Hill Country Performance
Fair Market Share – July to September 2024

COMPETITIVE MARKET	ROOM COUNT	DAYS IN PERIOD	TOTAL AVAILABLE ROOMS	IF 100 % OCCUPANCY FMS(%)	SOURCE STRATEGIES* ESTIMATED OCCUPIED ROOMS (%)	ESTIMATED ROOMS SOLD	FAIR MKT SHARE (%)	SOURCE STRATEGIES* ESTIMATED ADR	SOURCE STRATEGIES* ESTIMATED REVENUE
BOERNE	564	92	51,888	5.91%	62.88%	32,627	6.23%	$123.03	$4,013,881.00
BANDERA	241	92	22,172	2.53%	43.30%	9,600	1.83%	$107.59	$955,437.00
FREDERICKSBURG	1,856	92	170,752	19.46%	54.90%	93,743	17.91%	$151.96	$13,995,816.00
KERRVILLE	1,070	92	98,440	11.22%	53.10%	52,272	9.98%	$82.28	$4,303,564.00
NEW BRAUNFELS	3,490	92	321,080	36.60%	61.90%	198,749	37.96%	$129.21	$24,727,343.00
SAN MARCOS	2,315	92	212,980	24.28%	64.10%	136,520	26.08%	$112.35	$15,349,841.00
TOTAL ROOMS	9,536	92	877,312	100.00%	59.67%	523,511	100.00%	$121.00	$63,345,882.00

* 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.

Integrity · Collaboration · Respect · Excellence · Service

Hill Country Performance - FMS
Comparative Analysis – Q3 2024 to Q3 2023

3rd Quarter Ended 9/30/2024

COMPETITIVE MARKET	IF 100 % OCCUPANCY FMS(%)	SOURCE STRATEGIES* ESTIMATED OCCUPIED ROOMS (%)	ACTUAL FAIR MKT SHARE (%)	FMS +/-
BOERNE	5.91%	62.88%	6.23%	0.32%
BANDERA	2.53%	43.30%	1.83%	-0.70%
FREDERICKSBURG	19.46%	54.90%	17.91%	-1.55%
KERRVILLE	11.22%	53.10%	9.98%	-1.24%
NEW BRAUNFELS	36.60%	61.90%	37.96%	1.36%
SAN MARCOS	24.28%	64.10%	26.08%	1.80%
TOTAL	100.00%	59.67%	100.00%	

3rd Quarter Ended 9/30/2023

COMPETITIVE MARKET	IF 100 % OCCUPANCY FMS(%)	SOURCE STRATEGIES* ESTIMATED OCCUPIED ROOMS (%)	ACTUAL FAIR MKT SHARE (%)	FMS +/-
BOERNE	6.02%	57.56%	5.82%	-0.20%
BANDERA	2.62%	51.40%	2.27%	-0.35%
FREDERICKSBURG	21.03%	54.60%	19.27%	-1.76%
KERRVILLE	11.23%	54.70%	10.32%	-0.91%
NEW BRAUNFELS	36.49%	61.40%	37.63%	1.14%
SAN MARCOS	22.61%	65.00%	24.69%	2.08%
TOTAL	100.00%	59.54%	100.00%	

* 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.

3

Integrity · Collaboration · Respect · Excellence · Service