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# Weekly STAR Report - Econo Lodge Dalton

The following information is based on the data for the week ending 08/17/2019.  
Generated by STR on 08/18/2019 10:22 PM. Report generated by STR.



## Week of 08/13/2019

Monday 08/13/2019

Tuesday 08/14/2019

Wednesday 08/15/2019

Thursday 08/16/2019

Friday 08/17/2019

Saturday 08/18/2019

Sunday 08/19/2019

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Handwritten symbols: a star, a circled '1', and a downward arrow.

2

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

Econo Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 226-9579  
 STR # 28147 Chain ID: GA147 Mgt Co: None Owner: None  
 For the Week of: September 01, 2024 - September 07, 2024 Date Created: September 10, 2024 Competitive Set Data Excludes Subject Property

#### September 01, 2024 - September 07, 2024

		Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total	
		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg	
Occupancy	My Property	22.2%	-38.5	21.3%	9.5	29.6%	77.8	37.0%	90.5	39.8%	87.0	46.3%	31.6	50.0%	8.0	35.2%	26.7
	Comp Set	27.4%	-4.9	26.3%	60.9	21.0%	-44.9	27.4%	-18.1	25.3%	-34.9	33.6%	-37.5	38.7%	-14.9	28.3%	-21.7
	Index (MPI)	81.1	-35.3	80.9	-31.9	141.1	222.4	135.2	132.5	157.6	187.0	136.9	110.5	136.4	28.9	124.5	61.8
ADR	My Property	89.75	-12.3	65.93	-8.5	72.20	2.5	66.89	-13.2	69.08	-11.2	79.79	-4.1	77.02	-9.0	72.54	-8.7
	Comp Set	69.04	9.6	66.39	-12.1	73.05	4.1	66.24	-2.2	65.54	-7.3	70.90	-17.6	68.32	-19.2	67.63	-11.1
	Index (ARI)	110.6	-3.0	99.3	4.1	98.8	-1.5	101.0	-11.2	105.4	-4.2	112.5	18.3	112.7	12.7	107.3	2.7
RevPAR	My Property	15.50	-46.0	14.04	0.2	21.39	82.3	24.77	65.4	27.50	88.0	36.94	26.1	38.51	-1.7	25.52	15.7
	Comp Set	17.27	-14.0	17.48	41.4	15.34	-42.8	18.15	-18.9	16.56	-39.6	28.97	-48.5	25.04	-31.2	19.12	-30.4
	Index (RGI)	89.7	-37.2	80.3	-29.1	139.5	217.5	136.5	106.5	166.1	175.0	154.1	144.9	153.8	42.9	133.5	66.1

#### Running 28 Days (by Day of Week)

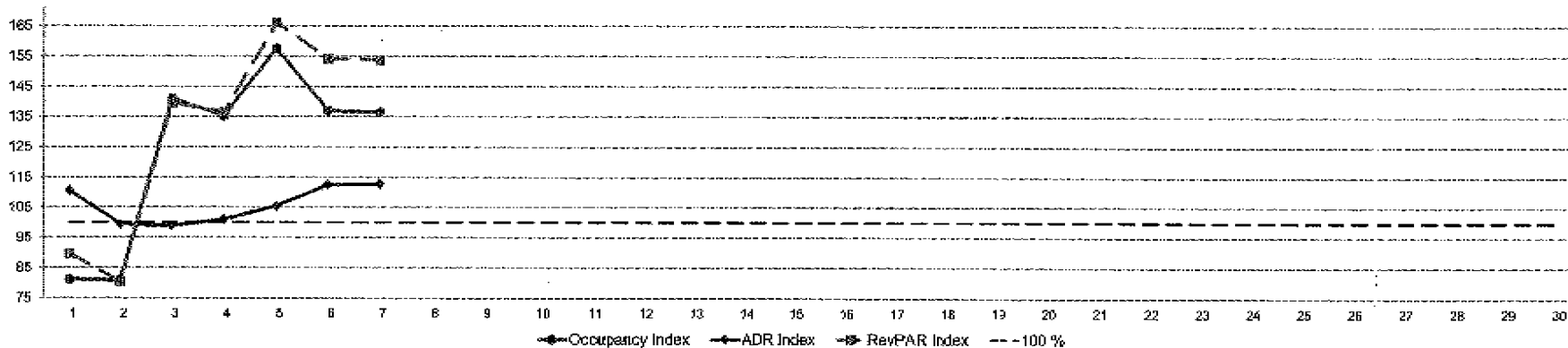
		Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total	
		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg	
Occupancy	My Property	29.9%	48.3	32.6%	83.1	38.4%	137.1	35.6%	113.9	37.0%	102.5	35.2%	32.2	38.4%	10.7	35.3%	64.3
	Comp Set	22.9%	-14.6	26.3%	-4.0	25.1%	-28.8	26.6%	-16.2	28.0%	-26.6	34.6%	-25.9	42.8%	-5.6	29.9%	-17.6
	Index (MPI)	130.6	73.7	123.1	94.8	153.2	223.8	124.8	155.2	132.2	175.8	98.9	78.4	89.8	17.1	118.0	99.9
ADR	My Property	67.35	-8.4	68.60	-2.7	69.33	-3.0	68.45	-5.9	69.14	-4.3	75.15	-5.5	74.81	-9.7	70.52	-7.1
	Comp Set	62.01	-6.7	64.22	-7.0	66.51	-3.2	64.96	-1.1	65.92	-5.2	73.68	-9.7	72.14	-9.7	67.78	-6.7
	Index (ARI)	108.6	-1.8	106.8	4.6	104.2	0.2	105.4	-4.8	104.9	0.9	102.1	4.7	103.7	0.0	104.0	-0.5
RevPAR	My Property	20.11	35.8	22.39	78.1	28.64	130.1	24.40	101.3	25.61	93.8	26.44	24.9	28.74	-0.1	24.91	52.6
	Comp Set	14.18	-20.4	17.03	-12.6	16.69	-29.1	18.55	-17.1	18.47	-30.4	26.18	-33.1	30.86	-14.8	20.28	-23.9
	Index (RGI)	141.9	70.6	131.5	103.7	159.7	224.6	131.6	142.9	138.6	178.4	101.0	86.7	93.2	17.1	122.8	98.9

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Tab 3 - Daily Data for the Month

Essex Lodge Division 1507 N Tibbs Rd Canton, GA 30720 Phone: (706) 226-9570  
 STR # 28147 Chain ID: GA147 Mgt Co: None Owner: None  
 For the Week of: September 01, 2024 - September 07, 2024 Date Created: September 10, 2024 Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of September



Occupancy	Sep 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
My Property	22.2	21.3	29.6	57.0	58.8	46.3	50.0																							
Comp Set	27.4	28.3	21.0	27.4	25.3	28.8	35.7																							
Index (NPI)	81.1	80.8	141.1	135.2	137.6	130.9	136.4																							

Run	MTD	MTD	MTD
	WD	WE	WE
My Property	35.2	30.0	48.1
Comp Set	28.5	25.6	33.2
Index (NPI)	124.5	117.7	136.7

% Chg	Sep 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
My Property	-38.5	9.5	77.8	80.5	67.0	31.6	8.0																							
Comp Set	-4.2	80.9	-14.8	-18.1	-34.2	-37.5	-14.9																							
Index (NPI)	-35.3	-31.9	222.4	132.5	127.0	110.5	21.8																							

Run	MTD	MTD	MTD
	WD	WE	WE
My Property	44.6	32.8	67.7
Comp Set	17.9	16.1	17.2
Index (NPI)	159	62.1	102.5

ADR	Sep 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
My Property	80.75	85.93	72.20	88.89	89.08	78.79	77.02																							
Comp Set	73.01	68.29	73.06	76.24	82.54	70.95	58.32																							
Index (ADR)	110.6	99.3	98.8	101.0	106.4	112.5	112.7																							

Run	MTD	MTD	MTD
	WD	WE	WE
My Property	72.54	68.61	78.35
Comp Set	67.68	66.36	66.59
Index (ADR)	107.3	103.4	112.5

% Chg	Sep 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
My Property	-12.3	6.3	2.5	-13.2	-11.2	-4.1	-3.0																							
Comp Set	-9.8	-12.7	-1.1	-1.2	-7.3	-19.6	18.3																							
Index (ADR)	-3.0	-4.1	-1.5	-13.3	-4.3	16.3	12.7																							

Run	MTD	MTD	MTD
	WD	WE	WE
My Property	7.1	6.6	4.4
Comp Set	3.4	3.5	13.0
Index (ADR)	0.4	-1.6	7.6

RevPAR	Sep 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
My Property	10.20	14.04	21.39	24.77	27.50	26.94	28.51																							
Comp Set	12.27	7.48	16.24	18.16	18.58	21.97	25.04																							
Index (RGI)	86.7	80.5	136.9	136.5	166.1	154.1	153.2																							

Run	MTD	MTD	MTD
	WD	WE	WE
My Property	25.32	20.44	37.73
Comp Set	19.02	18.98	24.51
Index (RGI)	133.5	121.7	153.9

% Chg	Sep 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
My Property	-45.0	0.2	82.3	65.4	65.0	26.1	-1.7																							
Comp Set	-14.0	-3.4	-32.9	-19.9	-19.8	-49.5	-31.2																							
Index (RGI)	-37.2	-28.1	217.5	106.5	175.0	149.9	42.9																							

Run	MTD	MTD	MTD
	WD	WE	WE
My Property	33.1	20.0	57.0
Comp Set	24.8	22.2	27.8
Index (RGI)	76.5	64.8	137.5

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3

### Tab 4 - Occupancy Perspectives

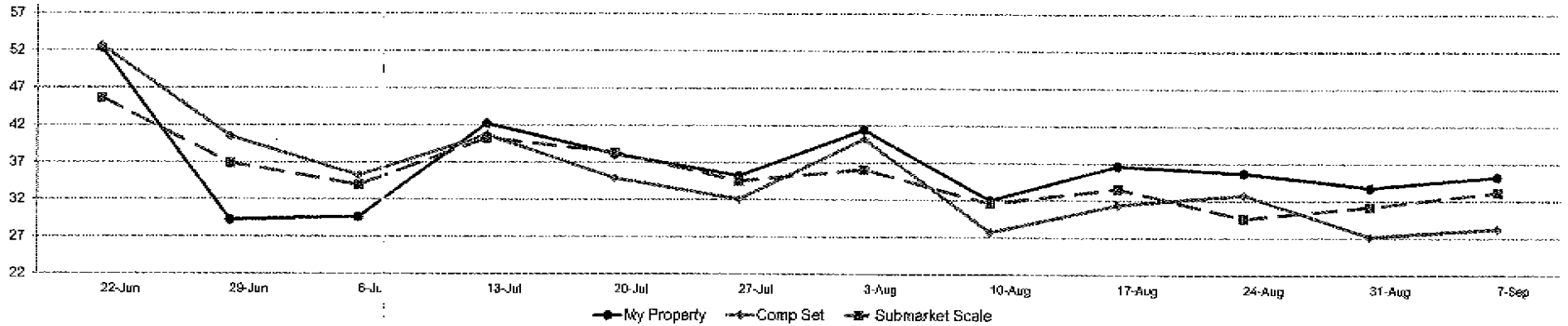
Ecotio Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 235-9579

STR # 28147 Chain ID: GA147 Mgt Co: None Owner: None

For the Week of: September 01, 2024 - September 07, 2024 Date Created: September 10, 2024 Competitive Set Data Excludes Subject Property

Submarket Scale: Georgia Northwest Economy Class

### Weekly Occupancy (%) - Jun 16, 2024 to Sep 07, 2024



	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week							Current Week	Run MTD	Run MTD
	Aug							Aug							Sep							1	2	3	4	5	6	7	28	29	30
<b>Overall</b>	35.2	40.7	47.2	30.0	30.0	28.9	30.6	27.8	34.3	46.4	33.3	37.0	36.1	34.3	34.3	34.3	31.5	34.3	33.3	31.5	37.0	22.2	21.3	29.6	37.0	39.2	45.3	50.0	38.2	35.3	35.2
My Property	35.2	40.7	47.2	30.0	30.0	28.9	30.6	27.8	34.3	46.4	33.3	37.0	36.1	34.3	34.3	34.3	31.5	34.3	33.3	31.5	37.0	22.2	21.3	29.6	37.0	39.2	45.3	50.0	38.2	35.3	35.2
Comp Set	32.1	33.4	24.8	30.2	28.5	40.9	30.8	27.7	28.5	31.0	24.1	35.9	37.4	47.0	30.3	28.1	23.8	28.5	28.4	30.2	37.9	27.3	26.3	21.0	27.4	25.3	35.8	38.7	26.3	29.9	28.3
Submarket Scale	27.2	32.4	34.0	34.0	32.8	38.5	38.2	23.6	23.3	29.6	29.1	31.0	31.9	34.0	24.3	29.3	28.5	31.4	29.3	34.8	38.8	30.2	26.7	30.9	31.7	33.4	39.5	38.7	33.2	31.9	33.2
<b>Overall</b>	123.5	286.7	383.6	241.7	215.4	26.1	57.5	66.7	27.6	61.5	60.0	48.1	44.4	-4.3	194.6	146.7	142.9	195.7	125.0	25.9	14.3	-36.5	9.5	77.8	30.5	67.0	31.0	8.0	26.7	64.3	44.6
My Property	123.5	286.7	383.6	241.7	215.4	26.1	57.5	66.7	27.6	61.5	60.0	48.1	44.4	-4.3	194.6	146.7	142.9	195.7	125.0	25.9	14.3	-36.5	9.5	77.8	30.5	67.0	31.0	8.0	26.7	64.3	44.6
Comp Set	-27.1	-22.8	-30.7	-7.8	-19.3	4.6	14.5	-10.3	-16.9	-7.4	-23.3	-0.0	-30.5	-13.2	-14.9	-14.1	-30.9	-4.8	-42.2	-35.1	-7.1	-4.8	-60.8	-44.9	-19.7	-34.9	-37.5	-14.9	-21.7	-17.8	-17.8
Submarket Scale	-8.9	6.2	19.5	14.8	7.3	7.0	5.7	-9.8	-5.5	-9.5	-11.1	-11.4	-24.4	-17.9	-0.3	-6.3	-1.6	7.3	4.3	-2.2	7.3	6.8	17.6	-2.7	-1.6	-2.3	-9.4	-3.8	-0.8	-2.0	4.6
<b>Overall</b>	568.5	175.1	182.3	125.5	133.3	66.6	60.5	128.0	120.3	146.5	118.5	103.0	86.6	75.8	108.9	121.8	132.0	120.3	148.7	104.1	100.1	81.1	80.8	141.1	135.2	157.6	136.9	136.4	124.5	118.0	124.5
My Property	568.5	175.1	182.3	125.5	133.3	66.6	60.5	128.0	120.3	146.5	118.5	103.0	86.6	75.8	108.9	121.8	132.0	120.3	148.7	104.1	100.1	81.1	80.8	141.1	135.2	157.6	136.9	136.4	124.5	118.0	124.5
Comp Set	128.2	125.0	335.7	131.0	115.8	73.7	80.0	117.6	121.4	163.5	114.6	119.3	133.2	108.1	137.3	116.8	110.5	109.0	113.6	80.2	83.1	73.5	79.6	95.9	126.8	119.5	117.1	128.7	106.1	110.7	106.1
Submarket Scale	140.1	345.1	312.1	198.9	188.9	17.9	30.1	242.8	26.5	100.2	88.7	107.2	93.0	15.8	196.3	147.4	148.9	230.8	135.0	20.2	6.5	42.4	-5.6	82.7	93.3	85.3	45.2	32.9	27.7	67.9	38.2
<b>Overall</b>	1 of 5	1 of 5	1 of 5	2 of 5	2 of 5	4 of 5	4 of 5	2 of 5	2 of 5	2 of 5	2 of 5	2 of 5	3 of 5	3 of 5	3 of 5	1 of 5	2 of 5	2 of 5	2 of 5	3 of 5	2 of 5	3 of 5	4 of 5	2 of 5	2 of 5	2 of 5	1 of 5	1 of 5	2 of 5	2 of 5	2 of 5
My Property	1 of 5	1 of 5	1 of 5	2 of 5	2 of 5	4 of 5	4 of 5	2 of 5	2 of 5	2 of 5	2 of 5	2 of 5	3 of 5	3 of 5	3 of 5	1 of 5	2 of 5	2 of 5	2 of 5	3 of 5	2 of 5	3 of 5	4 of 5	2 of 5	2 of 5	2 of 5	1 of 5	1 of 5	2 of 5	2 of 5	2 of 5
Comp Set	1 of 5	1 of 5	1 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	1 of 5	2 of 5	2 of 5	2 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	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5
Submarket Scale	1 of 5	1 of 5	1 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	1 of 5	2 of 5	2 of 5	2 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	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5

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Tab 5 - ADR Perspectives

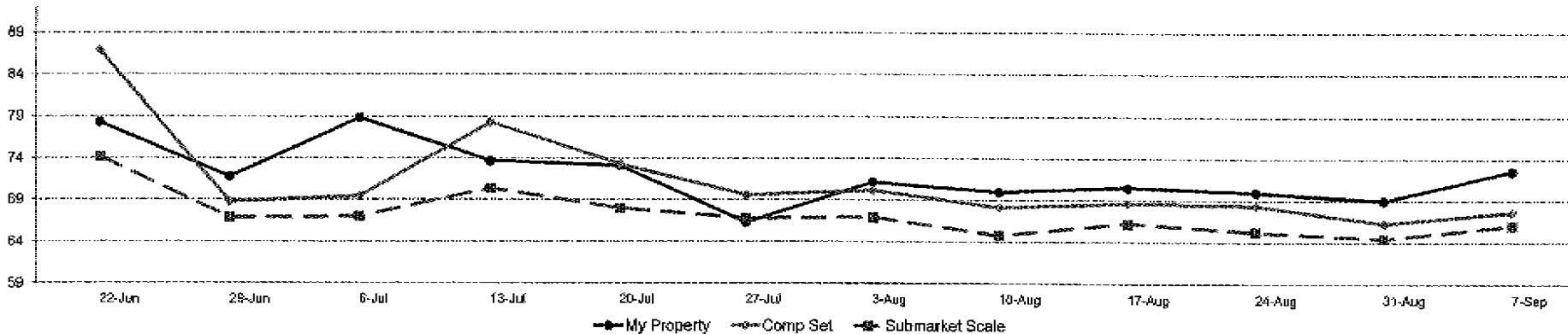
Ecana Lodge Dohon 1507 N Tolls Rd Dalton, GA 30720 Phone: (706) 286-8579

STR # 28147 Chas ID: GMA47 Mgt Co: None Owner: None

For the Week of September 01, 2024 - September 07, 2024 Date Created: September 10, 2024 Competitive Set Data Excludes Subject Property

Submarket State: Georgia Northwest Economy Choice

Weekly ADR - Jun 16, 2024 to Sep 07, 2024



	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week	Current Week	Current Week	Current Week	Current Week	Current Week	Current Week										
ADR	Aug							Aug							Aug							Sep							Current Week	Run	Run							
My Property	89.78	89.14	71.80	71.12	69.26	67.88	75.41	84.22	88.06	88.13	67.60	70.06	70.24	73.39	65.86	80.14	84.42	85.01	89.20	73.58	72.70	89.75	85.93	72.20	69.89	69.05	79.73	77.02	68.04	66.96	73.05	85.24	88.54	79.90	60.32	61.83	67.76	67.63
Comp Set	88.58	85.83	84.60	66.09	64.30	79.73	72.82	57.56	61.21	64.27	83.82	68.26	78.16	75.13	91.90	89.02	64.83	65.95	67.08	68.16	69.88	68.24	66.96	73.05	85.24	88.54	79.90	60.32	61.83	67.76	67.63							
Submarket Scale	82.85	84.25	84.97	65.50	65.07	68.35	69.69	81.89	83.28	81.01	83.09	83.22	69.58	68.79	81.34	83.12	82.43	83.52	83.16	66.76	69.33	83.23	82.88	84.80	83.76	84.18	70.65	70.17	66.03	65.50	66.00							
ADR % Chg	Aug							Aug							Aug							Sep							Current Week	Run	Run							
My Property	-11.2	-0.4	-3.0	-4.3	7.2	-6.5	-8.6	6.8	2.6	-1.9	-4.7	-4.3	-2.0	-7.6	-2.7	-7.9	-13.7	-0.4	-0.6	-11.4	-14.0	-12.3	-3.6	2.9	-13.2	-11.2	-4.1	-9.0	-8.7	-7.1	-7.8							
Comp Set	-3.9	-6.5	-0.2	-3.7	-9.0	-3.6	-7.8	-8.7	-7.6	-3.1	0.8	-8.1	-1.7	-14	-3.7	-7.0	-3.8	0.6	-5.7	-16.6	-18.8	-6.6	-12.1	6.1	-2.2	-7.8	-12.6	-9.2	-11.1	-6.7	-8.2							
Submarket Scale	-8.7	-3.5	-4.8	-1.3	-3.8	-8.2	-9.1	-7.5	-6.3	-4.2	-4.2	-7.7	-8.1	-3.1	-14.1	-12.6	-6.1	-4.9	-7.6	-12.8	-9.7	-9.5	-3.1	-5.6	-3.7	-12.8	-11.3	-13.7	-10.8	-8.2	-6.6							
Index (ADR)	Aug							Aug							Aug							Sep							Current Week	Run	Run							
Comp Set	104.5	105.0	110.8	111.0	105.0	90.8	103.5	112.3	112.6	105.2	108.3	105.7	98.3	98.3	108.3	108.3	99.7	103.2	103.3	107.5	104.3	110.6	99.3	98.8	101.0	105.4	112.5	112.7	107.3	104.0	107.3							
Submarket Scale	111.0	107.0	110.8	108.6	104.8	98.4	107.8	103.2	104.1	106.4	107.1	110.6	109.6	104.2	107.4	109.5	103.2	106.8	108.7	113.4	104.6	110.3	104.9	111.8	104.9	107.6	112.0	106.5	108.9	107.7	108.3							
ADR % Chg	Aug							Aug							Aug							Sep							Current Week	Run	Run							
Comp Set	-7.8	-4.1	-3.4	-0.8	10.6	-2.0	-0.5	11.0	10.9	3.4	-6.5	-0.2	-0.3	-6.2	1.1	5.8	-10.3	-0.9	5.9	5.0	-2.4	-3.0	-4.1	-1.5	-11.2	-4.2	16.3	12.7	2.7	-0.5	0.4							
Submarket Scale	-1.9	-5.1	-1.3	-3.3	11.9	10.9	10.6	15.8	8.2	2.3	4.3	3.7	7.6	0.5	13.3	12.6	-6.3	4.8	7.1	1.6	-4.8	-3.1	1.6	0.6	-4.4	3.0	4.1	5.4	2.3	-1.2	-0.8							
Rank	Aug							Aug							Aug							Sep							Current Week	Run	Run							
Your rank	2 of 5	1 of 5	2 of 5	1 of 5	2 of 5	4 of 5	3 of 5	3 of 5	1 of 5	1 of 5	2 of 5	2 of 5	3 of 5	2 of 5	2 of 5	3 of 5	3 of 5	2 of 5	3 of 5	2 of 5	2 of 5	3 of 5	1 of 5	3 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						
ADR % Chg	6 of 5	4 of 5	1 of 5	3 of 5	2 of 5	2 of 5	3 of 5	3 of 5	1 of 5	3 of 5	2 of 5	3 of 5	3 of 5	3 of 5	2 of 5	2 of 5	3 of 5	3 of 5	3 of 5	2 of 5	2 of 5	3 of 5	2 of 5	2 of 5	3 of 5	5 of 5	3 of 5	2 of 5	2 of 5	2 of 5	2 of 5	2 of 5						

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5

Tab 6 - RevPAR Perspectives

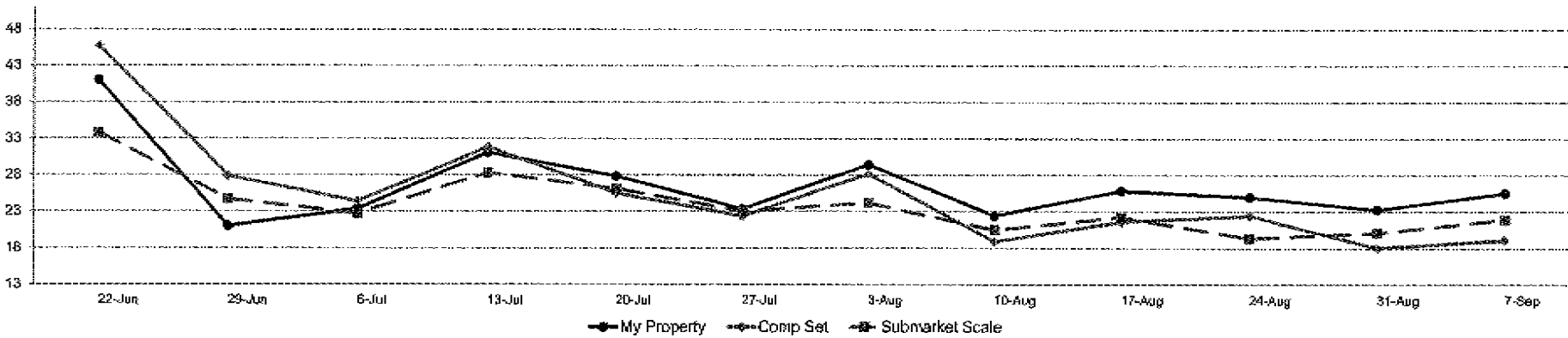
Econo Lodge Dalton, 1507 N Tulsa Rd, Dalton, GA 30720 Phone: (706) 226-6579

STR # 28147 Chain ID: GA147 Mgt Co: None Owner: None

For the Week of: September 01, 2024 - September 07, 2024 Date Created: September 10, 2024 Competitive Set Data Excludes Subject Property

Submarket Scale\*: Georgia Northeast Economy Chains

Weekly RevPAR - Jun 16, 2024 to Sep 07, 2024



																			Current Week																
																			Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week	Run	Run
																			Aug							Sep							Week	26	MTD
RevPAR	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	25.52	21.81	25.52				
My Property	24.55	26.17	33.95	27.00	25.89	18.23	23.04	17.84	23.68	20.91	22.43	25.95	27.53	26.50	22.58	23.89	20.28	23.30	23.00	23.06	25.93	15.90	16.04	21.80	24.77	27.50	36.94	38.51	25.52	21.81	25.52				
Comp Set	34.76	28.23	15.84	19.38	13.40	30.78	16.80	12.41	17.45	20.05	17.88	23.85	28.57	35.79	12.47	17.54	15.91	10.71	16.00	20.02	25.28	17.27	17.48	13.24	10.15	18.56	23.07	24.94	19.72	20.26	19.12				
Submarket Scale	17.11	20.93	22.12	22.30	21.33	25.14	20.69	14.60	17.91	18.93	18.38	79.82	22.20	23.78	15.30	18.49	17.79	19.89	18.50	22.92	27.89	16.12	16.78	19.80	20.21	21.42	27.80	27.83	21.89	20.89	21.81				
RevPAR % Chg																																			
Index (RSI)																																			
Comp Set	169.8	185.0	213.1	139.3	140.1	99.8	62.8	143.8	135.6	154.1	128.0	108.0	93.1	74.0	179.5	122.0	131.6	124.1	153.6	111.9	104.4	89.7	90.3	139.5	136.5	166.1	154.1	153.8	123.5	122.8	133.5				
Submarket Scale	143.5	114.6	153.6	121.1	121.4	112.5	85.3	22.1	182.1	163.2	122.7	134.2	124.0	111.5	117.4	126.1	113.0	116.8	128.6	100.6	87.9	81.1	83.7	107.2	92.6	128.4	132.3	135.9	116.5	116.2	135.6				
Index % Chg																																			
Comp Set	180.7	264.5	604.0	207.5	331.7	10.2	19.0	112.5	60.1	102.7	84.9	84.0	107.1	2.7	288.1	200.5	215.5	187.2	310.0	87.5	20.1	-37.2	-29.1	217.5	104.5	175.0	144.9	42.8	88.1	88.9	78.5				
Submarket Scale	129.7	227.5	323.0	188.5	227.8	16.9	30.9	114.5	47.8	105.3	67.9	73.0	105.9	16.4	225.2	178.5	127.0	140.9	152.5	30.8	17.4	-31.2	-26.7	189.5	83.9	24.8	36.9	16.4	30.6	60.7	39.3				
Rank																																			
Your rank	1 of 5	1 of 5	1 of 5	2 of 5	2 of 5	5 of 5	4 of 5	1 of 5	1 of 5	2 of 5	2 of 5	2 of 5	3 of 5	3 of 5	3 of 5	1 of 5	2 of 5	2 of 5	2 of 5	3 of 5	2 of 5	3 of 5	4 of 5	3 of 5	2 of 5	1 of 5	1 of 5	1 of 5	2 of 5	2 of 5	2 of 5				
RevPAR % Chg	2 of 5	1 of 5	1 of 5	1 of 5	1 of 5	2 of 5	2 of 5	4 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	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	1 of 5	1 of 5	1 of 5	1 of 5				

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7

### Tab 7 - Response Report

Econo Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 226-9679  
 STR # 28147 Chain ID: GA147 Mgt Co: None Owner: None  
 For the Week of: September 01, 2024 - September 07, 2024 Date Created: September 10, 2024

#### This Year

Sep 2nd - Labor Day

#### Last Year

Sep 4th - Labor Day  
 Sep 16th - Rosh Hashanah  
 Sep 26th - Yom Kippur  
 Oct 8th - Columbus Day  
 Oct 31st - Halloween  
 Nov 11th - Veterans Day

#### 2024 (This Year)

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

#### 2023 (Last Year)

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

#### Weekly STAR

STR ID	Name	City, State	Zip	Phone	Rooms	Open Date
28147	Econo Lodge Dalton	Dalton, GA	30720	(706) 226-9679	102	198104
5915	Red Roof Inn Dalton	Dalton, GA	30720	(706) 226-1190	66	198806
7018	Days Inn by Wyndham Dalton	Dalton, GA	30720	(706) 506-4638	75	197608
22986	Motel 8 Dalton	Dalton, GA	30720	(706) 278-5522	01	196707
37523	Howard Johnson by Wyndham Dalton	Dalton, GA	30720	(706) 281-1880	59	198711
					383	

	Aug 04	Aug 05	Aug 06	Aug 07	Aug 08	Aug 09	Aug 10	Aug 11	Aug 12	Aug 13	Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	Aug 20	Aug 21	Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	Sep 03	Sep 04	Sep 05	Sep 06	Sep 07	
28147	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5915	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7018	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
22986	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
37523	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Data received: X = Both years, T = This year only, L = Last year only, blank = No data



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To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).



STR # 28147 / Created September 16, 2024

# Monthly STAR Report : Econo Lodge Dalton

For the Month of: August 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

Corporate North American Headquarters  
T: +1 (615) 824 8561  
support@str.com | www.str.com

International Headquarters  
T: +41 (0) 20 7 922 1900  
hotinfo@str.com | www.str.com

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

Econo Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 226-9579

STR # 26147 ChainID: GA147 MgtCo: None Owner: None

For the Month of: August 2024 Date Created: September 18, 2024 Monthly Competitive Set Data Excludes Subject Property

## August 2024

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	34.6	31.5	110.0	70.41	68.74	102.4	24.40	21.66	112.6
Year To Date	38.1	39.0	97.6	72.10	72.12	100.0	27.46	28.14	97.6
Running 3 Month	38.2	36.5	99.1	72.79	72.77	100.0	26.35	26.59	99.1
Running 12 Month	36.4	39.0	93.1	72.30	72.23	100.1	26.29	26.20	93.2

## August 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	74.7	-20.3	119.3	-5.7	-9.7	4.5	64.8	-28.1	129.2
Year To Date	66.4	-23.6	104.5	-10.0	1.1	-10.9	40.9	-22.6	82.4
Running 3 Month	44.6	-26.2	96.0	-7.1	-1.8	-5.4	34.4	-27.5	85.4
Running 12 Month	43.9	-17.6	80.6	-10.5	1.6	-11.9	33.2	-16.3	59.1

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

Econo Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 226-9579

STR # 23147 ChainID: GA147 MgtCo: None Owner: None

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

3

	Occupancy (%)								Supply			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Econo Lodge Dalton	94.6	74.7	38.1	58.4	36.2	44.6	36.4	48.9	0.0	0.4	0.0	0.3
Market: Georgia North	72.4	-3.6	54.1	5.6	45.1	11.0	54.3	23.9	0.0	0.0	0.0	0.0
Market Class: Economy Class	42.0	-8.9	44.6	-5.6	46.2	-9.0	44.5	-6.7	-0.1	0.2	0.0	-0.3
Submarket: Georgia Northwest	45.4	-1.3	37.0	-6.0	40.0	-1.3	49.2	-6.7	0.0	0.0	0.0	0.0
Submarket Scale: Economy Chains	32.2	-5.9	37.0	-7.8	35.9	-11.6	38.1	-10.1	1.9	3.7	3.1	1.9
Competitive Set: Competitors	31.5	-2.4	39.0	-22.8	37.0	-20.2	39.0	-17.4	0.0	0.0	0.0	0.6

	Average Daily Rate								Demand			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Econo Lodge Dalton	70.41	-5.7	72.10	-10.0	72.79	-7.1	72.30	-10.5	74.7	57.1	44.6	49.3
Market: Georgia North	68.16	-1.4	63.52	3.6	68.04	-1.6	69.27	1.3	6.0	-3.9	6.2	-1.6
Market Class: Economy Class	72.38	-3.3	72.10	-2.6	73.66	-2.6	74.50	-1.2	-9.0	-6.4	-9.0	-7.0
Submarket: Georgia Northwest	68.63	-1.5	60.75	-6.7	68.35	0.5	69.37	0.0	12.0	1.9	3.6	-3.6
Submarket Scale: Economy Chains	65.69	-7.4	69.04	-4.7	68.07	-6.0	70.11	-2.9	-4.1	-4.4	-8.8	-8.8
Competitive Set: Competitors	66.74	-2.7	62.32	-1.1	67.52	-1.6	72.20	1.9	20.0	26.0	26.0	17.5

	RevPAR								Revenue			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Econo Lodge Dalton	24.40	64.6	27.46	40.9	26.35	34.4	26.28	33.2	64.6	41.4	34.4	33.6
Market: Georgia North	22.09	6.3	17.22	2.5	22.54	-3.4	23.80	-1.6	-10.7	-3.4	13.8	-0.4
Market Class: Economy Class	30.43	-13.6	32.15	-8.1	33.29	-11.6	33.13	-7.8	-12.1	-7.9	-11.6	-6.1
Submarket: Georgia Northwest	16.21	-0.9	6.35	-8.0	12.83	-0.9	15.05	-2.9	10.5	-1.3	14.0	1.2
Submarket Scale: Economy Chains	21.13	-12.9	25.51	-12.2	24.44	-16.9	25.31	-12.7	-11.2	-8.9	-14.3	-11.4
Competitive Set: Competitors	21.66	-20.1	21.34	-22.0	20.50	-21.6	25.07	15.0	25.0	32.9	25.5	16.3

	Census/Sample - Properties & Rooms				
	Census		Sample		Sample %
	Properties	Rooms	Properties	Rooms	Rooms
Market: Georgia North	205	15,741	62	2,803	78.1
Market Class: Economy Class	120	5,663	56	3,151	55.6
Submarket: Georgia Northwest	67	4,350	39	2,634	74.6
Submarket Scale: Economy Chains	27	1,495	26	1,452	97.1
Competitive Set: Competitors	1	263	1	281	106.0

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Tab 4 - Competitive Set Report

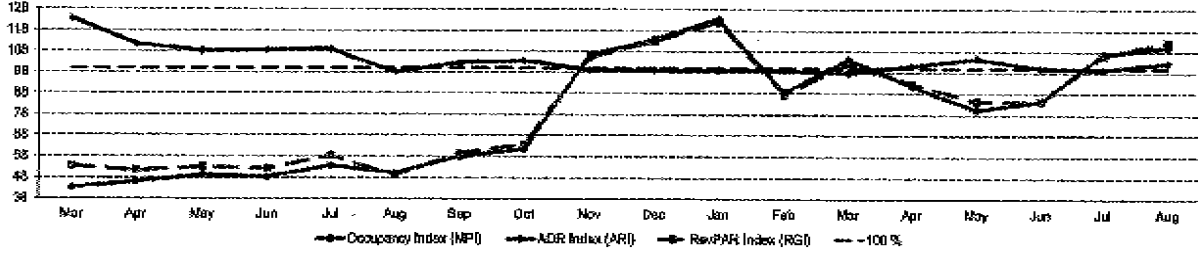
Stone Lodge Dubuq 1507 N. Eliza Rd Dubuq, IA 52002 Phone: (319) 236-9279

STR# 28147 DeskID: SA147 Mgmt: None Owner: None

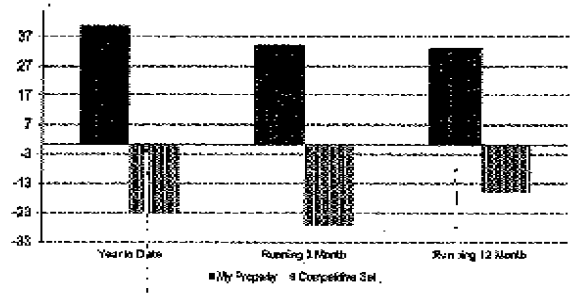
For the Month of August 2024 Date Created: September 16, 2024 Monthly Competitive Set Data Excludes Subject Property

4

Monthly Indexes



RevPAR Percent Change



Occupancy (%)	2023												2024								Year To Date			Running 3 Month			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2023	2024	2024	2023	2024	2024	2022	2023	2024		
My Property	27.4	29.9	29.0	28.6	28.5	19.8	23.2	24.8	45.8	40.1	39.8	34.3	44.2	45.8	20.9	36.2	37.5	34.8	26.8	24.3	30.1	20.6	25.0	31.2	7.0	24.4	16.4		
Competitive Set	44.1	45.2	44.9	44.9	43.9	37.2	40.1	40.0	49.9	45.3	52.0	50.5	44.4	50.6	36.6	43.5	39.8	37.8	43.3	41.8	47.8	32.9	38.8	45.8	15.4	28.8	20.8		
Index (MPI)	43.1	46.1	49.2	48.2	48.7	49.1	57.6	61.5	108.4	117.7	123.3	16.5	104.5	61.8	80.4	84.5	106.3	110.0	33.8	47.7	97.6	75.2	93.6	99.1	15.4	51.8	45.1		
% Chg																													
My Property	-9.1	-14.0	10.1	-14.3	-16.6	-30.9	2.7	-2.2	-8.7	102.8	123.3	49.3	63.2	77.9	89.2	26.4	41.1	74.7	-23.6	9.3	54.4	-19.7	-18.3	-31.6	-21.9	-6.6	-29.0		
Competitive Set	-19.3	-19.4	-4.6	-16.6	-27.7	-34.7	1.2	-1.4	86.5	118.1	179.3	86.4	146.9	98.8	61.5	78.1	88.4	115.1	-16.2	-18.7	104.0	-10.4	-32.7	96.0	-2.9	-11.8	93.0		

ADR	2023												2024								Year To Date			Running 3 Month			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2023	2023	2024	2023	2023	2024	2022	2023	2024		
My Property	89.82	81.99	76.87	79.47	78.84	74.86	71.33	73.12	74.70	89.37	87.80	74.88	72.78	71.07	76.92	78.85	71.92	71.41	81.43	80.86	72.30	83.16	78.36	72.78	81.48	80.82	72.30		
Competitive Set	123.0	111.6	108.1	106.9	106.3	96.0	102.4	103.6	89.0	88.1	96.0	98.1	97.9	111.2	94.3	94.0	91.3	102.4	115.1	112.2	100.0	110.3	106.8	100.0	115.6	119.7	100.1		
% Chg																													
My Property	1.2	-7.3	-4.7	7.0	-2.8	-5.3	-5.3	-6.7	-12.2	-18.0	-14.7	-12.8	-15.0	-12.8	-1.5	-4.9	-10.0	-8.7	13.3	4.0	-11.0	8.1	-5.8	-7.1	14.1	-0.6	-10.6		
Competitive Set	4.7	-3.1	-5.7	-0.7	1.9	-16.2	-0.1	-3.0	-18.6	-18.8	-14.8	-20.3	-21.6	-9.2	-3.0	-8.0	-4.7	4.5	3.5	3.6	-14.9	7.3	-4.7	-6.4	-1.3	-7.6	-11.0		

RevPAR	2023												2024								Year To Date			Running 3 Month			Running 12 Month		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2023	2023	2024	2023	2023	2024	2022	2023	2024		
My Property	23.42	24.05	22.95	22.74	21.29	16.81	17.81	19.80	32.36	37.03	29.88	24.43	32.87	34.88	15.95	27.57	27.15	24.10	22.56	19.49	17.48	25.47	19.85	26.58	21.58	19.77	20.29		
Competitive Set	53.8	51.4	53.2	52.3	53.4	49.1	53.3	52.7	53.6	111.7	122.1	81.4	102.0	81.7	84.3	84.2	106.1	112.6	49.3	49.5	47.5	49.3	43.7	38.1	47.4	54.6	39.2		
% Chg																													
My Property	-8.2	-20.3	2.5	-20.2	-13.0	-36.7	-1.7	-11.9	20.6	70.2	86.9	37.4	40.5	66.8	18.7	2.1	30.9	64.8	-13.6	-12.9	10.2	-13.1	-23.0	34.4	-7.1	-9.0	33.2		
Competitive Set	-12.4	-18.1	-11.9	-20.0	-20.2	-44.8	-8.0	-9.0	33.5	77.4	138.1	48.0	90.7	68.4	58.7	61.1	87.6	176.2	-13.4	-20.7	11.4	6.3	-26.5	26.4	-7.4	-13.1	39.1		

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# Tab 5 - Response Report

Econo Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 228-9579  
 STR # 28147 ChainID: GA147 MgtCo: None Owner: None  
 For the Month of: August 2024 Date Created: September 16, 2024

## This Year

### August 2024 (This Year)

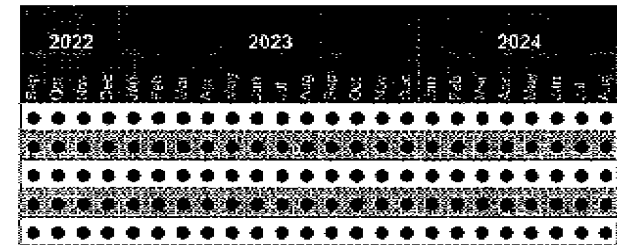
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
11	12	13	14	15	16	17
25	26	27	28	29	30	31

### August 2023 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
13	14	15	16	17	18	19
27	28	29	30	31		

## Last Year

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
28147	Econo Lodge Dalton	Dalton, GA	30720	(706) 228-9579	102	199704
7018	Days Inn by Wyndham Dalton	Dalton, GA	30720	(706) 508-4638	75	197606
37523	Howard Johnson by Wyndham Dalton	Dalton, GA	30720	(706) 281-1880	59	199711
					383	



Data received:

- = Monthly Only
- = Monthly & Daily

# Tab 6 - Day of Week and Weekday/Weekend Report

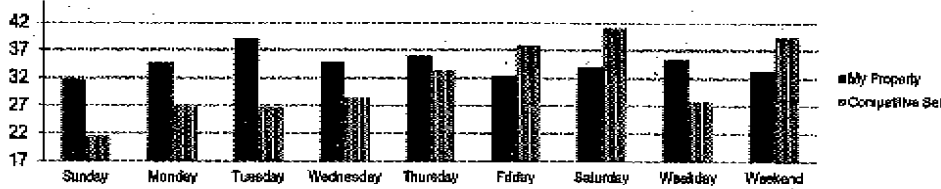
Esomo Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 228-8579

STR # 28147 ChainID: GA147 MgtOcc: None Owner: None

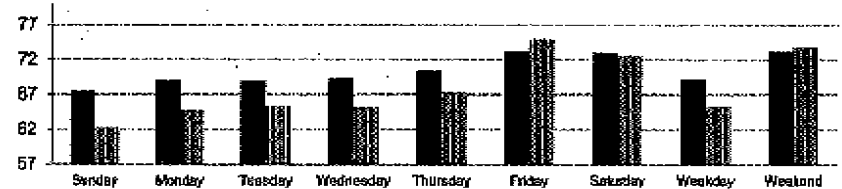
For the Month of: August 2024 Date Created: September 16, 2024 Monthly Competitive Set Data Excludes Subject Property

6

## Current Month Occupancy



## Current Month ADR

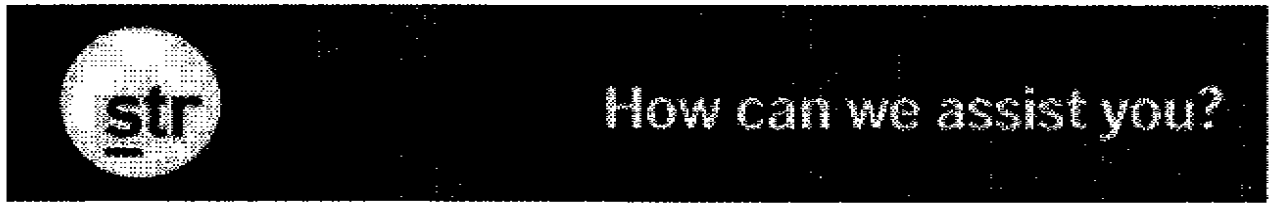


Day of Week	Time Period	Occupancy (%)						Average Daily Rate						RatePAR					
		My Property	% Chg	Competitive Set	% Chg	Index (NPI)	% Chg	My Property	% Chg	Competitive Set	% Chg	Index (ARI)	% Chg	My Property	% Chg	Competitive Set	% Chg	Index (RPI)	% Chg
Sunday	Current Month	31.7	104.6	21.6	-21.2	147.3	158.4	67.54	-5.9	62.35	-10.3	108.3	4.8	21.42	82.4	13.42	-29.3	158.8	172.1
	Year to Date	31.7	104.6	21.6	-21.2	147.3	158.4	67.54	-5.9	62.35	-10.3	108.3	4.8	21.42	82.4	13.42	-29.3	158.8	172.1
	Running 3 Month	32.0	80.8	27.2	-25.0	110.7	151.0	63.18	-7.5	62.68	-7.4	110.4	0.0	22.37	67.4	17.07	-33.5	131.0	150.8
Monday	Current Month	34.7	87.5	27.0	-20.0	128.4	134.4	66.10	-4.1	64.86	-10.5	106.5	7.1	23.99	79.3	17.54	-28.4	136.8	154.0
	Year to Date	34.7	87.5	27.0	-20.0	128.4	134.4	66.10	-4.1	64.86	-10.5	106.5	7.1	23.99	79.3	17.54	-28.4	136.8	154.0
	Running 3 Month	34.0	80.0	30.2	-31.6	112.8	135.2	71.00	-3.6	65.10	-6.1	110.8	2.8	24.51	66.1	18.66	-35.8	124.7	141.4
Tuesday	Current Month	38.1	132.1	26.6	-28.7	147.1	225.6	68.00	-6.7	65.44	-10.0	105.4	3.6	26.99	118.8	17.41	-28.8	165.1	207.3
	Year to Date	38.1	132.1	26.6	-28.7	147.1	225.6	68.00	-6.7	65.44	-10.0	105.4	3.6	26.99	118.8	17.41	-28.8	165.1	207.3
	Running 3 Month	37.6	81.3	28.7	-37.4	131.2	203.5	70.27	-4.5	64.63	-6.6	108.7	2.2	26.43	82.6	18.52	-41.5	142.7	212.3
Wednesday	Current Month	35.0	112.1	28.6	-26.1	122.4	167.0	68.41	-1.1	65.14	-6.0	106.8	7.6	24.26	109.7	16.60	-32.0	130.4	209.5
	Year to Date	35.0	112.1	28.6	-26.1	122.4	167.0	68.41	-1.1	65.14	-6.0	106.8	7.6	24.26	109.7	16.60	-32.0	130.4	209.5
	Running 3 Month	36.3	66.1	33.5	-30.6	107.5	138.2	72.06	-5.2	67.96	-2.7	106.2	-2.6	26.18	57.5	22.92	-32.4	114.2	133.0
Thursday	Current Month	35.9	99.2	33.5	-19.4	107.4	135.8	70.47	-3.3	67.34	-8.7	104.7	5.0	25.32	83.9	22.53	-26.4	112.4	149.9
	Year to Date	35.9	99.2	33.5	-19.4	107.4	135.8	70.47	-3.3	67.34	-8.7	104.7	5.0	25.32	83.9	22.53	-26.4	112.4	149.9
	Running 3 Month	36.8	50.0	37.0	-26.7	98.8	104.5	72.47	-6.7	70.76	-2.0	102.4	-3.8	26.74	41.4	26.18	-38.1	102.2	96.7
Friday	Current Month	32.4	22.8	37.9	-23.6	85.4	80.7	73.22	-6.1	74.88	-12.2	97.6	6.9	23.73	16.3	28.46	-32.8	83.4	71.8
	Year to Date	32.4	22.8	37.9	-23.6	85.4	80.7	73.22	-6.1	74.88	-12.2	97.6	6.9	23.73	16.3	28.46	-32.8	83.4	71.8
	Running 3 Month	36.8	10.0	48.0	-18.4	76.5	34.8	76.15	-7.7	81.88	-1.1	94.0	-8.7	27.62	1.6	38.31	-19.3	70.3	25.8
Saturday	Current Month	34.1	21.7	41.0	-16.1	83.1	45.6	73.02	-8.9	72.58	-13.7	100.6	5.7	24.38	80.9	26.76	-27.9	83.6	53.7
	Year to Date	34.1	21.7	41.0	-16.1	83.1	45.6	73.02	-8.9	72.58	-13.7	100.6	5.7	24.38	80.9	26.76	-27.9	83.6	53.7
	Running 3 Month	33.2	6.9	48.6	-18.1	78.7	30.6	77.28	-8.5	82.93	1.1	93.2	-8.4	30.31	-2.1	41.34	-17.2	73.3	18.2
Weekday/Weekend	Current Month	35.3	104.6	27.7	-23.3	127.4	188.7	68.20	-4.2	65.36	-9.3	105.8	5.8	24.44	95.9	18.12	-30.5	134.9	181.8
	Year to Date	35.3	104.6	27.7	-23.3	127.4	188.7	68.20	-4.2	65.36	-9.3	105.8	5.8	24.44	95.9	18.12	-30.5	134.9	181.8
	Running 3 Month	35.4	66.1	31.4	-30.9	113.0	143.4	71.23	-5.4	66.52	-4.7	107.1	-0.8	25.25	63.8	20.87	-34.2	121.0	141.5
Weekend	Current Month	33.2	22.2	39.5	-20.0	84.2	62.6	73.12	-7.8	73.74	-13.0	99.2	6.3	24.30	13.0	28.10	-30.4	83.5	62.4
	Year to Date	33.2	22.2	39.5	-20.0	84.2	62.6	73.12	-7.8	73.74	-13.0	99.2	6.3	24.30	13.0	28.10	-30.4	83.5	62.4
	Running 3 Month	38.0	8.5	48.0	-18.2	77.7	32.8	78.28	-6.1	80.92	0.0	92.8	-8.1	28.01	-8.2	40.39	-18.1	71.9	21.9
Total	Current Month	34.6	74.7	31.5	-20.3	110.0	118.9	70.41	-5.7	68.74	-8.7	102.4	4.5	24.40	84.8	21.66	-28.1	112.6	129.2
	Year to Date	34.6	74.7	31.5	-20.3	110.0	118.9	70.41	-5.7	68.74	-8.7	102.4	4.5	24.40	84.8	21.66	-28.1	112.6	129.2
	Running 3 Month	36.2	44.6	38.5	-28.2	98.1	98.0	72.79	-7.1	72.77	-1.8	100.0	-5.4	28.16	34.4	26.59	-27.5	98.1	85.4

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8



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08/18/2019 - 08/18/2019

# Weekly STAR Report : Econo Lodge Dalton

Period: 08/12/2019 - 08/18/2019  
Company: Econo Lodge Dalton Dalton, GA

## Top 10 Rooms

Room #	Rate	Occupancy	Revenue
101	100.00	100%	100.00
102	100.00	100%	100.00
103	100.00	100%	100.00
104	100.00	100%	100.00
105	100.00	100%	100.00
106	100.00	100%	100.00
107	100.00	100%	100.00
108	100.00	100%	100.00
109	100.00	100%	100.00
110	100.00	100%	100.00

## Summary

Category	Count	Revenue
Room Nights	100	100.00
Occupied Rooms	100	100.00
Revenue		100.00
Occupancy %	100%	

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

2

Econo Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 226-9579  
 STR # 28147 Chain ID: GA147 Mgt Co: None Owner: None  
 For the Week of: July 28, 2024 - August 03, 2024 Date Created: August 06, 2024 Competitive Set Data Excludes Subject Property

## July 28, 2024 - August 03, 2024

		Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total	
		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg	
Occupancy	My Property	40.7%	100.0	47.2%	240.0	49.1%	112.0	45.4%	81.5	35.2%	46.2	38.9%	20.0	33.3%	28.6	41.4%	75.8
	Comp Set	27.8%	-12.4	27.6%	-32.2	32.4%	-39.6	50.2%	-6.0	52.3%	-1.4	63.0%	-3.9	37.7%	-15.2	40.2%	-13.8
	Index (MPI)	146.8	128.2	170.1	401.3	151.5	219.2	90.4	93.1	67.3	44.2	73.3	24.8	88.4	51.6	103.1	103.9
ADR	My Property	81.62	-21.0	68.42	-7.6	69.71	-10.6	73.32	2.5	74.57	0.1	77.49	-3.3	73.39	-10.3	71.15	-7.9
	Comp Set	69.84	-3.0	65.66	-3.3	68.44	0.9	67.32	-3.3	68.96	-1.1	78.08	-3.9	74.74	-5.0	70.16	-2.1
	Index (ARI)	96.5	-18.6	105.7	-4.4	101.8	-11.4	109.2	6.0	108.1	-1.0	99.2	0.6	99.0	-5.5	101.4	-6.0
RevPAR	My Property	25.10	58.0	32.78	214.3	34.21	89.6	33.26	86.1	26.24	46.3	30.14	16.1	24.46	15.4	29.46	61.9
	Comp Set	17.72	-15.0	18.23	-34.4	22.16	-33.0	33.66	-9.1	36.09	-2.5	41.40	-7.6	27.97	-19.5	28.18	-15.5
	Index (RGI)	141.7	85.8	179.9	379.4	154.3	182.7	98.8	104.7	72.7	42.8	72.8	25.6	87.5	43.3	104.5	91.7

## Running 28 Days (by Day of Week)

		Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Total	
		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg	
Occupancy	My Property	39.9%	133.3	40.3%	75.8	42.1%	78.4	39.6%	41.3	33.1%	21.2	37.5%	3.8	43.1%	13.4	39.2%	42.5
	Comp Set	26.7%	-18.0	27.6%	-37.4	27.0%	-43.9	34.5%	-27.3	36.7%	-18.2	54.6%	-1.0	49.6%	-15.6	36.9%	-22.5
	Index (MPI)	145.7	184.7	146.0	180.6	156.3	218.0	114.7	94.5	85.5	46.2	68.6	5.9	86.9	34.4	108.2	84.0
ADR	My Property	68.17	-12.7	72.44	-5.5	69.91	-8.9	72.06	-6.0	70.67	-8.1	68.77	-16.2	75.77	-10.3	71.20	-10.3
	Comp Set	62.15	-7.4	65.60	-5.4	63.07	-8.6	65.23	-7.1	65.37	-3.4	84.31	-0.6	84.93	2.8	73.00	-1.5
	Index (ARI)	109.7	-5.7	110.4	0.0	110.8	-0.3	110.5	1.2	103.4	-4.9	81.6	-16.8	89.2	-12.8	97.5	-8.9
RevPAR	My Property	26.51	103.8	29.18	66.2	29.45	62.5	28.52	32.9	23.39	11.3	25.79	-13.0	32.82	1.7	27.82	27.8
	Comp Set	16.59	-24.1	18.09	-40.8	17.00	-48.7	22.52	-32.5	26.48	-21.0	46.05	-1.3	42.09	-19.2	26.97	-23.7
	Index (RGI)	159.8	168.3	161.3	180.6	173.2	217.1	126.7	96.8	88.4	41.0	56.0	-11.9	77.5	17.2	103.5	67.6

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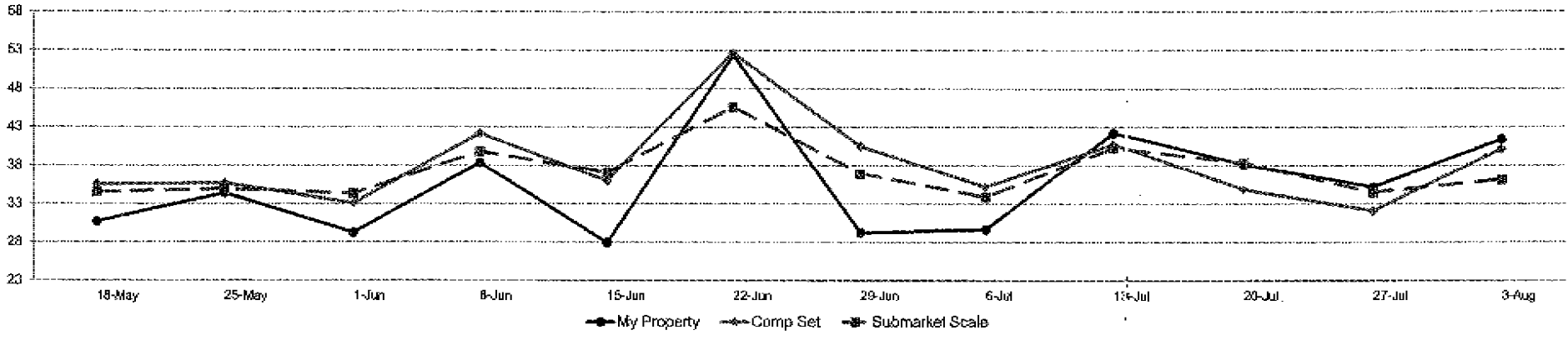
Tab 4 - Occupancy Perspectives

Ecans Lodge Dallas 1517 N Timber Rd Dallas, GA 30720 Phone: (706) 228-8570  
 STR # 20147 Chain ID: GA147 Mgr: Col Nono Owner: Nono

For the Week of: July 29, 2024 - August 03, 2024 Date Created: August 08, 2024 Competitive Set Data Excludes Subject Property

Submarket Scale: Georgia Northwest Economy Chains

Weekly Occupancy (%) - May 12, 2024 to Aug 03, 2024



Occ (%)	Current Week																												Aug			Current Week	Run Week	Run MTD
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	1	2	3										
My Property	26.7	44.4	43.3	41.7	34.3	39.8	50.2	44.4	37.0	42.6	33.3	31.5	39.2	35.0	41.7	32.4	30.6	33.0	31.5	31.5	40.7	40.7	47.2	48.1	45.4	26.2	36.9	33.3						
Comp Set	27.6	28.5	23.6	28.0	37.7	26.5	31.2	29.6	31.0	27.0	32.0	29.8	46.0	34.0	23.7	22.8	24.8	26.0	34.9	33.7	40.6	27.8	27.8	32.4	36.2	22.3	33.0	37.7						
Submarket Scale	29.8	38.5	33.1	35.8	38.4	52.4	55.9	32.2	35.5	24.6	36.5	38.1	45.1	45.0	29.0	32.3	34.2	31.8	37.9	39.4	37.9	28.4	31.6	35.6	36.9	34.1	41.8	37.5						

Occ % Chg	Current Week																												Aug			Current Week	Run Week	Run MTD
	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	1	2	3						
My Property	93.8	54.8	78.6	50.0	0.0	-8.5	14.0	220.0	53.8	54.0	9.1	6.3	-13.3	-4.7	136.8	28.6	37.5	32.3	47.8	-22.7	22.2	100.0	240.0	112.0	81.5	45.2	20.0	28.6						
Comp Set	-15.8	-42.3	-64.6	-33.9	-14.5	-19.1	-2.9	-10.2	-8.3	-40.2	-25.0	-29.4	-22.3	-30.8	-76.6	-47.6	-36.8	-48.7	-31.9	0.0	-39.9	-12.4	-32.2	-33.6	-6.0	1.4	-3.9	-16.2						
Submarket Scale	-11.1	-13.2	-23.4	-24.7	-15.2	1.0	-2.2	-12.4	-17.0	-19.8	-12.5	-15.9	-17.7	-16.1	-3.9	-13.6	-13.1	-22.2	-16.2	-22.4	-20.0	-3.6	-9.4	-9.8	2.6	0.2	-9.1	-13.7						

Index (MPI)	Current Week																												Aug			Current Week	Run Week	Run MTD
	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	1	2	3						
Comp Set	104.7	154.2	187.1	139.4	80.8	59.8	84.8	148.7	119.6	167.6	104.1	105.3	139.1	77.9	191.8	142.3	122.7	146.1	30.3	58.6	100.4	148.6	170.1	151.5	90.4	67.3	73.3	88.4						
Submarket Scale	136.5	124.7	138.0	116.4	69.2	76.0	107.8	137.8	104.3	122.8	80.6	82.7	88.3	81.5	149.0	150.3	89.4	119.5	33.2	39.9	80.7	163.6	149.4	137.7	113.8	30.4	69.0	89.0						

Index % Chg	Current Week																												Aug			Current Week	Run Week	Run MTD
	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	1	2	3						
Comp Set	141.8	167.6	282.3	126.8	17.0	23.2	17.3	277.1	108.7	207.5	45.5	50.5	84.0	20.4	216.4	147.1	157.3	348.2	117.2	-22.7	67.3	128.2	691.3	259.2	99.1	44.2	24.8	51.6						
Submarket Scale	117.9	78.2	333.4	198.2	17.8	3.7	10.3	265.3	85.4	129.8	24.7	26.4	74.2	5.1	189.8	53.4	58.2	70.0	78.5	-3.4	62.7	121.1	275.1	135.0	79.8	25.2	32.1	45.5						

Rank	Current Week																												Aug			Current Week	Run Week	Run MTD
	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	1	2	3						
Your rank	2 of 5	1 of 5	1 of 5	1 of 5	3 of 5	3 of 5	4 of 5	1 of 5	2 of 5	1 of 5	2 of 5	3 of 5	3 of 5	3 of 5	1 of 5	1 of 5	2 of 5	1 of 5	4 of 5	5 of 5	4 of 5	1 of 5	1 of 5	1 of 5	2 of 5	3 of 5	4 of 5	4 of 5						
Occ % Chg	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	4 of 5	3 of 5	1 of 5	1 of 5	1 of 5	2 of 5	1 of 5	1 of 5	1 of 5	2 of 5	1 of 5	1 of 5	1 of 5	1 of 5	5 of 5	2 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5						

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**Tab 5 - ADR Perspectives**

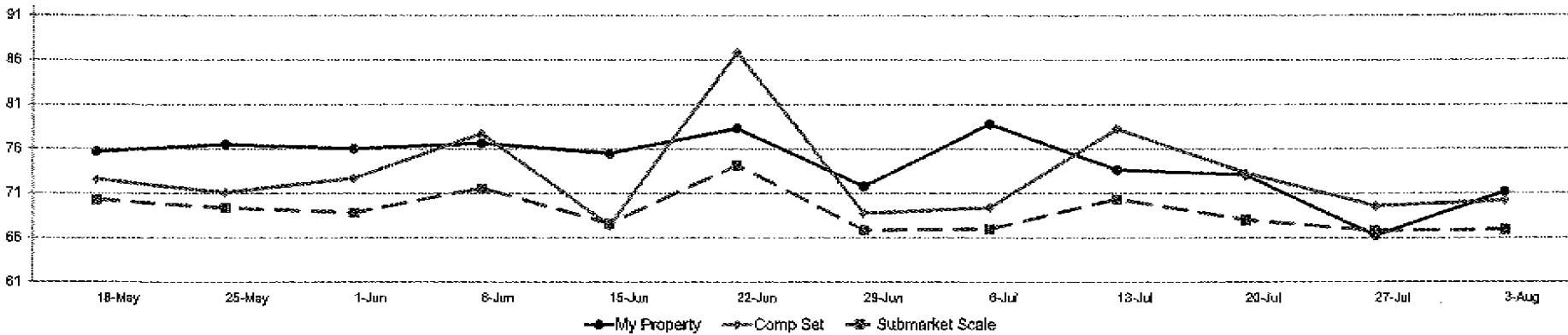
Exmo Lodge Calton 1517 N Tilba Rd Dalton, GA 30720 Phone: (706) 226-8579

STR # 28147 Chain ID: SA647 Mgt Co: None Owner: None

For the Week of: July 28, 2024 - August 03, 2024 Date Created: August 06, 2024 Competitive Set Data Excludes Subject Property

Submarket Scale: Georgia Northwest Economy Chains

**Weekly ADR - May 12, 2024 to Aug 03, 2024**



Metric	Current Week																		Current Week			Current Week	Run 28	Run MTD								
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa											
<b>ADR</b>	72.53	74.61	69.69	72.23	67.52	80.07	76.76	71.10	72.90	70.69	71.75	70.43	77.08	76.20	68.39	73.30	69.50	70.53	68.90	72.19	75.68	61.62	69.42	66.11	73.32	74.57	77.49	73.39	71.16	71.20	71.92	
My Property	67.50	66.35	67.90	62.94	65.22	60.06	64.72	66.43	65.73	61.03	63.09	65.70	62.44	65.96	67.43	64.91	60.45	65.29	64.67	60.07	70.63	63.04	66.66	60.94	67.17	66.60	70.09	73.24	60.36	67.08	72.40	
Comp Set	63.73	65.28	64.21	63.87	64.58	79.84	60.95	60.13	64.50	64.08	65.13	65.91	75.77	75.65	62.87	65.52	69.64	63.77	65.97	71.50	72.21	61.51	65.53	64.87	65.05	66.22	71.26	70.92	60.09	60.09	67.95	
Submarket Scale																																
<b>ADR % Chg</b>	-6.7	-3.6	-0.9	-6.4	-11.5	-7.2	-19.6	-9.4	4.4	-5.2	-10.2	-3.4	-5.9	-11.5	-19.7	-4.6	-11.0	-6.3	-12.1	-29.1	-9.5	-21.0	-7.6	-10.8	2.9	0.1	-3.3	-10.9	-7.9	-10.3	-10.0	
My Property	-1.6	-3.1	-0.3	-6.1	-8.0	4.1	-16.5	-32.4	-6.8	-11.7	-2.6	-10.2	0.4	-1.7	-12.1	-3.7	-16.5	-14.3	-12.6	-0.0	-4.4	-3.0	-3.5	0.9	-3.7	1.5	-2.9	-5.0	-2.1	-1.6	-1.5	
Comp Set	-4.6	-4.1	-7.7	-6.9	-5.5	-1.2	0.0	-11.5	-6.1	-9.7	-7.4	-10.8	-5.9	-5.9	-3.7	-3.1	-7.0	-9.1	-11.2	-3.8	-5.4	-10.5	-1.7	-5.9	-4.1	-4.1	-6.1	-6.6	-3.0	-6.4	-6.9	
Submarket Scale																																
<b>Occupancy</b>	107.4	113.1	110.7	114.9	109.5	86.9	81.0	128.4	110.9	115.3	109.6	99.0	89.1	89.1	109.5	113.1	118.9	111.8	108.4	98.9	93.6	96.5	105.7	101.8	109.2	108.1	99.2	99.0	101.4	97.5	99.3	
Comp Set	118.8	124.3	108.5	113.1	104.6	101.0	94.8	138.7	113.0	110.3	110.2	105.9	109.3	101.3	105.6	113.4	109.2	110.8	105.1	105.0	104.2	100.2	105.3	107.4	111.0	112.6	108.5	103.9	106.4	104.6	106.0	
Submarket Scale																																
<b>Occupancy Chg</b>	-5.1	-0.8	0.3	3.3	-3.8	-11.1	-29.0	4.8	2.7	7.4	-7.8	-17.8	-3.2	-14.0	-0.9	4.4	8.6	7.0	2.0	-59.4	4.0	-19.8	-4.4	-11.4	6.0	-1.0	0.8	-5.5	-4.0	-3.9	-1.7	
Comp Set	-2.1	-0.5	-1.4	3.3	-3.3	-6.0	-18.2	-3.5	-6.2	5.1	-3.0	0.6	0.0	-7.0	-3.7	0.5	-4.1	6.9	-1.0	-55.1	-5.2	-11.8	-5.0	-5.0	6.8	-4.2	1.2	-3.3	-2.1	-4.1	-3.4	
Submarket Scale																																
<b>Rank</b>	2 of 5	2 of 5	1 of 5	1 of 5	3 of 5	4 of 5	4 of 5	1 of 5	1 of 5	1 of 5	1 of 5	3 of 5	4 of 5	4 of 5	2 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	5 of 5	3 of 5	2 of 5	2 of 5	2 of 5	1 of 5	1 of 5	3 of 5	3 of 5	3 of 5	4 of 5	3 of 5
Your rank	3 of 5	3 of 5	4 of 5	3 of 5	3 of 5	0 of 5	5 of 5	3 of 5	2 of 5	2 of 5	0 of 5	5 of 5	2 of 5	1 of 5	1 of 5	3 of 5	3 of 5	3 of 5	2 of 5	2 of 5	3 of 5	2 of 5	2 of 5	4 of 5	5 of 5	2 of 5	3 of 5	3 of 5	2 of 5	4 of 5	1 of 5	5 of 5
ADR % Chg																																

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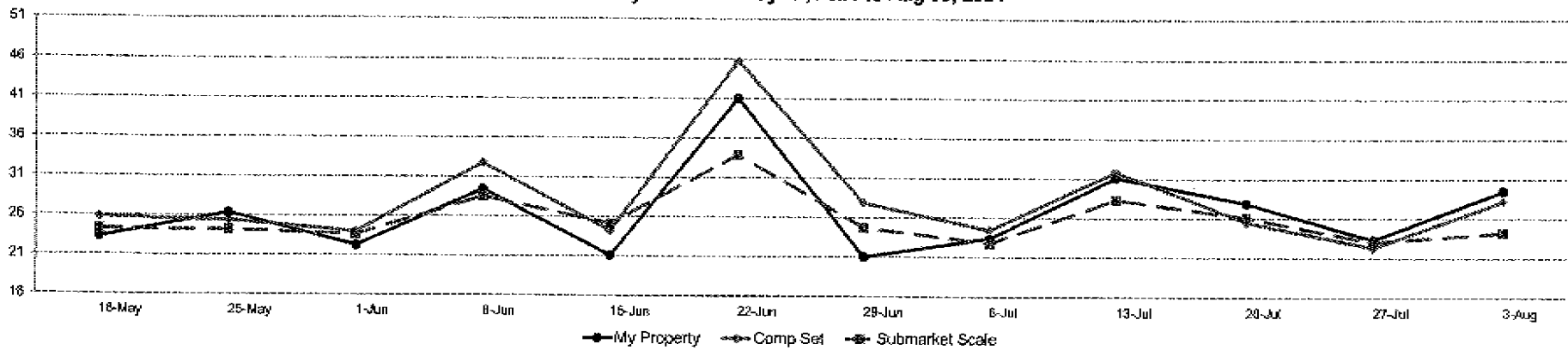
6

Tab 6 - RevPAR Perspectives

Essex Lodge Cabin 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 225-6579  
 STR # 28147 Chain ID: GA147 Mgt Co: None Owner: None  
 For the Week of: July 29, 2024 - August 03, 2024 Date Created: August 05, 2024 Competitive Set Data Excludes Subject Property

Submarket Scale\*: Georgia Northwest Economy Chains

Weekly RevPAR - May 12, 2024 to Aug 03, 2024



	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week			Current Week	Run	Run					
	Jul																					Aug			28	29	MTD					
RevPAR	20.82	33.17	32.25	30.10	29.19	31.88	46.20	31.69	27.00	30.10	23.92	22.17	31.01	20.08	29.50	23.15	21.24	29.81	22.03	30.13	30.75	25.10	32.78	31.21	35.25	25.21	30.14	24.46	28.46	27.92	27.15	
Comp Set	18.60	19.03	14.78	18.79	23.60	59.94	62.81	16.67	30.35	16.50	21.17	22.23	18.62	41.32	19.58	14.78	14.95	16.44	22.52	43.35	31.09	17.72	18.22	22.58	35.85	16.09	41.40	27.97	26.18	26.87	26.80	
Submarket Scale	18.67	23.24	21.26	22.84	24.76	41.29	45.22	19.39	22.81	22.21	23.93	25.09	34.16	14.81	17.58	21.17	21.75	20.26	24.98	28.17	27.34	17.44	20.89	23.22	25.35	25.20	28.83	25.45	24.17	25.40	24.77	
RevPAR % Chg	10.9	49.2	62.7	40.4	-11.5	-15.1	-1.7	180.2	47.1	74.5	-2.1	-3.7	34.9	-16.6	105.7	23.6	22.3	21.3	29.9	-48.4	21.5	58.0	214.3	89.8	88.1	48.3	18.1	15.4	61.9	27.8	26.0	
Comp Set	-21.1	-43.0	-58.7	-60.1	-21.4	28.4	7.5	-25.7	-34.4	-47.2	-22.0	-22.2	-11.2	-15.4	-34.8	-52.1	-55.4	-53.4	-11.1	10.0	-30.3	-15.0	-34.4	-39.0	-9.1	-1.5	-5.6	-19.4	-16.6	-23.7	-30.1	
Submarket Scale	-15.7	-16.7	-28.3	-32.2	-2.4	-0.3	-2.2	-22.5	-23.9	-27.6	-19.0	-24.3	-22.8	-13.4	-16.8	-20.8	-19.2	-29.3	-25.8	-29.4	-34.3	-19.0	-10.9	-15.1	-1.8	-3.9	-4.5	-17.5	-12.1	-18.6	-22.3	
Index (Rev)	122.5	174.3	214.3	180.2	94.0	53.2	88.5	190.9	132.7	152.4	113.0	98.0	78.5	89.4	210.1	100.9	145.9	163.1	97.8	23.4	99.0	141.7	179.9	154.3	98.8	72.7	72.9	87.5	104.5	103.5	106.1	
Comp Set	109.7	139.1	157.6	111.7	82.3	77.2	102.2	163.1	117.9	135.2	89.0	88.4	82.6	83.5	182.1	112.2	97.6	132.3	88.2	28.0	112.9	143.8	158.5	157.4	126.1	106.5	111.0	82.5	121.5	108.9	108.6	
Submarket Scale	109.7	139.1	157.6	111.7	82.3	77.2	102.2	163.1	117.9	135.2	89.0	88.4	82.6	83.5	182.1	112.2	97.6	132.3	88.2	28.0	112.9	143.8	158.5	157.4	126.1	106.5	111.0	82.5	121.5	108.9	108.6	
Index % Chg	129.2	183.1	230.6	194.4	12.6	-31.7	-3.5	294.5	119.4	200.2	34.1	23.7	72.5	3.8	215.5	169.0	174.2	165.7	121.6	48.8	74.0	25.8	378.4	182.7	104.7	42.8	25.8	49.0	91.7	67.6	81.8	
Comp Set	113.2	179.3	139.1	106.9	61.0	-19.8	0.5	209.2	80.2	141.1	20.9	-27.2	75.2	-1.4	147.2	38.1	81.3	71.5	74.8	35.3	60.7	26.1	252.6	123.3	80.0	62.2	39.0	39.9	65.9	57.1	63.6	
Submarket Scale	113.2	179.3	139.1	106.9	61.0	-19.8	0.5	209.2	80.2	141.1	20.9	-27.2	75.2	-1.4	147.2	38.1	81.3	71.5	74.8	35.3	60.7	26.1	252.6	123.3	80.0	62.2	39.0	39.9	65.9	57.1	63.6	
Rank	2 of 5	1 of 5	1 of 5	1 of 5	3 of 5	3 of 5	4 of 5	1 of 5	2 of 5	1 of 5	2 of 5	3 of 5	3 of 5	3 of 5	1 of 5	1 of 5	1 of 5	1 of 5	1 of 5	3 of 5	5 of 5	3 of 5	1 of 5	1 of 5	2 of 5	3 of 5	3 of 5	4 of 5	4 of 5	3 of 5	3 of 5	3 of 5
RevPAR % Chg	1 of 5	1 of 5	1 of 5	1 of 5	2 of 5	1 of 5	4 of 5	1 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	1 of 5	1 of 5	1 of 5	1 of 5	2 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	1 of 5	

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# Tab 7 - Response Report

Econo Lodge Dalton 1507 N Tibbs Rd Dalton, GA 30720 Phone: (706) 226-9579  
 STR # 28147 Chain ID: GA147 Mgt Co: None Owner: None  
 For the Week of: July 28, 2024 - August 03, 2024 Date Created: August 06, 2024

**This Year**

July 4th - Independence Day

**Last Year**

July 4th - Independence Day  
 Sep 4th - Labor Day  
 Sep 16th - Rosh Hashanah  
 Sep 25th - Yom Kippur  
 Oct 9th - Columbus Day  
 Oct 31st - Halloween

**2024 (This Year)**

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

**2023 (Last Year)**

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

**Weekly STAR**

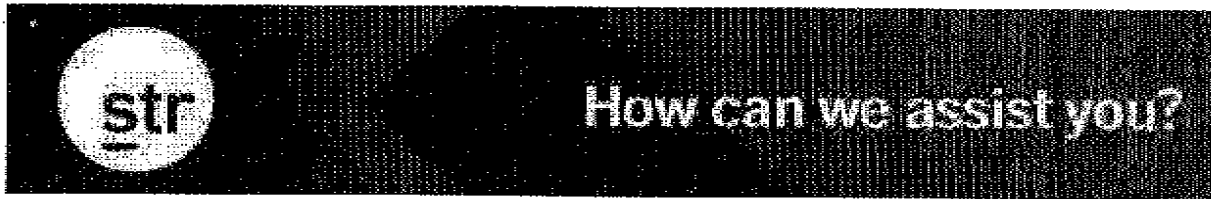
STR ID	Name	City, State	Zip	Phone	Rooms	Open Date
28147	Econo Lodge Dalton	Dalton, GA	30720	(706) 226-9579	102	199104
5915	Red Roof Inn Dalton	Dalton, GA	30720	(706) 226-1100	26	198508
7018	Days Inn by Wyndham Dalton	Dalton, GA	30720	(706) 508-4638	75	197608
22999	Motel 6 Dalton	Dalton, GA	30720	(706) 278-9522	81	198707
37523	Howard Johnson by Wyndham Dalton	Dalton, GA	30720	(706) 281-1890	59	199711
					383	

	Jun 30	Jul 01	Jul 02	Jul 03	Jul 04	Jul 05	Jul 06	Jul 07	Jul 08	Jul 09	Jul 10	Jul 11	Jul 12	Jul 13	Jul 14	Jul 15	Jul 16	Jul 17	Jul 18	Jul 19	Jul 20	Jul 21	Jul 22	Jul 23	Jul 24	Jul 25	Jul 26	Jul 27	Jul 28	Jul 29	Jul 30	Jul 31	Aug 01	Aug 02	Aug 03		
28147	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
5915	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7018	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
22999	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
37523	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Data received: X = Both years, T = This year only, L = Last year only, blank = No data

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8



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