

# Hill Country Performance

## Fair Market Share – October to December 2024

CITY NAME	ROOM COUNT	DAYS IN PERIOD	TOTAL	IF 100 %	SOURCE STRATEGIES*	ESTIMATED	FAIR MKT SHARE (%)	SOURCE STRATEGIES*	SOURCE STRATEGIES*
			AVAILABLE ROOMS	OCCUPANCY FMS(%)	ESTIMATED OCCUPIED ROOMS (%)	ROOMS SOLD		ESTIMATED ADR	ESTIMATED REVENUE
BOERNE	564	92	51,888	5.97%	62.77%	36,423	7.93%	\$140.55	\$4,577,842.00
BANDERA	302	92	27,784	3.20%	45.60%	12,670	2.76%	\$121.17	1,266,397.00
FREDERICKSBURG	2,149	92	197,708	22.75%	55.20%	109,135	23.76%	\$182.64	19,309,795.00
KERRVILLE	1,016	92	93,472	10.75%	50.70%	47,390	10.32%	\$88.52	4,192,562.00
NEW BRAUNFELS	3,102	92	285,384	32.83%	44.30%	126,425	27.52%	\$108.94	13,415,523.00
SAN MARCOS	<u>2,315</u>	92	<u>212,980</u>	<u>24.50%</u>	59.80%	<u>127,362</u>	<u>27.72%</u>	\$111.58	<u>14,204,930.00</u>
TOTAL ROOMS	<u>9,448</u>		<u>869,216</u>	<u>100.00%</u>	52.85%	<u>459,405</u>	<u>100.00%</u>	\$124.00	<u>\$56,967,049.00</u>

\* STATISTICS PROVIDED BY TEXAS HOTEL PERFORMANCE FACT BOOK SOURCE STRATEGIES.

For the purpose of providing market share data back to the subscribing markets, revenues are typically within 2% of actual.

# Hill Country Performance - FMS

## Comparative Analysis – Q4 2024 to Q4 2023

4th Quarter Ended 12/31/2024

4th Quarter Ended 12/31/2023

<u>COMPETITIVE MARKET</u>	<u>IF 100 % OCC. FMS(%)</u>	<u>SS* EST. (%) OCC. ROOMS</u>	<u>ACTUAL FMS (%)</u>	<u>FMS +/-</u>
BOERNE	5.97%	62.77%	7.93%	1.96%
BANDERA	3.20%	45.60%	2.76%	-0.44%
FREDERICKSBURG	22.75%	55.20%	23.76%	1.01%
KERRVILLE	10.75%	50.70%	10.32%	-0.43%
NEW BRAUNFELS	32.38%	44.30%	27.52%	-4.86%
SAN MARCOS	24.50%	59.80%	27.72%	3.22%
TOTAL ROOMS	<u>100.00%</u>	52.85%	<u>100.00%</u>	

<u>COMPETITIVE MARKET</u>	<u>IF 100 % OCC. FMS(%)</u>	<u>SS* EST. (%) OCC. ROOMS</u>	<u>ACTUAL FMS (%)</u>	<u>FMS +/-</u>
BOERNE	6.23%	60.72%	7.04%	0.81%
BANDERA	2.88%	51.20%	2.75%	-0.13%
FREDERICKSBURG	23.95%	58.70%	26.17%	2.22%
KERRVILLE	10.72%	52.20%	10.42%	-0.30%
NEW BRAUNFELS	32.91%	47.50%	29.10%	-3.81%
SAN MARCOS	23.31%	56.50%	24.52%	1.21%
TOTAL ROOMS	<u>100.00%</u>	53.71%	<u>100.00%</u>	

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# Hill Country Performance

## Fair Market Share – Year Ended December 31, 2024

Leap Year ★

COMPETITIVE MARKET	ROOM COUNT	★	TOTAL AVAILABLE ROOMS	IF 100 % OCCUPANCY FMS(%)	SOURCE STRATEGIES*	ESTIMATED ROOMS SOLD	FAIR MKT SHARE (%)	SOURCE STRATEGIES*	SOURCE STRATEGIES*
		DAYS IN PERIOD			ESTIMATED OCCUPIED ROOMS (%)			ESTIMATED ADR	ESTIMATED REVENUE
BOERNE	564	366	206,424	5.84%	62.90%	129,834	6.40%	\$130.70	\$16,922,706.00
BANDERA	285	366	104,310	2.95%	50.20%	52,364	2.58%	\$115.85	\$5,151,072.00
FREDERICKSBURG	2,168	366	793,488	22.46%	56.30%	446,734	22.02%	\$168.48	\$67,095,918.00
KERRVILLE	1,042	366	381,372	10.80%	54.60%	208,229	10.26%	\$90.51	\$19,992,916.00
NEW BRAUNFELS	3,277	366	1,199,382	33.96%	55.50%	665,657	32.81%	\$115.34	\$74,129,192.00
SAN MARCOS	<u>2,315</u>	366	<u>847,290</u>	<u>23.99%</u>	62.10%	<u>526,167</u>	<u>25.93%</u>	\$112.15	<u>\$57,949,423.00</u>
TOTAL ROOMS	<u>9,651</u>	366	<u>3,532,266</u>	<u>100.00%</u>	57.44%	<u>2,028,985</u>	<u>100.00%</u>	\$118.90	<u>\$241,241,227.00</u>

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# Hill Country Performance - FMS

## Comparative Analysis – YE 12/31/24 to 12/31/2023

Year Ended 12/31/2024

Year Ended 12/31/2023

<u>COMPETITIVE MARKET</u>	<u>IF 100 % OCC. FMS(%)</u>	<u>SS* EST. (%) OCC. ROOMS</u>	<u>ACTUAL FMS (%)</u>	<u>FMS +/-</u>
BOERNE	5.84%	62.90%	6.40%	0.56%
BANDERA	2.95%	50.20%	2.58%	-0.37%
FREDERICKSBURG	22.46%	56.30%	22.02%	-0.44%
KERRVILLE	10.80%	54.60%	10.26%	-0.54%
NEW BRAUNFELS	33.96%	55.50%	32.81%	-1.15%
SAN MARCOS	<u>23.99%</u>	62.10%	<u>25.93%</u>	1.94%
TOTAL ROOMS	<u>100.00%</u>	57.44%	<u>100.00%</u>	

<u>COMPETITIVE MARKET</u>	<u>IF 100 % OCC. FMS(%)</u>	<u>SS* EST. (%) OCC. ROOMS</u>	<u>ACTUAL FMS (%)</u>	<u>FMS +/-</u>
BOERNE	5.99%	59.27%	6.22%	0.23%
BANDERA	2.91%	52.20%	2.66%	-0.25%
FREDERICKSBURG	23.79%	57.21%	23.85%	0.06%
KERRVILLE	10.88%	54.40%	10.37%	-0.51%
NEW BRAUNFELS	33.69%	55.20%	32.59%	-1.10%
SAN MARCOS	<u>22.74%</u>	61.01%	<u>24.31%</u>	1.57%
TOTAL ROOMS	<u>100.00%</u>	57.07%	<u>100.00%</u>	

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# Hill Country Performance

## Fair Market Share – January – March 2025

<u>COMPETITIVE MARKET</u>	<u>ROOM COUNT</u>	<u>DAYS IN PERIOD</u>	<u>TOTAL AVAILABLE ROOMS</u>	<u>IF 100 % OCCUPANCY FMS(%)</u>	<u>SOURCE STRATEGIES* ESTIMATED OCCUPIED ROOMS (%)</u>	<u>ESTIMATED ROOMS SOLD</u>	<u>FAIR MKT SHARE (%)</u>	<u>SOURCE STRATEGIES* ESTIMATED ADR</u>	<u>SOURCE STRATEGIES* ESTIMATED REVENUE</u>
BOERNE	564	90	50,760	6.15%	54.40%	27,613	7.08%	\$118.85	\$3,281,788.00
BANDERA	249	90	22,410	2.72%	50.40%	11,295	2.90%	\$108.90	\$1,229,657.00
FREDERICKSBURG	1,940	90	174,600	21.16%	50.30%	87,824	22.52%	\$161.87	\$13,739,664.00
KERRVILLE	1,082	90	97,380	11.80%	44.20%	43,042	11.04%	\$96.00	\$4,131,648.00
NEW BRAUNFELS	3,020	90	271,800	32.93%	42.90%	116,602	29.90%	\$106.04	\$11,965,289.00
SAN MARCOS	<u>2,315</u>	90	<u>208,350</u>	<u>25.25%</u>	49.70%	<u>103,550</u>	<u>26.56%</u>	\$95.51	<u>\$9,640,878.00</u>
TOTAL ROOMS	<u>9,170</u>	90	<u>825,300</u>	<u>100.00%</u>	47.25%	<u>389,926</u>	<u>100.00%</u>	\$112.81	<u>\$43,988,924.00</u>

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# Hill Country Performance - FMS

## Comparative Analysis – Q1 2025 to Q1 2024

1st Quarter Ended 3/31/2025

1st Quarter Ended 3/31/2024

<u>COMPETITIVE MARKET</u>	<u>IF 100 % OCC. FMS(%)</u>	<u>SS* EST. (%) OCC. ROOMS</u>	<u>ACTUAL FMS (%)</u>	<u>FMS +/-</u>
BOERNE	6.15%	54.40%	7.08%	0.93%
BANDERA	2.72%	50.40%	2.90%	0.18%
FREDERICKSBURG	21.16%	50.30%	22.52%	1.36%
KERRVILLE	11.80%	44.20%	11.04%	-0.76%
NEW BRAUNFELS	32.93%	42.90%	29.90%	-3.03%
SAN MARCOS	25.25%	49.70%	27.56%	2.31%
TOTAL ROOMS	<u>100.00%</u>	47.25%	<u>100.00%</u>	

<u>COMPETITIVE MARKET</u>	<u>IF 100 % OCC. FMS(%)</u>	<u>SS* EST. (%) OCC. ROOMS</u>	<u>ACTUAL FMS (%)</u>	<u>FMS +/-</u>
BOERNE	6.33%	58.01%	6.97%	0.64%
BANDERA	2.68%	49.40%	2.51%	-0.17%
FREDERICKSBURG	23.42%	53.01%	23.58%	0.16%
KERRVILLE	12.39%	52.40%	12.33%	-0.06%
NEW BRAUNFELS	32.77%	49.80%	30.99%	-1.78%
SAN MARCOS	22.41%	55.50%	23.62%	1.21%
TOTAL ROOMS	<u>100.00%</u>	52.66%	<u>100.00%</u>	

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