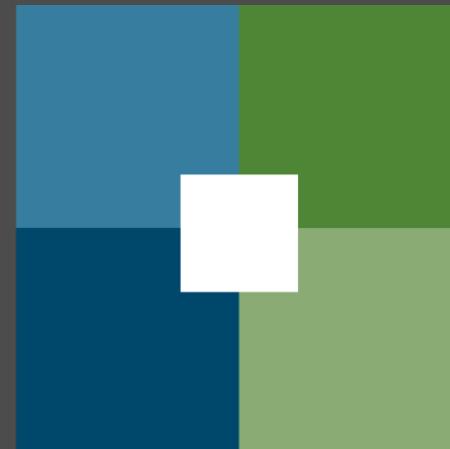


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real  
HOSPITALITY GROUP

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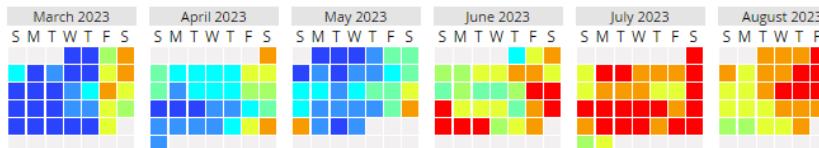
Ben Seidel

# HILTON

## Demand and Wash Management

Show Me  

## Calendar Heatmap:



> Legend

**Save** Multiday Overrides What If Cancel

Room Class: [Property](#)

March 2023 > Forecast Group: Property  Q

April 2023 Forecast Group: Property

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 RD 16.93 OF 88.48%
2 RD 11.36 OF 52.31%	3 RD 10.64 OF 45.21%	4 RD 13.53 OF 50.90%	5 RD 14.19 OF 45.70%	6 RD 15.22 OF 43.76%	7 RD 35.45 OF 78.92%	8 RD 34.30 OF 72.14%
9 RD 36.19 OF 53.29%	10 RD 17.47 OF 38.39%	11 RD 21.40 OF 44.93%	12 RD 21.82 OF 44.29%	13 RD 22.11 OF 46.71%	14 RD 30.63 OF 66.35%	15 RD 32.59 OF 68.10%
16 RD 18.09 OF 23.72%	17 RD 18.47 OF 26.70%	18 RD 21.87 OF 30.77%	19 RD 23.67 OF 34.40%	20 RD 24.89 OF 35.51%	21 RD 27.11 OF 44.13%	22 RD 35.23 OF 60.24%
23 RD 19.56 OF 32.88%	24 RD 22.55 OF 34.63%	25 RD 26.21 OF 38.05%	26 RD 26.19 OF 36.12%	27 RD 29.75 OF 45.71%	28 RD 37.28 OF 79.58%	29 RD 42.73 OF 84.09%
30 RD 20.51						



IHG

# IHG - Digital Traffic Report

## Top 20 Feeder Cities by Visits Actuals CY | Last 12 Months until Jan 02, 2023

Channel Segment: All | Feeder Country: All | Feeder City: Multiple | Day of Week: All



	View: Cities		Metric As: Actuals CY	Sort by: Visits	Top: 20		(Input number to modify the list)
	Cities	Visits	Gross Bookings	Conversion Rate	Gross Revenue	Gross Roomnights	Gross ADR
1	OWINGS MILLS (MARYLAND, UNITED STATES)	3,433	153	4%	\$44,978	412	\$109.17
2	WASHINGTON (DISTRICT OF COLUMBIA, UNITED STATES)	3,376	405	12%	\$75,349	714	\$105.53
3	REISTERSTOWN (MARYLAND, UNITED STATES)	2,260	42	2%	\$7,762	80	\$97.02
4	SALT LAKE CITY (UTAH, UNITED STATES)	1,879	18	1%	\$4,746	51	\$93.07
5	BALTIMORE (MARYLAND, UNITED STATES)	1,694	125	7%	\$22,741	209	\$108.81
6	NEW KENSINGTON (PENNSYLVANIA, UNITED STATES)	1,572	6	0%	\$958	13	\$73.73
7	PHILADELPHIA (PENNSYLVANIA, UNITED STATES)	843	126	15%	\$21,847	200	\$109.24
8	MONROEVILLE (PENNSYLVANIA, UNITED STATES)	623	2	0%	\$281	4	\$70.35
9	PITTSBURGH (PENNSYLVANIA, UNITED STATES)	614	41	7%	\$8,981	84	\$106.92
10	ATLANTA (GEORGIA, UNITED STATES)	522	71	14%	\$13,360	135	\$98.97
11	NEW YORK (NEW YORK, UNITED STATES)	513	76	15%	\$15,371	142	\$108.25
12	ASHBURN (VIRGINIA, UNITED STATES)	502	93	19%	\$18,000	182	\$98.90
13	BROOKLYN (NEW YORK, UNITED STATES)	446	72	16%	\$13,914	127	\$109.56
14	QUEENS (NEW YORK, UNITED STATES)	407	32	8%	\$5,796	61	\$95.01
15	CHARLOTTE (NORTH CAROLINA, UNITED STATES)	319	41	13%	\$11,389	122	\$93.35
16	PIKESVILLE (MARYLAND, UNITED STATES)	317	28	9%	\$4,469	43	\$103.92
17	RANDALLSTOWN (MARYLAND, UNITED STATES)	294	27	9%	\$5,750	53	\$108.48
18	HYATTSVILLE (MARYLAND, UNITED STATES)	292	36	12%	\$6,644	63	\$105.45
19	SILVER SPRING (MARYLAND, UNITED STATES)	286	33	12%	\$4,850	47	\$103.19
20	ALEXANDRIA (VIRGINIA, UNITED STATES)	274	38	14%	\$6,632	64	\$103.62

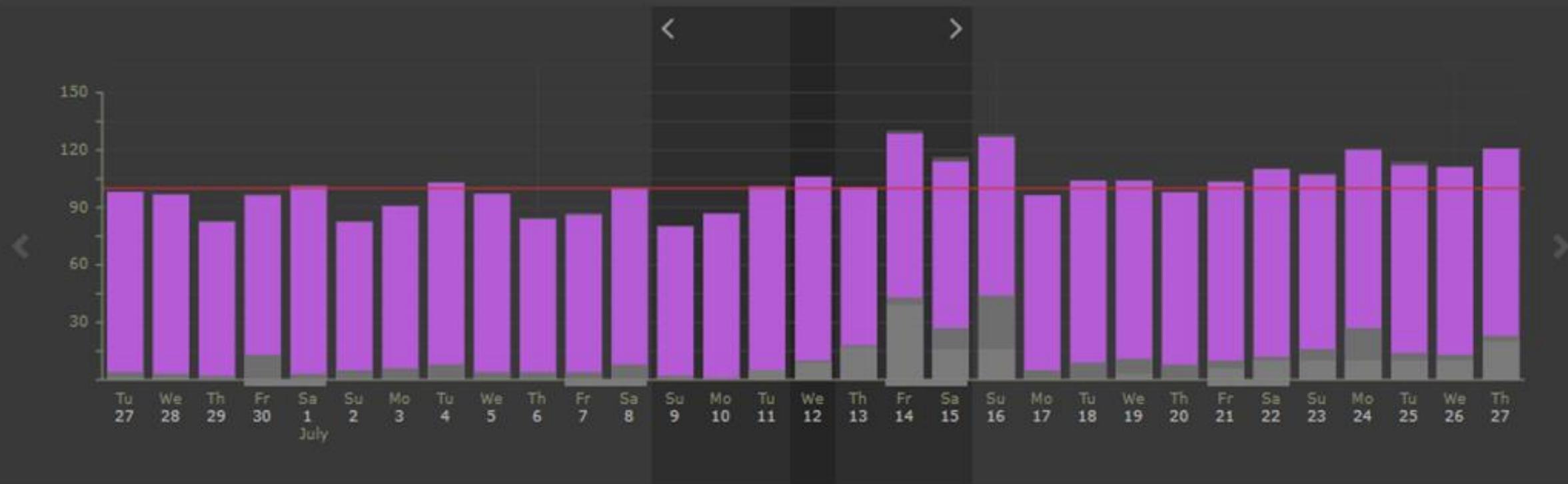
# MARRIOTT

# Unconstrained Transient Demand Forecast

View < 12 Jul 2023 >

Rem Dem and Total Rem Demand vs. STLY

Addl Demand Rem Dem Transient Booked Group Proj



Last refreshed 7 hours, 10 minutes ago by SYSTEM

Show STLY

Override  Not Implemented

July

	9 Sun	10 Mon	11 Tue	12 Wed	13 Thu	14 Fri	15 Sat
Sys Rem Dem	78	86	95	95	83	85	96
STLY	79	94	99	83	72	74	94

# Retail Pricing Optimizer

Redemption Points

Target Date < 17 May 2023 >



Recommended Rate



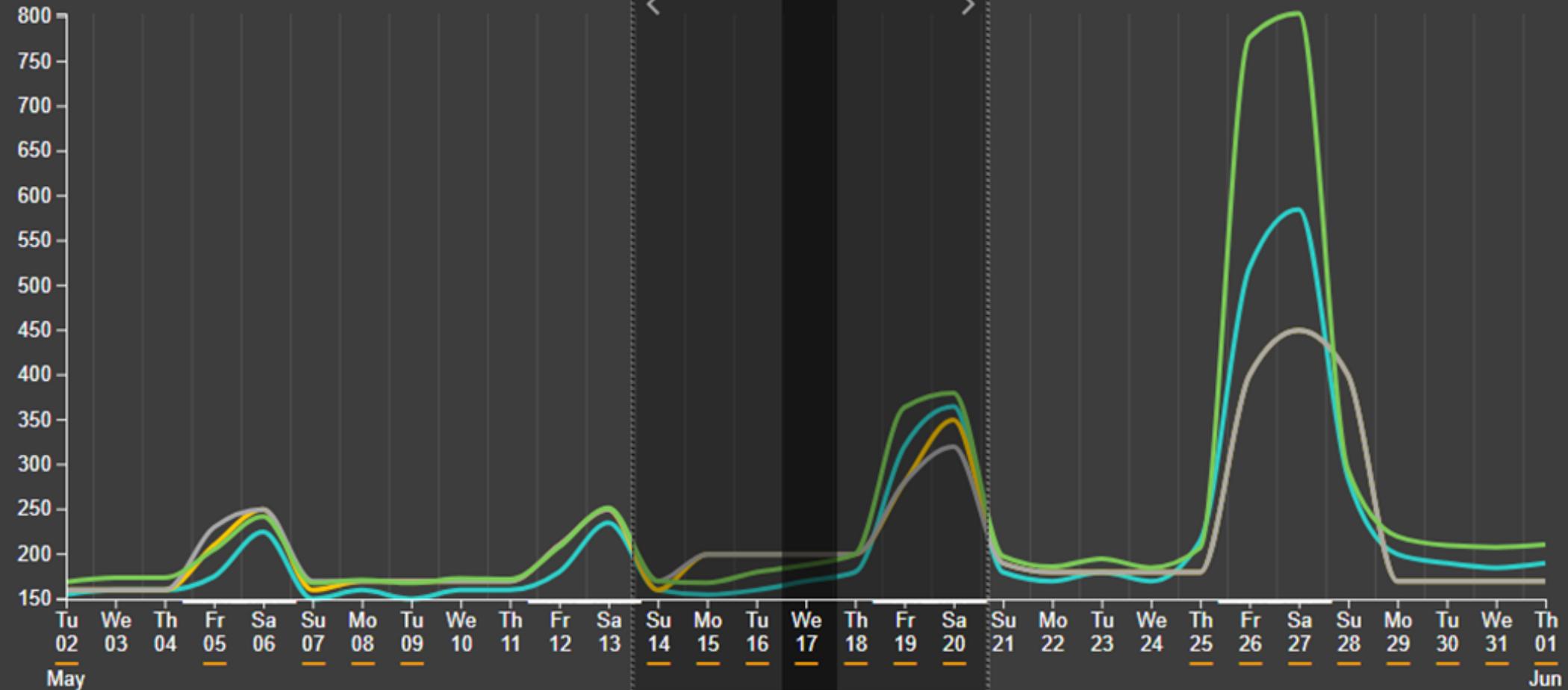
Current Rate ?



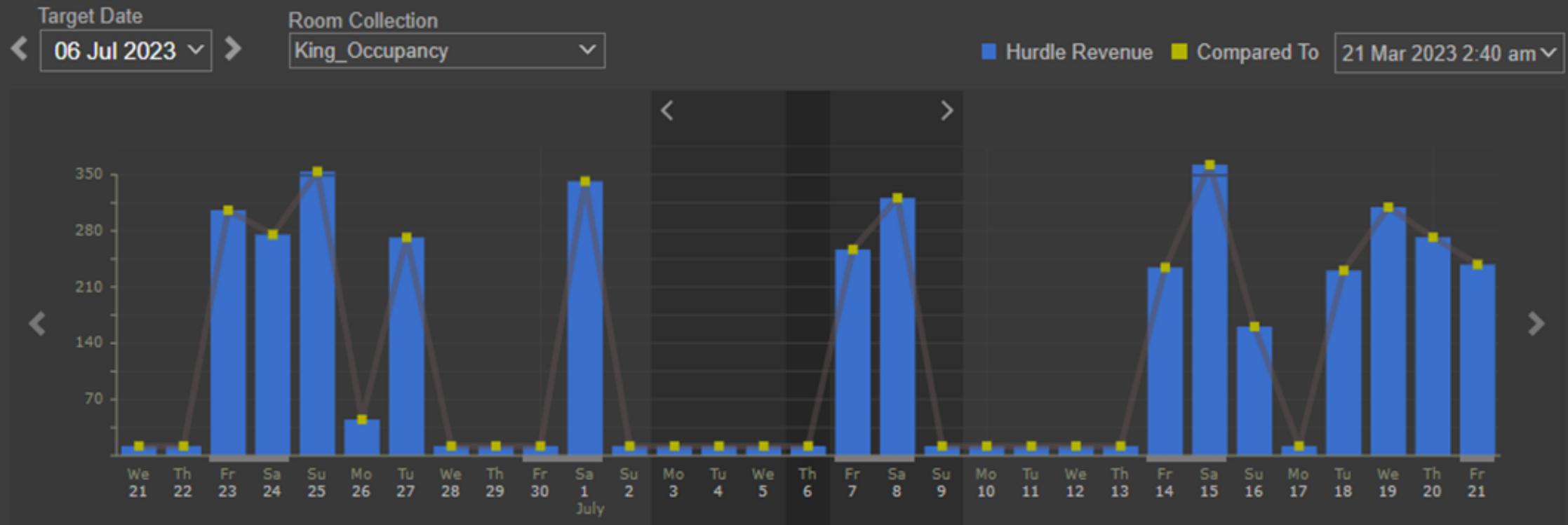
Lowest Selling Rate ?



Average Competitor Rate



# Hurdle Revenue by Room Collection



## Performance

MTD Mar 2023 vs. MTD Mar 2022

[Subscriber](#) [LY Subscriber](#) [Comp Set](#) [LY Comp Set](#)

### Occupancy Index and Rank

110 1 3

### Occupancy vs. LY



### ADR Index and Rank

106 2 3

### ADR vs. LY



### RevPAR Index and Rank

116 2 2

### RevPAR vs. LY



### Occupancy vs. LY

88.7% 77.9%

### ADR vs. LY

125 114

### RevPAR vs. LY

111 82

### Variance vs. LY

14.2% 11.2%

### Growth vs. LY

17.8% 11.2%

### Growth vs. LY

41.1% 22.4%

[Export](#)

## Occupancy and ADR

Subscriber vs. Last Year, Comp Set and Subscriber ADR for the Next 6 Months | [View Next 12 Months](#)

[Subscriber](#) [LY Subscriber](#) [Comp Set](#) [LY Comp Set](#)

### Occupancy Rank

Out of 6 properties  
Mar 2023

### Mar 2023

Occ Rank  
LY

### Apr 2023

Occ Rank  
LY

### May 2023

Occ Rank  
LY

### Jun 2023

Occ Rank  
LY

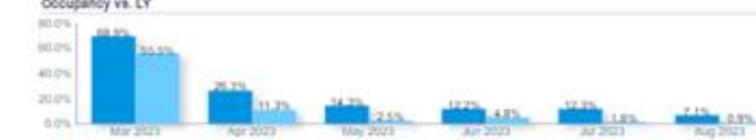
### Jul 2023

Occ Rank  
LY

### Aug 2023

Occ Rank  
LY

### Occupancy vs. LY



### Occupancy vs. LY



### ADR Rank

Month	ADR Rank	ADR Rank LY
Mar 2023	2	3
Apr 2023	1	2
May 2023	3	1
Jun 2023	1	1
Jul 2023	1	1
Aug 2023	2	1

### ADR vs. Last Year



[Export](#)

## Market Segment Performance vs. Comp Set (MTD through 19 Mar 2023)

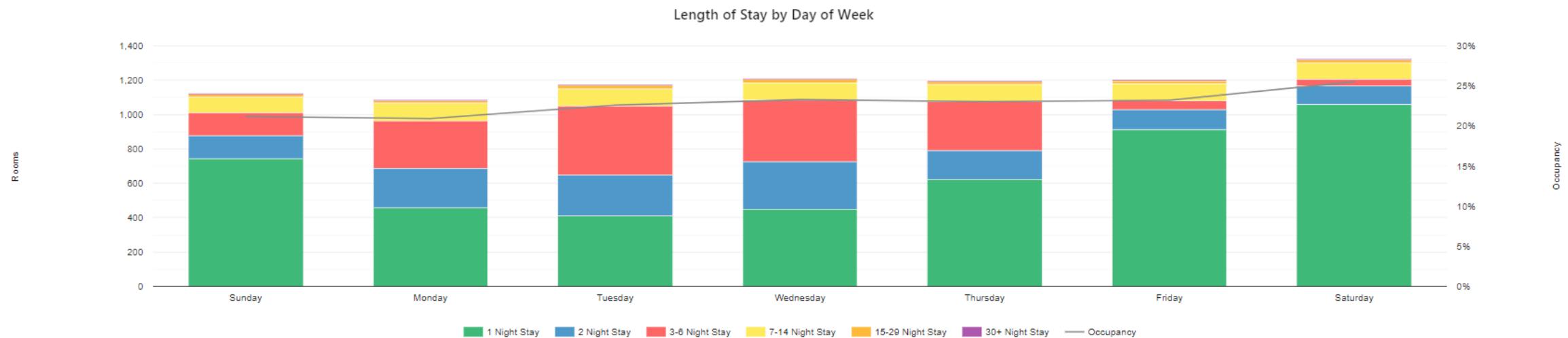
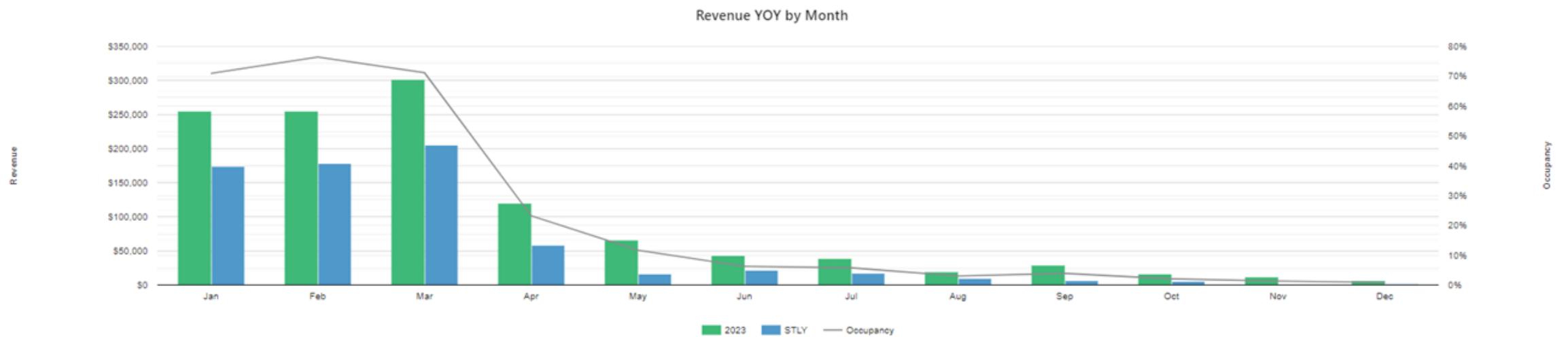
Segment	Occupancy			ADR			RevPAR		
	Subscriber	Comp Set	Index	Subscriber	Comp Set	Index	Subscriber	Comp Set	Index
Group Sold	21.2%	8.8%	118	\$128	\$134	98	\$120	\$122	110
Retail	25.6%	22.8%	98	\$120	\$137	101	\$126	\$133	98
Discount	22.8%	18.6%	124	\$101	\$117	100	\$106	\$122	101
Negotiated	7.6%	7.1%	107	\$127	\$129	105	\$110	\$119	110
Qualified	8.1%	8.7%	107	\$108	\$103	102	\$88	\$98	100
Wholesale	2.2%	1.6%	144	\$108	\$104	101	\$82	\$82	148
Other	0.1%			\$108			\$80		
Total	86.1%	78.6%	110	\$155	\$127	106	\$116	\$100	116

[Export](#)

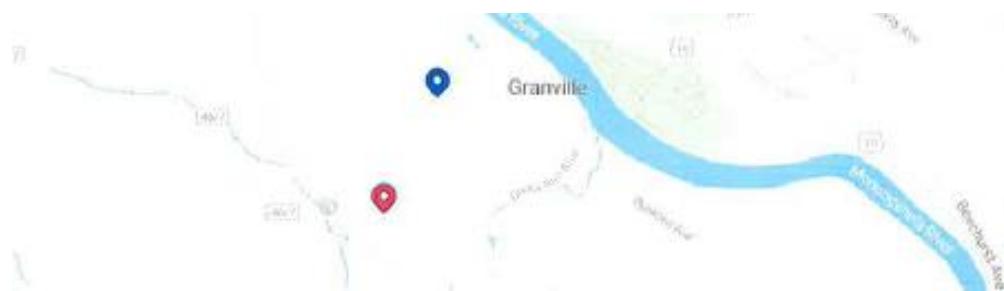
## Channel Performance vs. Comp Set (MTD through 19 Mar 2023)

Channel	Occupancy			ADR			RevPAR		
	Subscriber	Comp Set	Index	Subscriber	Comp Set	Index	Subscriber	Comp Set	Index
Brand.com	28.2%	30.6%	114	\$107	\$122	112	\$106	\$118	110
CRS	0.4%	4.2%	9	\$100	\$115	106	\$101	\$112	108
Direct	36.5%	21.1%	107	\$108	\$154	102	\$102	\$129	110
ODI	0.2%	4.6%	19	\$140	\$126	114	\$11	\$118	21
OTA	23.2%	17.7%	102	\$109	\$128	101	\$100	\$121	100
Other							\$113		90
Total	86.1%	78.6%	110	\$125	\$127	106	\$116	\$100	116

[Export](#)



COURTYARD  
MORGANTOWN  
VS  
HAMPTON INN  
MORGANTOWN



Courtyard by Marri...  
📍 460 Courtyard Street, Morgantown, WV 26501

VS  
Hampton Inn  
📍 325 Granville Square, Morgantown, WV 26501

#### Metrics

Courtyard by Marriott  
460 Courtyard Street, Morgantown, WV 26501

Hampton Inn  
325 Granville Square, Morgantown, WV 26501



#### Metric Name

Courtyard by Marriott  
460 Courtyard Street, Morgantown, WV 26501

Hampton Inn  
325 Granville Square, Morgantown, WV 26501

#### Visits

6.5K

10.4K

#### Visitors

3.1K

4.5K

#### Visit Frequency

2.11

2.3

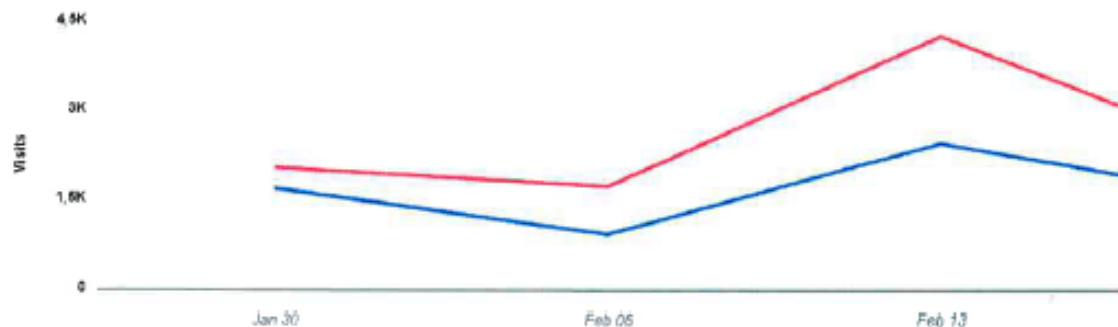
#### Panel Visits

#### Visits Trend

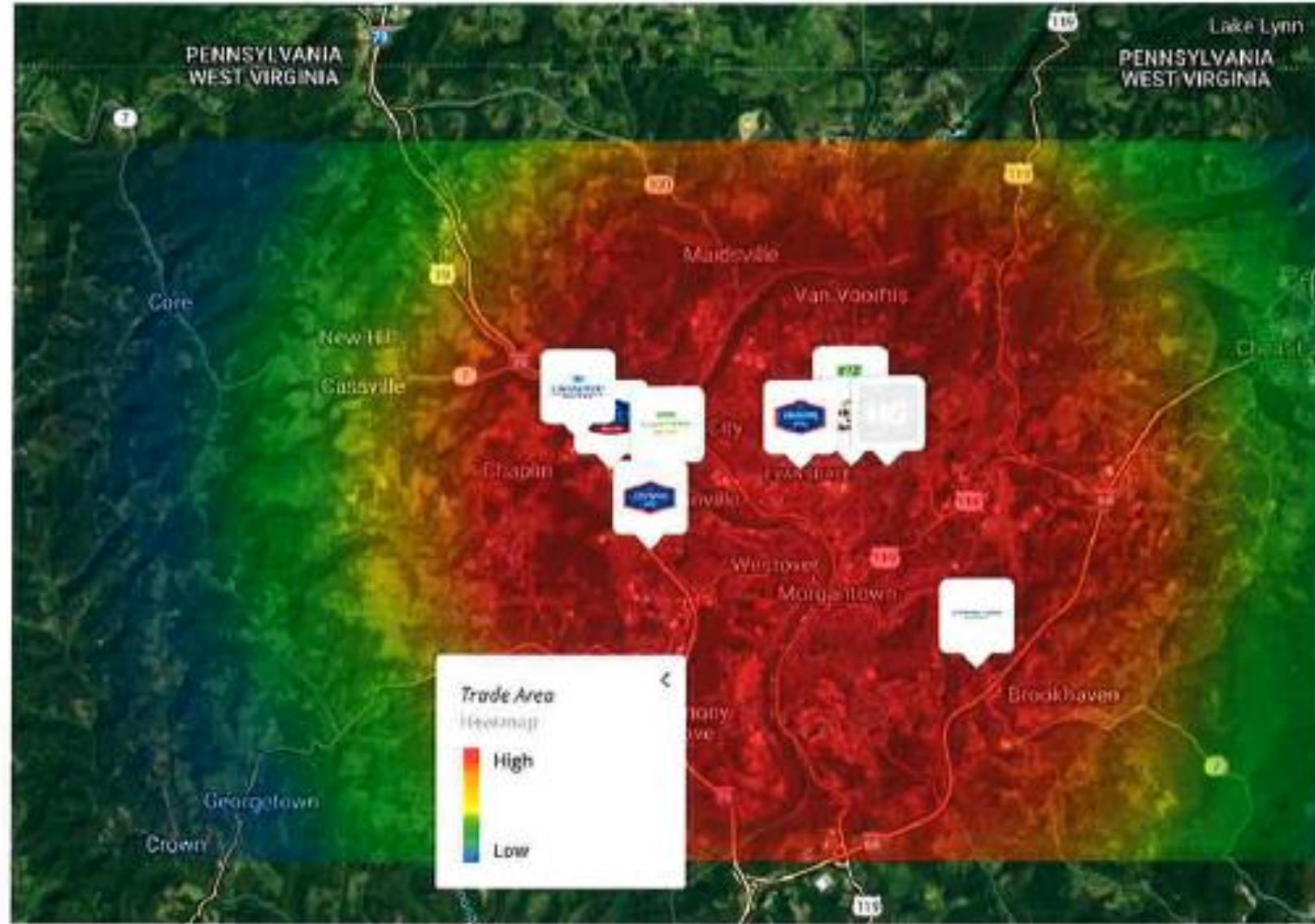
Courtyard by Marriott  
460 Courtyard Street, Morgantown, WV 26501

Hampton Inn  
325 Granville Square, Morgantown, WV 26501

Metric: Visits  
Aggregation: Weekly



# Market Landscape



# Typical Visitor Persona



## Favorite Places

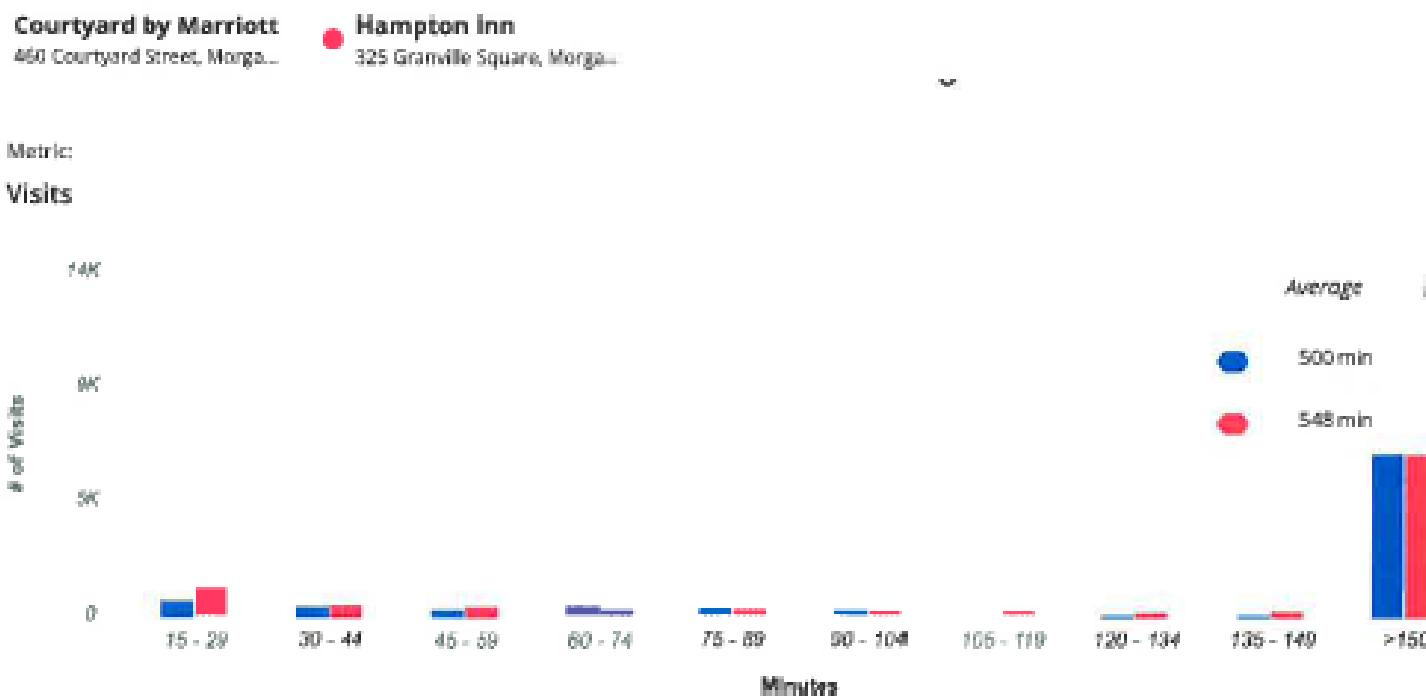
Category: All Categories Min. Visits: 1

Rank	Name	Distance	Visitors	Rank	Name	Distance	Visitors
1	West Virginia Universit...	2.2 mi	749 (24.4%)	1	University Town Centr...	0.8 mi	876 (19.4%)
2	University Town Centre...	0.5 mi	749 (24.4%)	2	Walmart / 6051 Univers...	0.5 mi	577 (12.8%)
3	Walmart / 6051 Univers...	0.2 mi	549 (17.9%)	3	Texas Roadhouse / 50 T...	0.3 mi	550 (12.2%)
4	Target / 5001 University...	0.4 mi	505 (16.4%)	4	New Pointe Plaza / 11B ...	30 mi	497 (11%)
5	Fusion Japanese Steak...	0.3 mi	402 (13.1%)	5	Target / 5001 University...	0.7 mi	471 (10.4%)

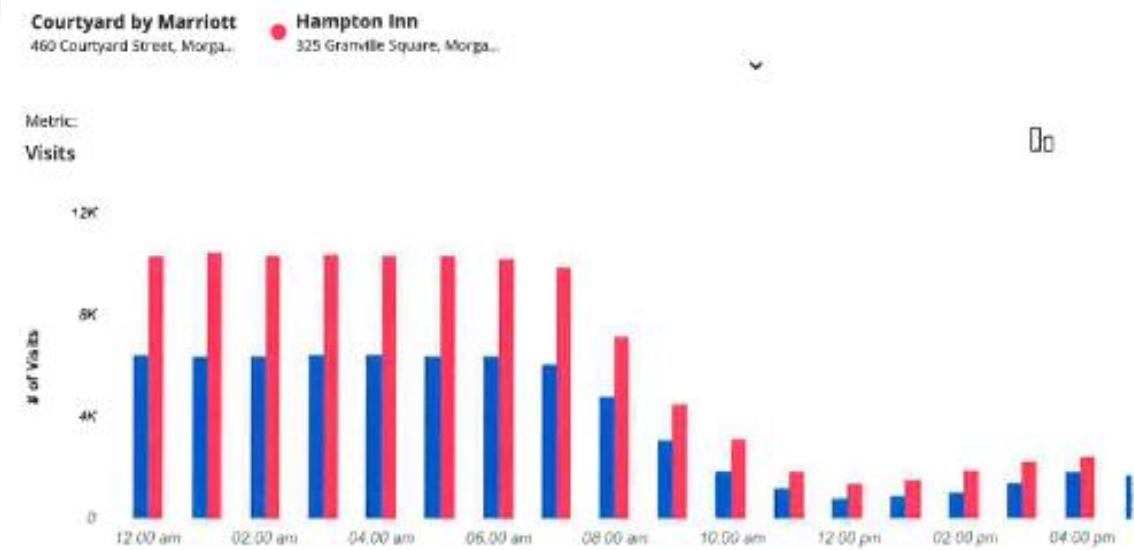
# Visitor Journey



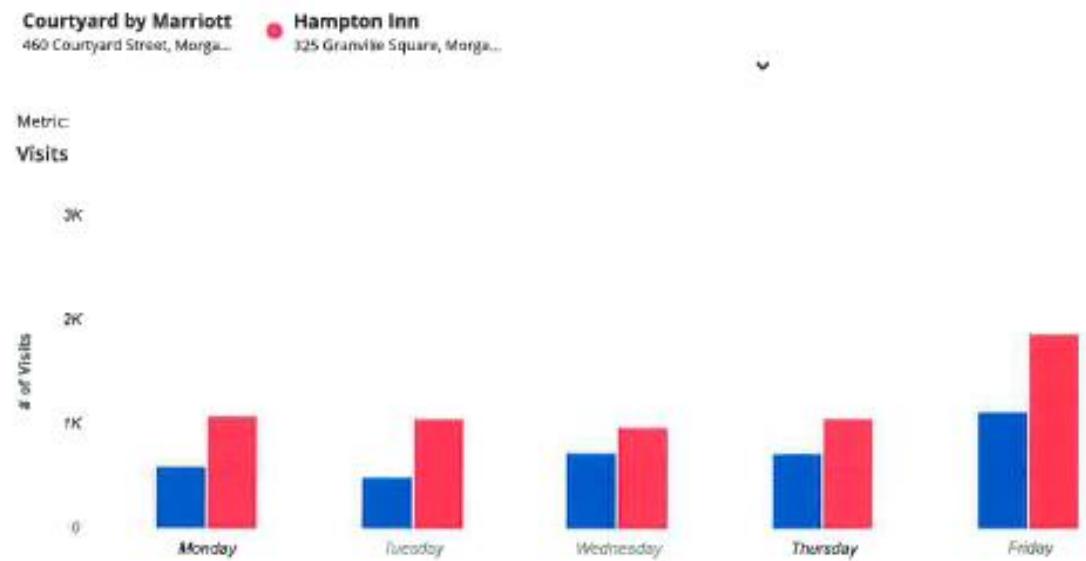
# Length of Stay



# Hourly Visits

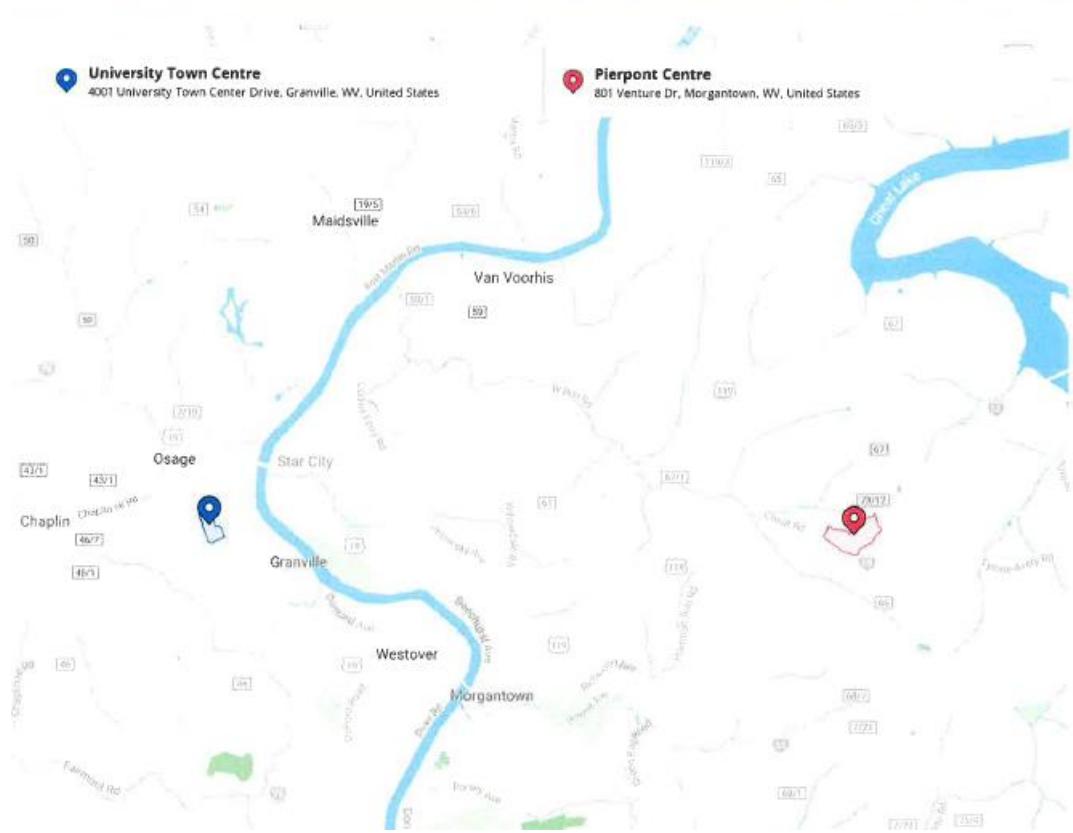


# Daily Visits



# COURTYARD MORGANTOWN OVERVIEW

Mar 1, 2022 - Feb 28, 2023



Mar 1, 2022 - Feb 28, 2023

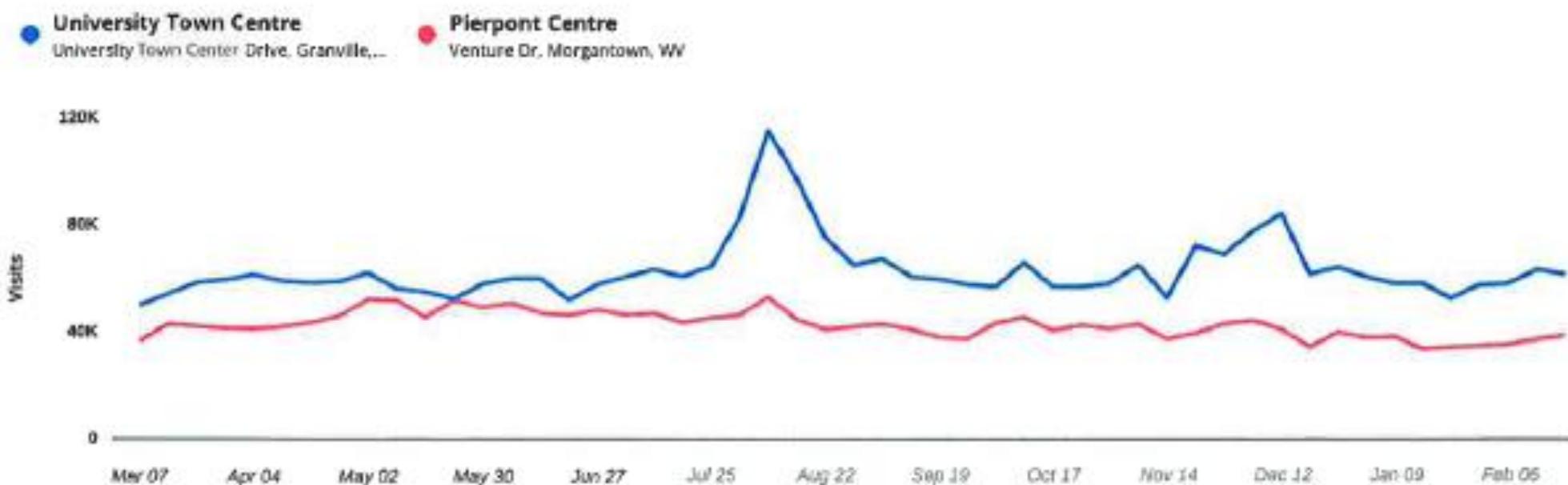
### Metrics

Metric Name	University Town Centre	Pierpont Centre
Visits	3.3M	2.2M
Visits / sq ft	12.9	19.92
Size - sq ft	253.6K (GLA)	111.2K (GLA)
Visitors	657.8K	455.2K
Visit Frequency	4.97	4.86
Panel Visits	118.3K	80.7K
Visits YoY	-2.9%	-11.8%
Visits Yo2Y	+26.1%	-3%
Visits Yo3Y	+12%	-15.8%

Mar 1, 2022 - Feb 28, 2023

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### Visits Trend



## Tenants Overview

 University Town Centre  
4001 University Town Center Drive, Granville, WV 26501

Tenants / Category	Visits	Visits Chain Rank, Nationwide	Visits Cat. Rank, State	Visits Chain Rank, State
 Target Superstores 5001 University Town Centre Dr, Morgantown, WV, United States	1.5M	716/1.8K (-20)  59%	35/65 (+3)  47%	2/6 (+1)  83%
 T.J. Maxx Department Stores 499 Target Way, Morgantown, WV, United States	547K (-10%)	263/1.1K (-54)  76%	10/34  73%	3/7  71%
 Petco Pet Stores & Services 4101 University Town Centre Dr, Morgantown, WV, United States	325.2K (-13%)	11/1.2K (-6)  99%	2/13  92%	1/6  100%
 Dollar Tree Discount & Dollar Stores 4001 University Town Centre Dr, Morgantown, WV, United States	252.3K (-8%)	745/6.9K (-185)  89%	16/406 (-3)  96%	4/47 (-1)  93%
 Bed Bath & Beyond Furniture and Home Furnishings 395 Target Way, Morgantown, WV, United States	210.7K (-16%)	83/574 (+36)  85%	3/62  96%	1/1  100%
 Old Navy Clothing 4021 University Town Centre Dr, Granville, WV, United States	141.2K (-16%)	558/844 (-61)  34%	15/94 (-8)  85%	3/3 (-1)  33%
 SHOE DEPT. Clothing 669 Target Way, Morgantown, WV, United States	86.4K (+8%)	48/315 (+18)  85%	32/94 (-3)  67%	2/5  80%
 maurices Clothing 4171 University Town Centre Dr Space 4171, Morgantown, WV, United States	64.3K (+12%)	106/478 (+44)  78%	43/94  55%	2/2  50%
 Sweet Frog Breakfast, Coffee, Bakeries & Dessert Shops 965 Target Way, Morgantown, WV, United States	57.2K (+3%)	65/160 (-12)  60%	119/188  37%	3/4  50%
 Supercuts Beauty & Spa 1189 Target Way, Morgantown, WV, United States	55.2K (+65%)	33/1.3K (+244)  97%	16/58 (+15)  74%	1/6 (+1)  100%

Mar 1, 2022 - Feb 28, 2023

● University Town Centre

4001 University Town Center Drive, Granville, WV 26501

Tenants / Category	Visits	Visits Chain Rank, Nationwide	Visits Cat. Rank, State	Visits Chain Rank, State
 Hallmark Hobbies, Gifts & Crafts 731 Target Way, Morgantown, WV, United States	35.3K (-24%)	228/600 (-80) ● 62%	22/28 (-1) ● 25%	2/4 ● 75%
 Lane Bryant Clothing 105 Target Way, Morgantown, WV, United States	20.3K (-30%)	226/275 (-33) ● 18%	87/94 (-18) ● 8%	3/4 (-1) ● 50%
 Sleep Outfitters Furniture and Home Furnishings 80 Monroe Street Granville, Granville, WV, United States	19.3K (-27%)	42/79 (-5) ● 48%	38/62 (-6) ● 40%	9/11 (-1) ● 27%
 GameStop Electronics Stores 4201 University Town Centre Dr, Morgantown, WV, United States	14.7K (-6%)	1.7K/2K (-77) ● 11%	56/61 (+1) ● 9%	12/13 (-1) ● 15%
K. A. Y. Kay Jewelers Fashion Accessories 1219 Target Way, Morgantown, WV, United States	3.4K (+9%)	131/131 (-5) ● 0%	3/3 ● 0%	2/2 ● 0%

## Tenants Overview

### Pierpoint Centre

801 Venture Dr, Morgantown, WV 26508

Tenants / Category	Visits	Visits Chain Rank, Nationwide	Visits Cat. Rank, State	Visits Chain Rank, State
Lowe's Home Improvement 901 Venture Drive, Morgantown, WV, United States	610.3K (-17%)	856/1.7K (-18) ● 50%	18/134 (-6) ● 87%	12/17 (-4) ● 35%
Outback Steakhouse Restaurants 510 Venture Dr, Morgantown, WV, United States	246.8K (-18%)	91/659 (-48) ● 86%	55/192 (-12) ● 71%	6/7 (-1) ● 28%
Michaels Hobbies, Gifts & Crafts 801 Venture Dr, Morgantown, WV, United States	185.9K (-20%)	721/1.1K (-142) ● 34%	11/28 (-1) ● 54%	3/6 (-1) ● 66%
IHOP Breakfast, Coffee, Bakeries & Dessert Shops 201 Venture Rd, Morgantown, WV, United States	179.7K (-12%)	397/1.5K (-99) ● 74%	16/188 (-2) ● 92%	6/8 (-2) ● 37%
Wendy's Fast Food & QSR 306 Venture Dr, Morgantown, WV, United States	135K (-4%)	884/5.4K (-50) ● 83%	123/752 (-6) ● 83%	11/70 ● 85%
McDonald's Fast Food & QSR 100 Foxtown Drive, Morgantown, WV, United States	125.2K (-8%)	9.5K/12.3K (-2387) ● 23%	144/752 (-20) ● 80%	82/97 (-13) ● 16%
Ruby Tuesday Restaurants 512 Venture Dr, Morgantown, WV, United States	71.6K (-18%)	202/214 (-19) ● 6%	153/192 (-9) ● 20%	5/5 ● 20%
Holiday Inn Express Hotels & Casinos 605 Venture Drive, Morgantown, WV, United States	62K (-12%)	1.2K/2.1K (-201) ● 42%	94/159 (-20) ● 41%	14/21 (-5) ● 38%
Books-A-Million Stores & Services 720 Venture Dr, Morgantown, WV, United States	50.7K (-11%)	105/106 (+1) ● 1%	11/54 (-2) ● 81%	5/5 ● 20%
Family Dollar Discount & Dollar Stores 809 Venture Dr Ste 600, Morgantown, WV, United States	36.6K (-23%)	4.9K/6.9K (-1620) ● 29%	369/406 (-71) ● 9%	85/105 (-37) ● 20%

### Pierpoint Centre

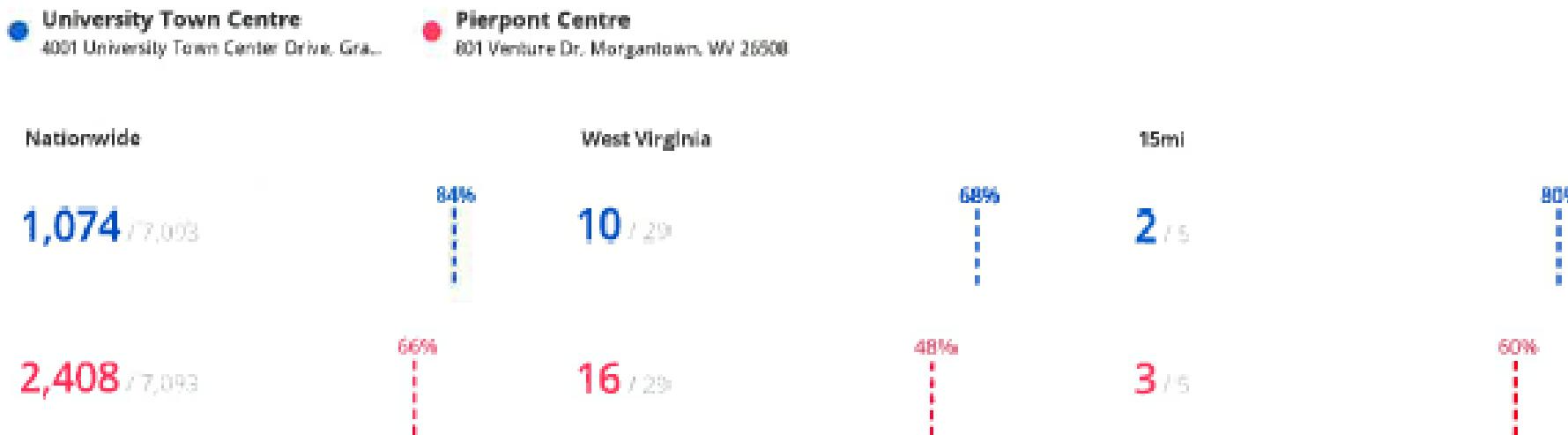
801 Venture Dr, Morgantown, WV 26508

Tenants / Category	Visits	Visits Chain Rank, Nationwide	Visits Cat. Rank, State	Visits Chain Rank, State
Super 8 Budget Accommodation & Inns 603 Venture Dr, Morgantown, WV, United States	34.9K	573/1.2K (+34) ● 53%	10/20 ● 55%	7/13 (+1) ● 53%
Dollar Tree Discount & Dollar Stores 750 Venture Dr., Morgantown, WV, United States	34.6K (+490%)	6.9K/6.9K (-174) ● 0%	379/406 (+7) ● 6%	47/47 (-1) ● 0%
Hallmark Hobbies, Gifts & Crafts 702 Venture Dr, Morgantown, WV, United States	27.4K (-27%)	341/600 (-96) ● 43%	23/28 (-1) ● 21%	3/4 ● 50%
SUBWAY Fast Food & QSR 204 Venture Dr, # 68, Morgantown, WV, United States	20.1K (+1%)	7.3K/11.3K (+45) ● 35%	643/752 (-16) ● 14%	62/81 (-4) ● 24%
United Bank Banks & Financial Services 101 Venture Drive, Morgantown, WV, United States	13.1K (-15%)	39/147 (-4) ● 74%	88/176 (-26) ● 50%	12/37 (-5) ● 20%
Cost Cutters Beauty & Spa 732 Venture Dr, Ste 13, Morgantown, WV, United States	3.5K (-71%)	265/265 (-107) ● 0%	58/58 (-8) ● 1%	N/A

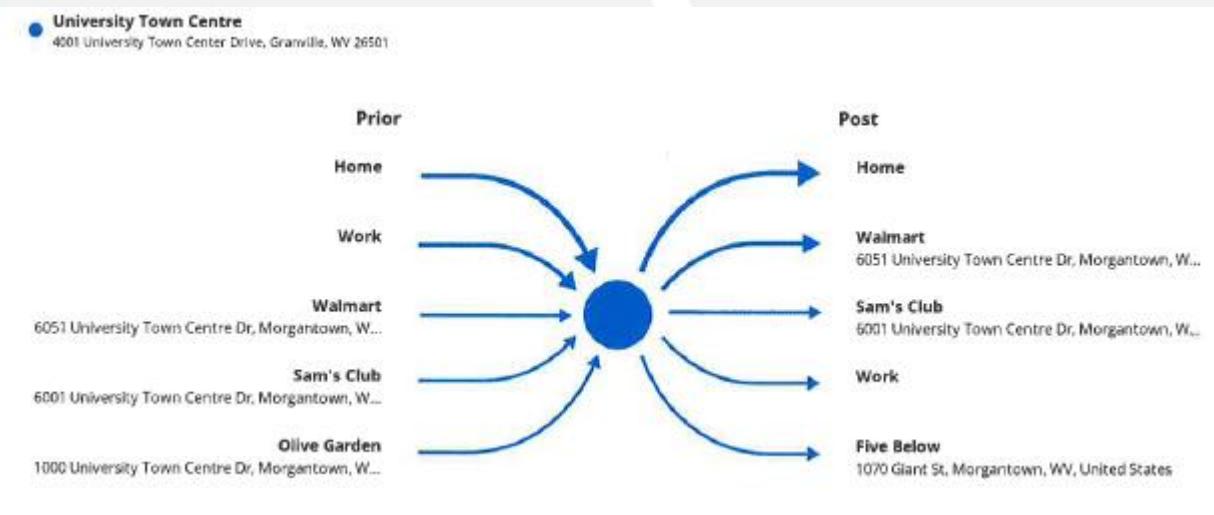
# Market Landscape



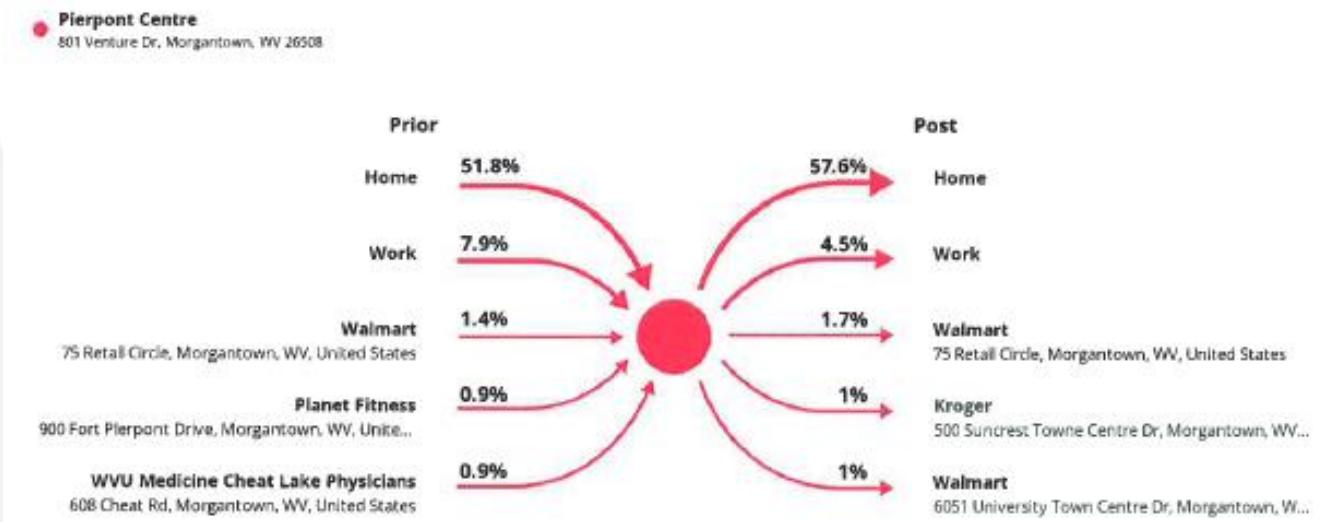
# Ranking Overview



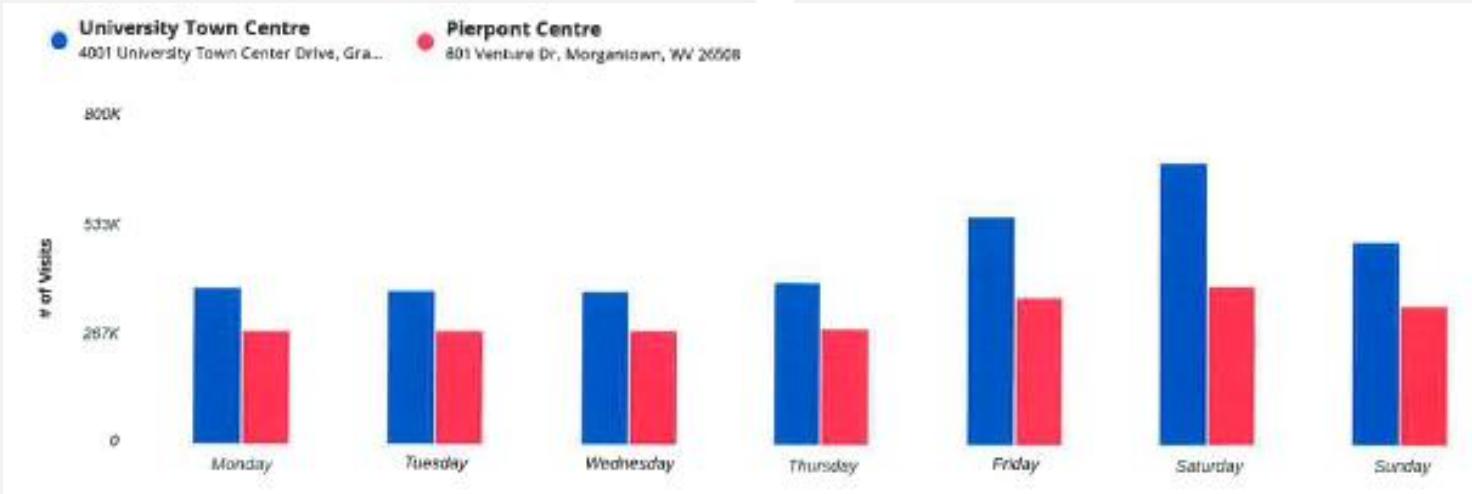
# Visit Journey – University Town Centre



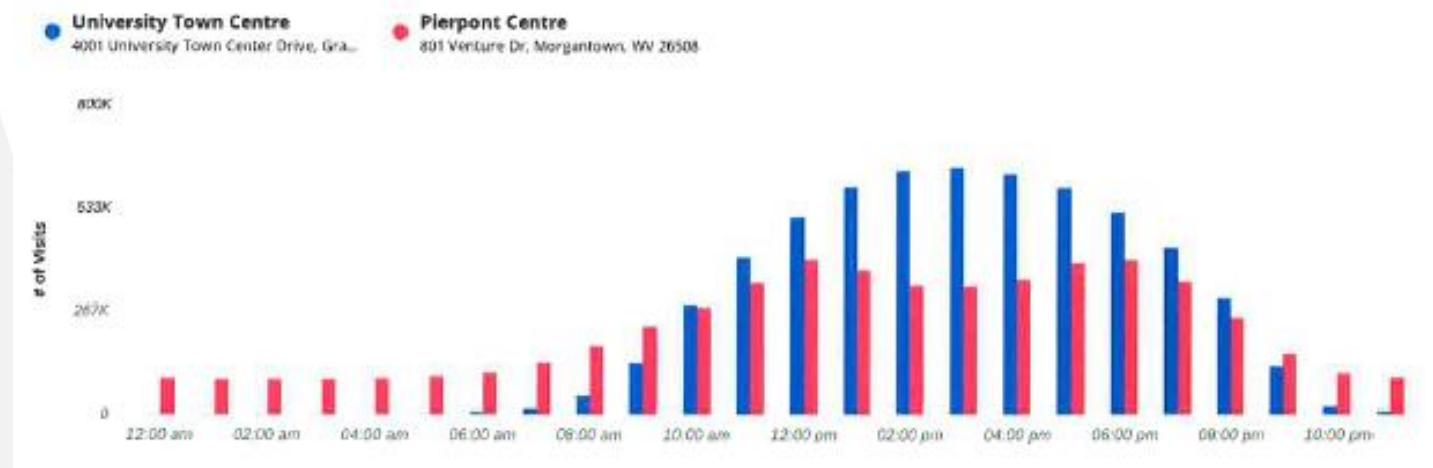
# Visit Journey – Pierpont Centre



# Daily Visits



# Hourly Visits



# Favorite Places

## University Town Centre

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University Town Centre / University Town Center Drive, Granville, WV

Rank	Name	Distance	Visitors
1	Morgantown Mall / 9500 Mall Rd, Morgantown, WV 26501	1.6 mi	306.5K (46.6%)
2	Walmart / 6051 University Town Centre Dr, Morgantown, WV 26501	0.4 mi	293.3K (44.6%)
3	West Virginia University / 1 Medical Center Dr, Morgantown, WV 26505	2.3 mi	263.3K (40%)
4	Mountaineer Field at Milan Puskar Stadium / 900 Willowdale Rd, Morgantown, WV 26505	2.5 mi	229.6K (34.9%)
5	Morgantown Commons / 6500 Mall Rd, Morgantown, WV 26501	1.4 mi	216.2K (32.9%)
6	Sam's Club / 6001 University Town Centre Dr, Morgantown, WV 26501	0.2 mi	200.2K (30.4%)
7	Pierpont Centre / 801 Venture Dr, Morgantown, WV 26508	5.6 mi	183.4K (27.9%)
8	New Pointe Plaza / 118 Emily Dr, Clarksburg, WV 26301	30.5 mi	169.7K (25.8%)
9	Meadowbrook Mall / 2399 Meadowbrook Mall, Bridgeport, WV 26330	27.5 mi	161.4K (24.5%)
10	West Virginia University / 1 Waterfront Pl, 2nd floor, Morgantown, WV 26506	2.7 mi	159.5K (24.2%)

# Favorite Places

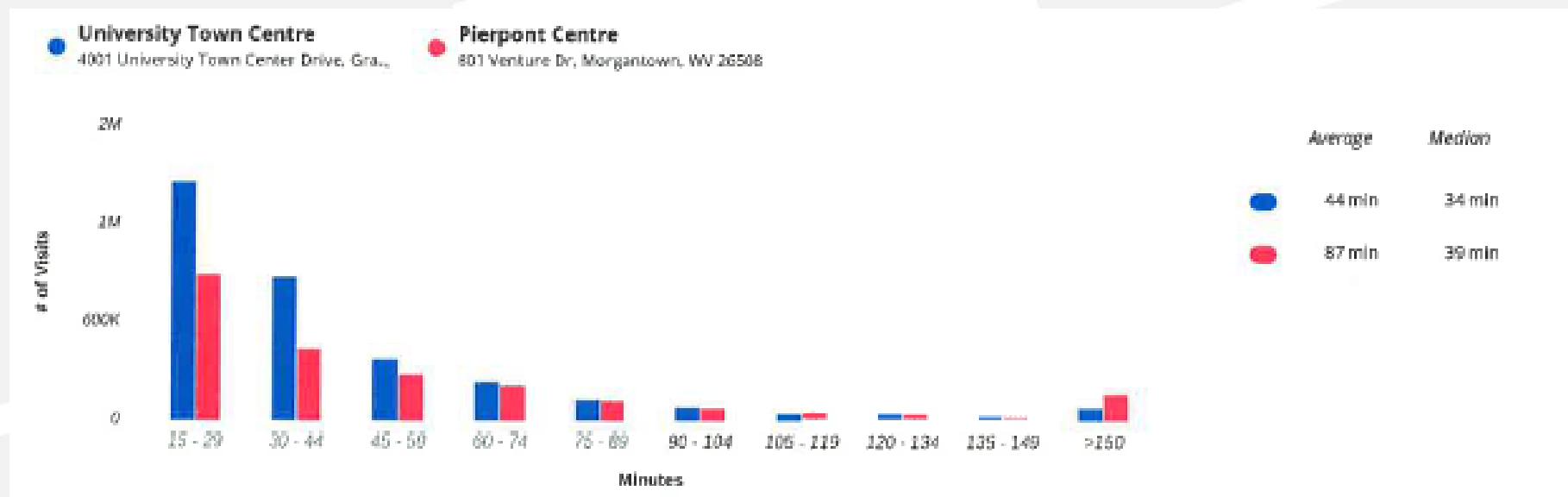
## Pierpont Centre

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Pierpont Centre / Venture Dr, Morgantown, WV

Rank	Name	Distance	Visitors
1	University Town Centre / University Town Centre Dr, Morgantown, WV 26501	5.6 mi	219.9K (48.3%)
2	Morgantown Mall / 9500 Mall Rd, Morgantown, WV 26501	5.5 mi	205.5K (45.1%)
3	Walmart / 6051 University Town Centre Dr, Morgantown, WV 26501	5.4 mi	180.5K (39.7%)
4	West Virginia University / 1 Medical Center Dr, Morgantown, WV 26505	3.3 mi	170.9K (37.5%)
5	Target / 5001 University Town Centre Dr, Morgantown, WV 26501	5.5 mi	154.9K (34%)
6	Morgantown Commons / 6500 Mall Rd, Morgantown, WV 26501	5.7 mi	150.3K (33%)
7	Mountaineer Field at Milan Puskar Stadium / 900 Willowdale Rd, Morgantown, WV 26505	3.1 mi	138.2K (30.4%)
8	Walmart / 75 Retail Circle, Morgantown, WV 26508	5.9 mi	137.1K (30.1%)
9	Sam's Club / 6001 University Town Centre Dr, Morgantown, WV 26501	5.5 mi	134.2K (29.5%)
10	Kroger / 500 Suncrest Towne Centre Dr, Morgantown, WV 26505	2.4 mi	110K (24.2%)

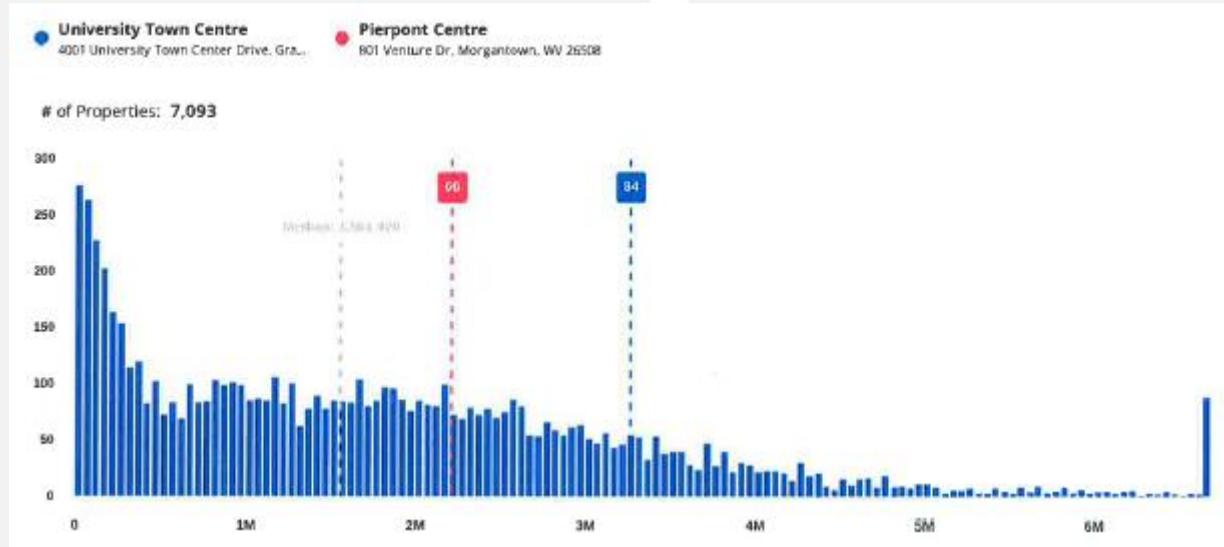
# Length of Stay



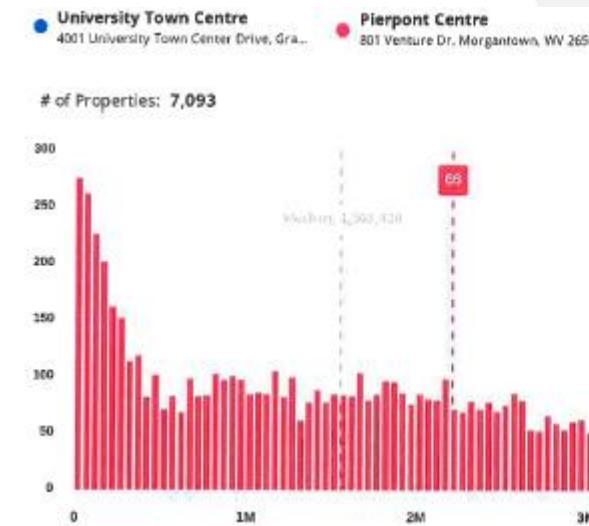
# Visit Journey Routes



# Percentile Rank – University Town Centre



# Percentile Rank- Pierpont Centre



# Ranking Index

University Town Centre

4001 University Town Center Drive, Granville, WV 26501

# of Properties: 7,093

Rank	Name	Visits
1	Mall of America / E Broadway, Bloomington, MN	23.57M
2	Village at Topanga / CA-27, Woodland Hills, CA	21.5M
3	Lakewood Center / Lakewood Center Mall, Lakewood, CA	20.5M
4	Easton Town Center / Easton Town Ctr, Columbus, OH	19.44M
5	Del Amo Fashion Center / W Carson St, Torrance, CA	18.73M
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Skipping 1,066 results		
1072	Pier 70 Shopping Center / S Christopher Columbus Blvd, Philadelphia, PA	3.28M
1073	Tulare Outlets / Rutherford St, Tulare, CA	3.27M
1074	University Town Centre / University Town Center Drive, Granville, WV	3.27M
1075	Highlands Center / Independent Way, Brewster, NY	3.27M
1076	iMain Street Shopping Center / Cherokee Pl, Cartersville, GA	3.27M
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Hiding 6,017 results		

Pierpont Centre

801 Venture Dr., Morgantown, WV 26508

# of Properties: 7,093

Rank	Name	Visits
1	Mall of America / E Broadway, Bloomington, MN	23.57M
2	Village at Topanga / CA-27, Woodland Hills, CA	21.5M
3	Lakewood Center / Lakewood Center Mall, Lakewood, CA	20.5M
4	Easton Town Center / Easton Town Ctr, Columbus, OH	19.44M
5	Del Amo Fashion Center / W Carson St, Torrance, CA	18.73M
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Skipping 2,400 results		
2406	Shoppes at Amelia Concourse / Hwy 200, Yulee, FL	2.22M
2407	Magnolia Square / Martin Luther King Jr Blvd, Houma, LA	2.22M
2408	Pierpont Centre / Venture Dr, Morgantown, WV	2.21M
2409	Cool Springs Market / Mallory Ln, Franklin, TN	2.21M
2410	Oakbrook Plaza / Thousand Oaks, CA	2.21M
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Hiding 4,683 results		

