.6	32.3
62.2	39.5	46.5	39.5

Sleep Inn & Suites Kingsland
Market: Georgia South
Market Class: Midscale Class
Submarket: Brunswick/Kingsland, GA
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 Kingsland	56.23	38.2	62.90	50.5	61.86	34.2	62.90	50.5
Market: Georgia South	50.85	47.6	57.27	44.5	56.68	45.9	57.27	44.5
Market Class: Midscale Class	41.33	39.6	46.28	33.9	45.87	37.0	46.28	33.9
Submarket: Brunswick/Kingsland, GA	72.49	59.8	88.52	47.4	81.02	49.5	88.52	47.4
Submarket Scale: Midscale Chains	57.14	67.2	71.97	41.2	64.46	55.3	71.97	41.2
Competitive Set: Competitors	54.53	109.1	55.90	56.2	57.24	83.1	55.90	56.2

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
38.4	131.5	34.3	131.5
52.0	50.2	50.2	50.2
37.7	34.8	35.9	34.8
72.1	62.5	62.2	62.5
67.2	46.8	57.1	46.8
109.1	56.2	83.1	56.2

Sleep Inn & Suites Kingsland
Market: Georgia South
Market Class: Midscale Class
Submarket: Brunswick/Kingsland, GA
Submarket Scale: Midscale Chains
Competitive Set: Competitors

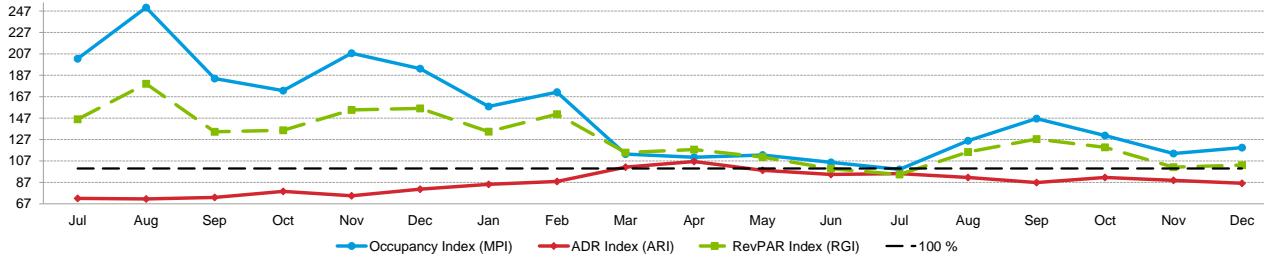
Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Rooms	
Market: Georgia South	563	38086	330	26036	68.4
Market Class: Midscale Class	65	4531	54	3750	82.8
Submarket: Brunswick/Kingsland, GA	103	8218	69	5927	72.1
Submarket Scale: Midscale Chains	35	2756	33	2621	95.1
Competitive Set: Competitors	4	233	4	233	100.0

Market: Georgia South
Market Class: Midscale Class
Submarket: Brunswick/Kingsland, GA
Submarket Scale: Midscale Chains
Competitive Set: Competitors

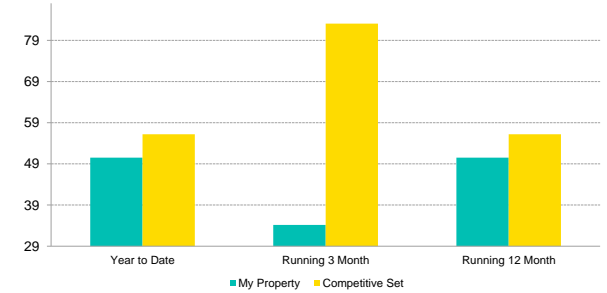
# Tab 4 - Competitive Set Report

Sleep Inn & Suites Kingsland 1321 Hospitality Ave Kingsland, GA 31548 Phone: (912) 289-1237  
 STR # 54735 ChainID: GA500 MgtCo: None Owner: None  
 For the Month of: December 2021 Date Created: January 19, 2022 Monthly Competitive Set Data Excludes Subject Property

## Monthly Indexes



## RevPAR Percent Change



Occupancy (%)	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
My Property	86.2	89.5	85.1	89.4	90.4	75.3	74.9	81.6	82.7	86.3	75.9	74.3	80.1	72.0	80.6	85.5	77.6	75.6
Competitive Set	42.6	35.7	46.3	51.8	43.5	39.0	47.5	47.7	72.9	78.0	67.5	70.3	80.8	57.2	54.9	65.4	68.1	63.2
Index (MPI)	202.5	250.3	183.9	172.7	207.6	193.3	157.8	171.3	113.4	110.5	112.5	105.7	99.1	125.9	146.6	130.7	113.9	119.5
Rank	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	2 of 5	3 of 5	2 of 5	2 of 5	2 of 5	2 of 5	2 of 5	2 of 5

Year To Date			Running 3 Month			Running 12 Month		
2019	2020	2021	2019	2020	2021	2019	2020	2021
79.0	78.9	78.9	85.0	79.6	79.6	79.0	78.9	78.9
71.5	46.3	64.6	71.6	44.8	65.6	71.5	46.3	64.6
170.8	122.2	122.2	189.8	121.4	121.4	170.8	122.2	122.2
1 of 5	2 of 5	2 of 5	1 of 5	2 of 5	2 of 5	1 of 5	2 of 5	2 of 5

% Chg	
My Property	173.8
Competitive Set	-42.7
Index (MPI)	28.3
Rank	2 of 5

Year To Date			Running 3 Month			Running 12 Month		
2019	2020	2021	2019	2020	2021	2019	2020	2021
3.0	-35.3	39.5	8.1	-37.5	46.5	3.0	-35.3	39.5
		-28.4			-36.1			-28.4
		5 of 5			5 of 5			5 of 5

ADR	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
My Property	55.28	51.71	51.53	56.63	52.07	54.02	58.89	61.45	82.14	93.89	89.23	88.58	94.43	79.47	73.40	80.12	78.41	74.40
Competitive Set	76.66	72.27	70.57	72.07	69.87	66.91	69.14	69.88	81.12	88.16	90.80	93.80	99.17	86.76	84.46	87.48	88.19	86.25
Index (ARI)	72.1	71.6	73.0	78.6	74.5	80.7	85.2	87.9	101.3	106.5	98.3	94.4	95.2	91.6	86.9	91.6	88.9	86.3
Rank	5 of 5	5 of 5	5 of 5	4 of 5	5 of 5	4 of 5	4 of 5	4 of 5	3 of 5	2 of 5	3 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5

Year To Date			Running 3 Month			Running 12 Month		
2019	2020	2021	2019	2020	2021	2019	2020	2021
52.88	79.74	79.74	54.27	77.74	77.74	52.88	79.74	79.74
87.31	77.32	86.59	86.89	69.86	87.32	87.31	77.32	86.59
68.4	92.1	92.1	77.7	89.0	89.0	68.4	92.1	92.1
5 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	5 of 5	4 of 5	4 of 5

% Chg	
My Property	88.4
Competitive Set	-8.0
Index (ARI)	50.4
Rank	1 of 5

Year To Date			Running 3 Month			Running 12 Month		
2019	2020	2021	2019	2020	2021	2019	2020	2021
2.8	-11.4	12.0	4.1	-19.6	25.0	2.8	-11.4	12.0
		34.6			14.6			34.6
		1 of 5			1 of 5			1 of 5

RevPAR	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
My Property	47.65	46.27	43.85	50.61	47.05	40.69	44.11	50.17	67.93	80.98	67.71	65.82	75.60	57.22	59.13	68.49	60.84	56.23
Competitive Set	32.64	25.83	32.65	37.30	30.40	26.08	32.81	33.30	59.14	68.79	61.25	65.92	80.10	49.62	46.40	57.20	60.08	54.53
Index (RGI)	146.0	179.1	134.3	135.7	154.7	156.0	134.4	150.6	114.9	117.7	110.6	99.9	94.4	115.3	127.4	119.7	101.3	103.1
Rank	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	2 of 5	1 of 5	1 of 5	2 of 5	1 of 5	2 of 5	3 of 5	5 of 5	3 of 5	1 of 5	1 of 5	4 of 5	3 of 5

Year To Date			Running 3 Month			Running 12 Month		
2019	2020	2021	2019	2020	2021	2019	2020	2021
62.43	35.79	55.90	62.19	31.27	57.24	62.43	35.79	55.90
116.8	112.5	112.5	147.5	108.1	108.1	116.8	112.5	112.5
2 of 5	1 of 5	1 of 5	1 of 5	2 of 5	2 of 5	2 of 5	1 of 5	1 of 5

% Chg	
My Property	415.9
Competitive Set	-47.3
Index (RGI)	93.1
Rank	1 of 5

Year To Date			Running 3 Month			Running 12 Month		
2019	2020	2021	2019	2020	2021	2019	2020	2021
5.9	-42.7	56.2	12.6	-49.7	83.1	5.9	-42.7	56.2
		-3.6			-26.7			-3.6
		4 of 5			4 of 5			4 of 5

# Tab 5 - Response Report

Sleep Inn & Suites Kingsland 1321 Hospitality Ave Kingsland, GA 31548 Phone: (912) 289-1237  
 STR # 54735 ChainID: GA500 MgtCo: None Owner: None  
 For the Month of: December 2021 Date Created: January 19, 2022

## This Year

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

## December 2021 (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	

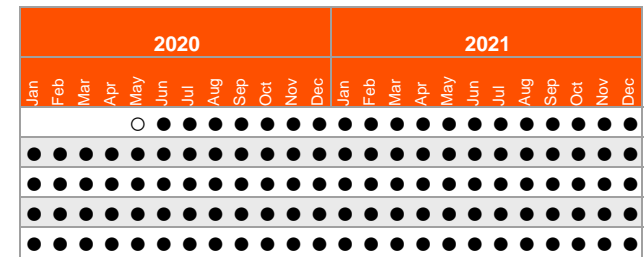
## December 2020 (Last Year)

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 11th - 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
54735	Sleep Inn & Suites Kingsland	Kingsland, GA	31548	(912) 289-1237	72	200605
36174	Country Inn & Suites Kingsland	Kingsland, GA	31548-5565	(912) 576-1616	64	199802
37619	Best Western Plus Kingsland	Kingsland, GA	31548	(912) 510-0202	54	199611
53818	Microtel Inn & Suites by Wyndham Kingsland	Kingsland, GA	31548	(912) 662-5560	59	200609
57541	La Quinta Inns & Suites Kingsland/Kings Bay	Kingsland, GA	31548	(912) 882-8010	56	200808
					305	



Data received:

- = Monthly Only
- = Monthly & Daily



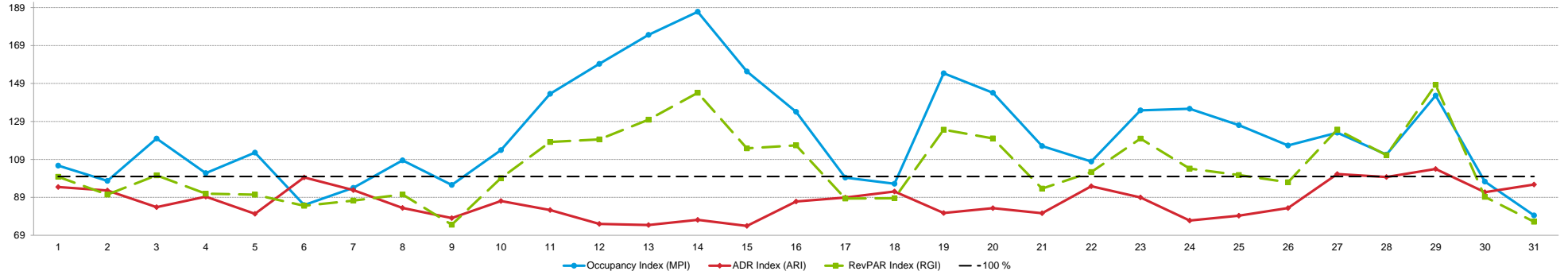
Tab 7 - Daily Data for the Month

Sleep Inn & Suites Kingsland 1321 Hospitality Ave Kingsland, GA 31548 Phone: (912) 289-1237

STR # 54735 ChainID: GA500 MgtCo: None Owner: None

For the Month of: December 2021 Date Created: January 19, 2022 Daily Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of December



Occupancy (%)	December																														
	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	Th	Fr
My Property	68.1	66.7	77.8	69.4	55.6	58.3	59.7	80.6	68.1	87.5	93.1	91.7	94.4	98.6	100.0	80.6	76.4	72.2	72.2	79.2	72.2	59.7	69.4	54.2	73.6	76.4	86.1	84.7	93.1	63.9	59.7
Competitive Set	64.4	68.2	64.8	68.2	49.4	68.7	63.5	74.2	71.2	76.8	64.8	57.5	54.1	52.8	64.4	60.1	76.8	75.1	46.8	54.9	62.2	55.4	51.5	39.9	57.9	65.7	70.0	76.0	65.2	65.7	75.1
Index (MPI)	105.7	97.7	120.0	101.8	112.6	84.9	94.0	108.5	95.5	113.9	143.6	159.4	174.6	186.8	155.3	134.1	99.4	96.2	154.4	144.1	116.1	107.9	134.8	135.7	127.0	116.3	123.1	111.5	142.6	97.3	79.5

% Chg	December																														
	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	Th	Fr
My Property	-24.6	-15.8	1.8	-29.6	-24.5	-23.6	-2.3	11.5	-2.0	10.5	8.1	4.8	41.7	61.4	46.9	28.9	-6.8	-10.3	6.1	18.7	20.9	-18.9	47.1	-25.0	-19.7	-4.8	-7.4	-1.4	28.8	-9.8	-8.5
Competitive Set	72.4	103.8	43.8	45.9	98.3	125.4	76.2	203.5	140.6	118.3	67.8	91.4	50.0	92.2	68.5	45.8	53.0	24.1	19.8	36.2	72.6	84.3	87.5	9.4	2.3	10.1	28.3	28.3	12.6	24.4	37.8
Index (MPI)	-56.3	-58.7	-29.2	-51.7	-61.9	-66.1	-44.5	-63.3	-59.3	-49.4	-35.6	-45.3	-5.6	-16.0	-12.8	-11.6	-39.1	-27.8	-11.4	-12.8	-29.9	-56.0	-21.6	-31.5	-21.5	-13.6	-27.8	-23.1	14.4	-27.5	-33.6

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	77.95	76.79	75.45	78.06	64.23	81.13	74.94	69.27	64.09	76.00	73.98	62.29	60.72	61.49	61.87	71.79	80.41	81.43	66.31	67.82	68.81	79.70	73.37	68.28	73.43	73.38	87.31	88.27	93.56	94.55	90.72
Competitive Set	82.53	82.94	90.01	87.36	79.97	81.50	80.73	83.03	82.09	87.30	89.87	83.08	81.62	79.71	83.68	82.68	90.45	88.44	82.12	81.40	85.32	84.03	82.48	88.96	92.58	88.04	86.18	88.50	89.99	103.05	94.76
Index (ARI)	94.5	92.6	83.8	89.4	80.3	99.5	92.8	83.4	78.1	87.1	82.3	75.0	74.4	77.1	73.9	86.8	88.9	92.1	80.8	83.3	80.7	94.8	88.9	76.8	79.3	83.3	101.3	99.7	104.0	91.8	95.7

% Chg	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	46.2	51.1	29.3	45.3	33.4	60.0	43.1	35.2	27.6	54.2	88.4	36.0	16.3	14.4	6.5	37.3	32.2	32.5	19.9	32.4	33.6	63.4	59.9	24.1	34.6	32.4	42.2	43.5	44.1	32.5	32.4
Competitive Set	29.4	21.8	33.4	22.1	16.7	15.7	24.6	18.5	18.3	27.2	31.6	34.1	26.7	29.7	31.1	30.3	26.7	22.7	28.0	27.4	30.6	29.7	24.9	26.0	32.6	32.2	34.8	34.0	31.8	41.5	23.5
Index (ARI)	13.0	24.1	-3.1	18.9	14.3	38.3	14.8	14.1	7.9	21.2	43.2	1.5	-8.2	-11.7	-18.8	5.4	4.4	8.0	-6.3	3.9	2.3	26.0	28.0	-1.6	1.5	0.1	5.5	7.1	9.3	-6.3	7.2

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	53.05	51.20	58.68	54.21	35.69	47.33	44.75	55.80	43.62	66.50	68.84	57.10	57.35	60.64	61.87	57.83	61.43	58.81	47.89	53.69	49.70	47.60	50.95	36.99	54.05	56.06	75.18	74.78	87.06	60.41	54.18
Competitive Set	53.13	56.60	58.33	59.62	39.47	55.97	51.28	61.65	58.48	67.07	58.24	47.78	44.14	42.08	53.87	49.68	69.49	66.42	38.42	44.71	53.09	46.52	42.48	35.51	53.64	57.81	60.29	67.23	58.71	67.67	71.17
Index (RGI)	99.8	90.5	100.6	90.9	90.4	84.6	87.3	90.5	74.6	99.2	118.2	119.5	129.9	144.1	114.9	116.4	88.4	88.5	124.7	120.1	93.6	102.3	119.9	104.2	100.8	97.0	124.7	111.2	148.3	89.3	76.1

% Chg	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	10.2	27.3	31.6	2.3	0.7	22.2	39.8	50.8	25.1	70.4	103.6	42.5	64.7	84.7	56.5	77.0	23.3	18.8	27.3	57.2	61.6	32.5	135.1	-6.9	8.1	26.0	31.7	41.5	85.6	19.5	21.1
Competitive Set	123.1	148.2	91.9	78.2	131.4	160.7	119.6	259.6	184.5	177.6	120.7	156.6	90.0	149.2	121.0	90.0	93.8	52.2	53.3	73.5	125.4	139.0	134.1	37.9	35.6	45.5	73.0	71.9	48.4	76.0	70.1
Index (RGI)	-50.6	-48.7	-31.4	-42.6	-56.5	-53.1	-36.3	-58.1	-56.0	-38.6	-7.8	-44.5	-13.3	-25.9	-29.2	-6.9	-36.4	-22.0	-17.0	-9.4	-28.3	-44.5	0.4	-32.5	-20.3	-13.4	-23.8	-17.7	25.1	-32.1	-28.8

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