

STR # 62749 / Created October 17, 2023

Monthly STAR Report : Sleep Inn & Suites Hennessey North

For the Month of: September 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: September 2023 Date Created: October 17, 2023 Monthly Competitive Set Data Excludes Subject Property

September 2023

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	39.9	49.6	80.4	60.19	83.61	72.0	24.00	41.45	57.9
Year To Date	45.9	53.7	85.6	64.58	85.85	75.2	29.66	46.07	64.4
Running 3 Month	44.2	49.7	89.0	59.86	82.83	72.3	26.48	41.19	64.3
Running 12 Month	43.8	53.1	82.4	66.15	85.47	77.4	28.94	45.39	63.8

September 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	-21.3	-8.8	-13.7	-18.3	-2.0	-16.7	-35.7	-10.7	-28.1
Year To Date	-23.4	-4.2	-20.0	-11.4	1.4	-12.7	-32.1	-2.9	-30.1
Running 3 Month	-30.6	-11.6	-21.5	-16.0	-0.8	-15.3	-41.7	-12.3	-33.5
Running 12 Month	-24.9	-3.5	-22.2	-8.9	2.4	-11.0	-31.6	-1.2	-30.8

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: September 2023 Date Created: October 17, 2023 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	39.9	-21.3	45.9	-23.4	44.2	-30.6	43.8	-24.9
Market: Oklahoma Area	51.1	-6.2	50.8	-2.5	50.5	-5.4	50.1	-2.1
Market Class: Midscale Class	58.4	-2.3	54.8	-0.8	56.6	-1.8	53.9	-0.8
Submarket: Oklahoma West Area	48.2	-4.8	48.5	-2.0	48.9	-2.4	47.5	-2.8
Submarket Scale: Midscale Chains	61.0	-2.8	60.5	-0.8	61.9	0.7	59.3	-1.1
Competitive Set: Competitors	49.6	-8.8	53.7	-4.2	49.7	-11.6	53.1	-3.5

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	-0.7	-1.1	-0.5
-0.4	-1.0	-0.5	-1.0
1.6	-0.2	1.6	-0.6
-0.4	-0.1	-0.4	0.4
0.0	1.3	0.0	1.6
0.0	0.0	0.0	0.0

Average Daily Rate								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Sleep Inn & Suites Hennessey North	60.19	-18.3	64.58	-11.4	59.86	-16.0	66.15	-8.9
Market: Oklahoma Area	88.74	3.4	84.89	4.3	86.63	4.5	84.50	4.7
Market Class: Midscale Class	88.16	5.3	83.41	4.3	86.52	5.1	82.97	4.5
Submarket: Oklahoma West Area	81.99	2.7	80.21	3.5	81.93	4.8	79.75	3.3
Submarket Scale: Midscale Chains	96.75	2.4	95.12	3.0	96.40	3.7	94.66	2.6
Competitive Set: Competitors	83.61	-2.0	85.85	1.4	82.83	-0.8	85.47	2.4

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-21.3	-23.9	-31.3	-25.4
-6.6	-3.5	-5.9	-3.1
-0.7	-1.0	-0.2	-1.4
-5.1	-2.1	-2.7	-2.4
-2.8	0.5	0.7	0.5
-8.8	-4.2	-11.6	-3.5

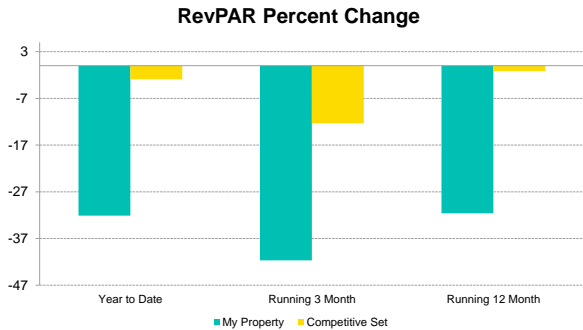
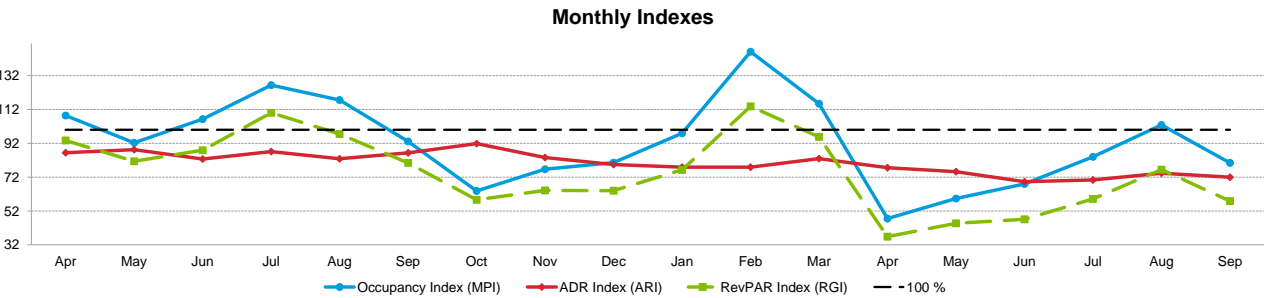
RevPAR								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Sleep Inn & Suites Hennessey North	24.00	-35.7	29.66	-32.1	26.48	-41.7	28.94	-31.6
Market: Oklahoma Area	45.38	-3.0	43.15	1.7	43.72	-1.2	42.30	2.5
Market Class: Midscale Class	51.52	2.9	45.72	3.4	49.01	3.2	44.69	3.6
Submarket: Oklahoma West Area	39.53	-2.2	38.87	1.4	40.06	2.3	37.89	0.5
Submarket Scale: Midscale Chains	58.98	-0.5	57.51	2.1	59.66	4.5	56.14	1.5
Competitive Set: Competitors	41.45	-10.7	46.07	-2.9	41.19	-12.3	45.39	-1.2

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-35.7	-32.6	-42.3	-32.0
-3.4	0.7	-1.6	1.4
4.6	3.2	4.9	3.0
-2.5	1.4	2.0	0.8
-0.5	3.5	4.5	3.1
-10.7	-2.9	-12.3	-1.2

Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Rooms	
Market: Oklahoma Area	514	31534	242	17387	55.1
Market Class: Midscale Class	61	4509	43	3299	73.2
Submarket: Oklahoma West Area	185	10699	90	6702	62.6
Submarket Scale: Midscale Chains	52	3937	52	3937	100.0
Competitive Set: Competitors	5	334	5	334	100.0

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: September 2023 Date Created: October 17, 2023 Monthly Competitive Set Data Excludes Subject Property



Occupancy (%)	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
My Property	53.0	56.5	67.1	81.8	58.3	50.7	39.2	38.9	34.1	41.9	68.6	58.9	29.3	41.1	42.0	43.6	49.1	39.9	
Competitive Set	48.9	61.2	63.1	64.7	49.6	54.4	61.4	50.7	42.3	42.8	47.0	51.0	61.7	69.2	61.8	51.9	47.7	49.6	
Index (MPI)	108.4	92.3	106.3	126.3	117.6	93.2	63.8	76.7	80.6	97.9	146.1	115.5	47.5	59.4	67.9	84.0	102.9	80.4	
Rank	3 of 6	4 of 6	3 of 6	1 of 6	2 of 6	5 of 6	6 of 6	5 of 6	5 of 6	4 of 6	1 of 6	2 of 6	6 of 6	6 of 6	6 of 6	5 of 6	4 of 6	5 of 6	

% Chg																			
My Property	-5.8	-7.3	-12.8	64.9	24.5	-16.2	-40.2	-6.0	-36.0	-20.9	52.1	-18.4	-44.7	-27.1	-37.4	-46.7	-15.8	-21.3	
Competitive Set	-7.9	-1.3	-13.3	26.5	12.5	5.4	3.4	2.4	-10.7	-15.5	-16.2	-8.6	26.3	13.2	-2.0	-19.9	-3.8	-8.8	
Index (MPI)	2.3	-6.1	0.6	30.3	10.7	-20.5	-42.1	-8.2	-28.3	-6.4	81.4	-10.8	-56.2	-35.6	-36.1	-33.5	-12.5	-13.7	
Rank	2 of 6	4 of 6	3 of 6	2 of 6	2 of 6	6 of 6	6 of 6	6 of 6	6 of 6	4 of 6	1 of 6	5 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	

Year To Date			Running 3 Month			Running 12 Month		
2021	2022	2023	2021	2022	2023	2021	2022	2023
54.0	59.9	45.9	52.2	63.7	44.2	48.9	58.3	43.8
52.3	56.0	53.7	48.9	56.3	49.7	51.9	55.0	53.1
103.3	106.9	85.6	106.7	113.3	89.0	94.2	105.9	82.4
3 of 6	3 of 6	5 of 6	3 of 6	2 of 6	5 of 6	4 of 6	3 of 6	5 of 6

ADR	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
My Property	74.67	77.22	74.34	69.71	71.36	73.70	76.31	70.62	68.11	68.40	66.93	68.27	66.47	69.74	60.38	58.39	60.87	60.19	
Competitive Set	86.38	87.53	89.92	80.07	86.10	85.32	83.11	84.49	85.74	87.81	85.91	82.31	85.70	92.70	87.11	83.00	81.88	83.61	
Index (ARI)	86.4	88.2	82.7	87.1	82.9	86.4	91.8	83.6	79.4	77.9	77.9	82.9	77.6	75.2	69.3	70.4	74.3	72.0	
Rank	4 of 6	5 of 6	5 of 6	4 of 6	5 of 6	4 of 6	4 of 6	5 of 6	5 of 6	4 of 6	5 of 6	4 of 6	5 of 6	5 of 6	5 of 6	5 of 6	5 of 6	5 of 6	

% Chg																			
My Property	4.5	-1.9	-3.4	-7.6	1.0	3.7	7.5	-3.5	-3.9	-5.2	-6.0	-6.4	-11.0	-9.7	-18.8	-16.2	-14.7	-18.3	
Competitive Set	4.7	-2.4	-13.1	-14.4	-1.0	3.8	6.4	2.5	9.7	5.6	10.9	-4.0	-0.8	5.9	-3.1	3.6	-4.9	-2.0	
Index (ARI)	-0.2	0.5	11.1	7.8	2.0	-0.1	1.0	-5.8	-12.4	-10.2	-15.3	-2.4	-10.3	-14.7	-16.2	-19.2	-10.3	-16.7	
Rank	3 of 6	2 of 6	2 of 6	4 of 6	2 of 6	4 of 6	1 of 6	5 of 6	6 of 6	6 of 6	6 of 6	4 of 6	5 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	

Year To Date			Running 3 Month			Running 12 Month		
2021	2022	2023	2021	2022	2023	2021	2022	2023
72.39	72.92	64.58	72.36	71.25	59.86	71.65	72.59	66.15
87.15	84.68	85.85	87.63	83.52	82.83	84.47	83.44	85.47
83.1	86.1	75.2	82.6	85.3	72.3	84.8	87.0	77.4
6 of 6	4 of 6	5 of 6	5 of 6	4 of 6	5 of 6	5 of 6	4 of 6	5 of 6

RevPAR	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
My Property	39.58	43.59	49.86	57.03	41.62	37.34	29.88	27.45	23.20	28.64	45.94	40.22	19.50	28.69	25.36	25.46	29.88	24.00	
Competitive Set	42.23	53.54	56.73	51.85	42.69	46.41	51.00	42.80	36.26	37.55	40.37	41.98	52.91	64.19	53.85	43.06	39.08	41.45	
Index (RGI)	93.7	81.4	87.9	110.0	97.5	80.5	58.6	64.1	64.0	76.3	113.8	95.8	36.9	44.7	47.1	59.1	76.5	57.9	
Rank	4 of 6	4 of 6	4 of 6	3 of 6	3 of 6	5 of 6	5 of 6	5 of 6	5 of 6	4 of 6	3 of 6	4 of 6	6 of 6	6 of 6	5 of 6	5 of 6	5 of 6	5 of 6	

Year To Date			Running 3 Month			Running 12 Month		
2021	2022	2023	2021	2022	2023	2021	2022	2023
39.11	43.69	29.66	37.78	45.42	26.48	35.04	42.32	28.94
45.57	47.46	46.07	42.88	46.99	41.19	43.86	45.93	45.39
85.8	92.1	64.4	88.1	96.7	64.3	79.9	92.1	63.8
4 of 6	4 of 6	5 of 6	4 of 6	4 of 6	5 of 6	4 of 6	4 of 6	5 of 6

% Chg																			
My Property	-1.6	-9.1	-15.8	52.3	25.7	-13.1	-35.7	-9.2	-38.5	-25.0	42.9	-23.6	-50.7	-34.2	-49.1	-55.4	-28.2	-35.7	
Competitive Set	-3.6	-3.7	-24.7	8.3	11.3	9.4	10.0	5.0	-2.0	-10.7	-7.1	-12.3	25.3	19.9	-5.1	-16.9	-8.5	-10.7	
Index (RGI)	2.1	-5.6	11.7	40.5	12.9	-20.5	-41.6	-13.5	-37.2	-15.9	53.8	-12.9	-60.7	-45.1	-46.4	-46.2	-21.5	-28.1	
Rank	3 of 6	3 of 6	3 of 6	1 of 6	2 of 6	6 of 6	6 of 6	6 of 6	6 of 6	5 of 6	1 of 6	5 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	

Year To Date			Running 3 Month			Running 12 Month		
2021	2022	2023	2021	2022	2023	2021	2022	2023
21.5	11.7	-32.1	38.4	20.2	-41.7	-1.6	20.8	-31.6
20.5	4.1	-2.9	3.6	9.6	-12.3	14.5	4.7	-1.2
0.9	7.3	-30.1	33.6	9.7	-33.5	-14.1	15.3	-30.8
3 of 6	2 of 6	6 of 6	1 of 6	3 of 6	6 of 6	5 of 6	2 of 6	6 of 6

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: September 2023 Date Created: October 17, 2023

This Year
Sep 4th - Labor Day
Sep 16th - Rosh Hashanah
Sep 25th - Yom Kippur

September 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

September 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	

Last Year
Sep 5th - Labor Day
Sep 26th - Rosh Hashanah

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 Inn & Suites 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 Inns & Suites Enid	Enid, OK	73703	(580) 233-7100	70	201511
68907	Holiday Inn Express & Suites Kingfisher	Kingfisher, OK	73750	(405) 375-3210	77	201911
					384	

2021			2022												2023								
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep

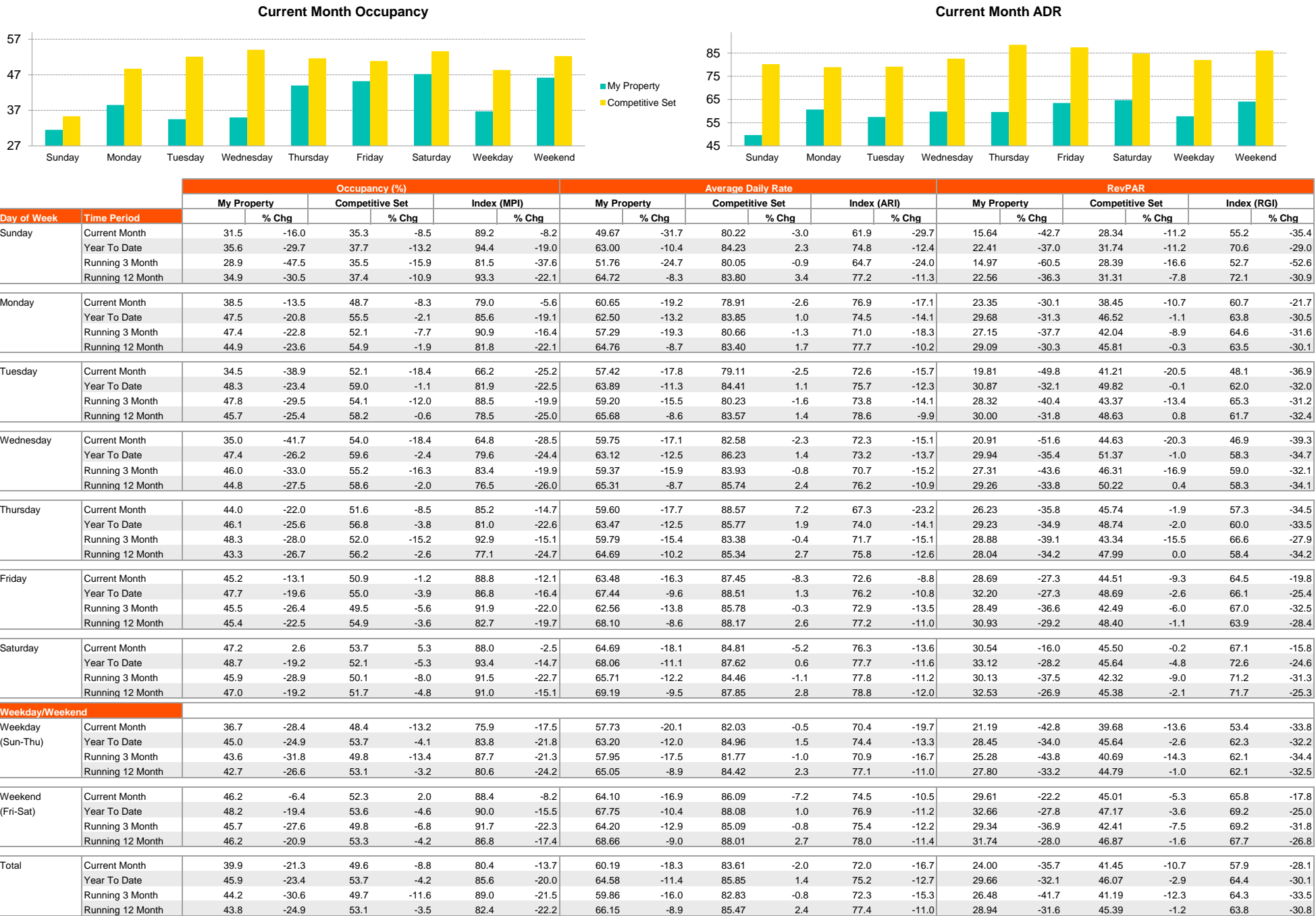
Data received:
☐ = Monthly Only
☒ = Monthly & Daily

Tab 6 - Day of Week and Weekday/Weekend Report

Sleep Inn & Suites Hennessey North522 N Main StHennessey, OK 73742-1019Phone: (405) 853-2126

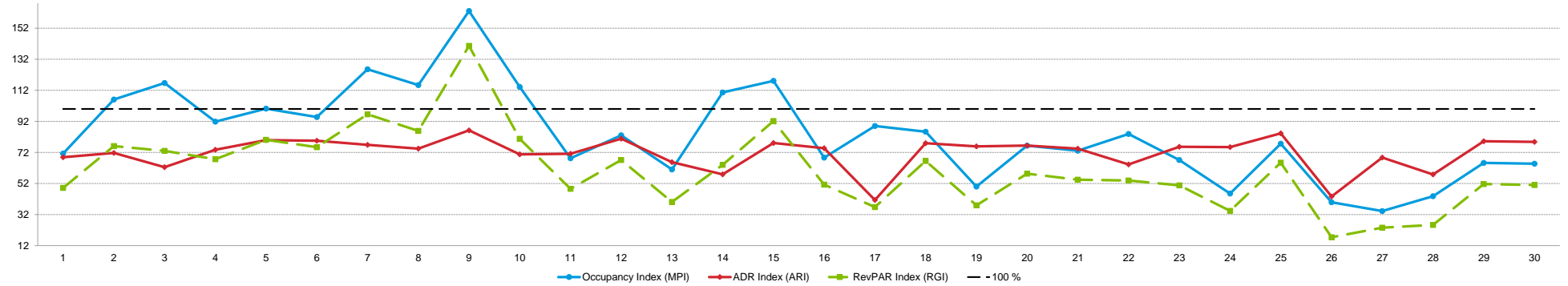
STR # 62749ChainID: OK223MgtCo: NoneOwner: None

For the Month of: September 2023Date Created: October 17, 2023Monthly Competitive Set Data Excludes Subject Property



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For the Month of: September 2023 Date Created: October 17, 2023 Daily Competitive Set Data Excludes Subject Property



% Chg																														
My Property	-42.4	-35.7	-25.0	-20.0	-12.5	-29.0	75.0	26.7	106.7	11.1	-13.6	-11.5	-40.0	-31.6	0.0	15.8	0.0	15.0	-50.0	-31.0	-35.3	30.0	18.8	-47.1	-28.1	-68.6	-66.7	-53.8	-43.3	-59.6
Competitive Set	17.9	-6.6	-17.6	-5.1	-15.2	-12.9	-14.4	1.9	-24.9	21.9	7.5	-8.0	-14.0	-6.5	32.1	52.9	-15.5	-22.1	-25.2	-28.0	-9.5	-6.3	-0.5	-13.7	-7.5	-22.4	-17.0	-12.0	-28.4	-17.3
Index (MPI)	-51.2	-31.2	-9.0	-15.7	3.1	-18.5	104.4	24.4	175.0	-8.8	-19.7	-3.9	-30.3	-26.8	-24.3	-24.2	18.3	47.6	-33.2	-4.2	-28.5	38.8	19.4	-38.6	-22.3	-59.5	-59.8	-47.5	-20.9	-51.1

% Chg																														
My Property	-30.7	-29.0	-32.4	-31.1	-13.9	-19.9	-22.2	-4.3	-11.5	-17.9	-22.8	-13.7	-29.4	-10.6	-5.4	-13.9	-54.1	-21.9	-10.8	-9.1	-12.6	-8.9	-4.8	-16.9	-5.9	-48.8	-9.0	-27.2	-15.3	-20.4
Competitive Set	0.9	-5.5	4.4	8.7	-5.8	-2.3	-0.4	-5.4	-15.0	-8.5	2.2	-3.1	-3.7	31.5	-26.3	-6.9	-3.4	-4.5	1.8	-5.0	-7.2	-5.3	-0.3	-5.8	-11.6	-4.9	0.5	7.4	-6.3	0.6
Index (ARI)	-31.3	-24.8	-35.3	-36.6	-8.7	-18.0	-21.8	1.1	4.2	-10.3	-24.5	-10.9	-26.6	-32.0	28.4	-7.5	-52.5	-18.3	-12.4	-4.3	-5.8	-3.9	-4.5	-11.8	6.5	-46.1	-9.4	-32.2	-9.6	-20.8

% Chg																														
My Property	-60.1	-54.3	-49.3	-44.9	-24.7	-43.1	36.2	21.2	83.0	-8.7	-33.3	-23.7	-57.6	-38.8	-5.4	-0.3	-54.1	-10.2	-55.4	-37.3	-43.4	18.4	13.0	-56.0	-32.3	-83.9	-69.7	-66.4	-52.0	-67.8
Competitive Set	18.9	-11.7	-14.0	3.1	-20.0	-14.9	-14.7	-3.7	-36.2	11.6	9.9	-10.8	-17.2	22.9	-2.6	42.3	-18.4	-25.6	-23.9	-31.6	-16.0	-11.3	-0.8	-18.7	-18.2	-26.2	-16.6	-5.5	-32.9	-16.8
Index (RGI)	-66.5	-48.3	-41.1	-46.5	-5.8	-33.2	59.7	25.8	186.6	-18.2	-39.3	-14.4	-48.8	-50.2	-2.8	-29.9	-43.8	20.6	-41.4	-8.4	-32.7	33.4	14.0	-45.9	-17.3	-78.2	-63.6	-64.4	-28.4	-61.3



How can we assist you?

Glossary:

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Frequently Asked Questions (FAQ):

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