Monthly STAR Report: Holiday Inn Express Lincoln East White Mountains

For the Month of: March 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

Holiday Inn Express Lincoln East White Mountains 21 Rai

21 Railroad St

Lincoln, NH 03251

Phone: (603) 745-6700

STR # 38865

ChainID: 17348

348 Mat0

MgtCo: Jamsan Management

Owner: None

For the Month of: March 2023

Date Created: April 17, 2023

Monthly Competitive Set Data Excludes Subject Property

	March 2023								
	Od	ccupancy ((%)		ADR		R	levPAR	
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	64.0	53.7	119.0	187.64	147.50	127.2	120.01	79.26	151.4
Year To Date	66.6	52.1	127.9	226.08	162.84	138.8	150.53	84.78	177.6
Running 3 Month	66.6	52.1	127.9	226.08	162.84	138.8	150.53	84.78	177.6
Running 12 Month	68.4	62.9	108.8	213.27	172.60	123.6	145.96	108.56	134.5

iwarch 2025 vs. 2022 Percent Change (%)									
	(Occupanc ₃	y		ADR		F	RevPAR	
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	32.3	9.5	20.8	-2.2	8.4	-9.8	29.4	18.7	9.0
Year To Date	11.4	-1.5	13.2	1.0	3.9	-2.8	12.6	2.3	10.0
Running 3 Month	11.4	-1.5	13.2	1.0	3.9	-2.8	12.6	2.3	10.0
Running 12 Month	2.3	3.2	-0.9	7.6	5.5	2.0	10.0	8.9	1.1

March 2023 vs. 2022 Percent Change (%)

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

Holiday Inn Express Lincoln East White Mountains 21 Railroad St Lincoln, NH 03251 Phone: (603) 745-6700

STR # 38865 ChainID: 17348

MgtCo: Jamsan Management

Owner: None

For the Month of: March 2023

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

Holiday Inn Express Lincoln East White M	oun
Market: New Hampshire	
Market Class: Upper Midscale Class	
Submarket: Concord/New Hampshire Nor	th A
Submarket Scale: Midscale Chains	
Competitive Set: Competitors	

	Occupancy (%)						
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
64.0	32.3	66.6	11.4	66.6	11.4	68.4	2.3
54.3	4.5	52.2	2.7	52.2	2.7	61.1	8.7
62.4	16.5	58.3	11.0	58.3	11.0	67.1	10.9
49.4	1.6	49.3	-0.9	49.3	-0.9	58.6	8.3
55.3	2.7	54.8	-1.7	54.8	-1.7	64.9	8.3
53.7	9.5	52.1	-1.5	52.1	-1.5	62.9	3.2

Supply							
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg				
0.0	0.0	0.0	0.0				
2.1	1.8	1.8	0.1				
3.6	3.0	3.0	1.2				
-0.1	-0.5	-0.5	-0.9				
4.0	2.6	2.6	5.6				
0.0	0.0	0.0	0.0				

Holiday Inn	Express Lincoln East White Moun
Market: Nev	v Hampshire
Market Clas	s: Upper Midscale Class
Submarket:	Concord/New Hampshire North A
Submarket	Scale: Midscale Chains
Competitive	Set: Competitors

	Average Daily Rate							
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
187.64	-2.2	226.08	1.0	226.08	1.0	213.27	7.6	
131.79	3.5	137.18	4.5	137.18	4.5	158.56	11.0	
124.74	5.4	126.22	5.7	126.22	5.7	147.73	10.8	
142.07	2.8	153.70	3.5	153.70	3.5	168.80	9.1	
132.70	7.6	142.43	5.6	142.43	5.6	157.11	8.6	
147.50	8.4	162.84	3.9	162.84	3.9	172.60	5.5	

Demand							
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg				
32.3	11.4	11.4	2.3				
6.7	4.5	4.5	8.8				
20.7	14.3	14.3	12.3				
1.4	-1.4	-1.4	7.3				
6.8	0.8	0.8	14.4				
9.5	-1.5	-1.5	3.2				

Holiday Inn Express Lincoln East White Mour
Market: New Hampshire
Market Class: Upper Midscale Class
Submarket: Concord/New Hampshire North A
Submarket Scale: Midscale Chains
Competitive Set: Competitors

	RevPAR								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg		
120.01	29.4	150.53	12.6	150.53	12.6	145.96	10.0		
71.60	8.2	71.60	7.3	71.60	7.3	96.93	20.7		
77.81	22.8	73.55	17.3	73.55	17.3	99.06	22.8		
70.21	4.4	75.73	2.6	75.73	2.6	98.92	18.1		
73.44	10.6	78.11	3.8	78.11	3.8	101.91	17.6		
79.26	18.7	84.78	2.3	84.78	2.3	108.56	8.9		

	Revenue								
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg						
29.4	12.6	12.6	10.0						
10.4	9.2	9.2	20.8						
27.2	20.8	20.8	24.4						
4.3	2.1	2.1	17.0						
15.0	6.5	6.5	24.2						
18.7	2.3	2.3	8.9						

Market: New Hampshire
Market Class: Upper Midscale Class
Submarket: Concord/New Hampshire North A
Submarket Scale: Midscale Chains
Competitive Set: Competitors

Census/Sample - Properties & Rooms											
Census		Sample		Sample %							
Properties	Rooms	Properties	Rooms	Rooms							
382	21988	148	13719	62.4							
73	5459	50	4761	87.2							
230	11051	63	5044	45.6							
29	2312	29	2312	100.0							
4	311	4	311	100.0							

Tab 4 - Competitive Set Report

Holiday Inn Express Lincoln East White Mountains 21 Railroad St Lincoln, NH 03251 Phone: (603) 745-6700

STR # 38865 ChainID: 17348 MgtCo: Jamsan Management Owner: None

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

Monthly Indexes



RevPAR Percent Change

17

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Tab 5 - Response Report

Holiday Inn Express Lincoln East White Mountains ChainID: 17348

21 Railroad St

Lincoln, NH 03251

Owner: None

Phone: (603) 745-6700

For the Month of: March 2023 Date Created: April 17, 2023

MgtCo: Jamsan Management

This Year

Mar 17th - St. Patrick's Day Mar 23rd - First Day of Ramadan

March 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	31	

March 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	31		

Last Year

Mar 17th - St. Patrick's Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
38865	Holiday Inn Express Lincoln East White Mounta	Lincoln, NH	03251	(603) 745-6700	81	200001
38334	Holiday Inn Express & Suites North Conway	North Conway, NH	03860-5146	(603) 356-2551	78	199905
43708	Best Western White Mountain Inn	Franconia, NH	03580	(603) 823-7422	60	198906
53551	Hampton Inn Littleton	Littleton, NH	03561	(603) 444-0025	88	200507
65492	Fairfield Inn & Suites Plymouth White Mountain	Plymouth, NH	03264	(603) 536-0100	85	201608
			-	-	392	

2021	2022	2023		
	Jan Feb Mar Apr Jun Jul Sep Oct Nov			
•••••••	•••••••	•••		
	••••••			
	••••••			

Data received:

O = Monthly Only

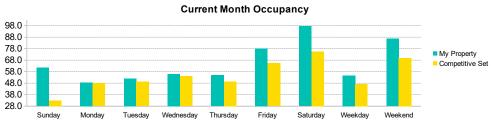
● = Monthly & Daily

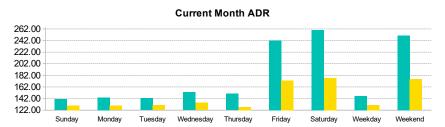
Tab 6 - Day of Week and Weekday/Weekend Report

Holiday Inn Express Lincoln East White Mountains 21 Railroad St Lincoln, NH 03251 Phone: (603) 745-6700

STR # 38865 ChainID: 17348 MgtCo: Jamsan Management Owner: None

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





		Occupancy (%)						Average Daily Rate						RevPAR					
		My Property Competitive Set			Index (MPI) My Property Competit						Index (AR	51)	My Prope	rtv	Competitive		Index (R	Index (RGI)	
Day of Week	Time Period Current Month		% Chg		% Chg	III X ON (III	% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday		61.4	74.6	33.0	17.8	185.9	48.2	140.79	8.5	130.19	1.6	108.1	6.8	86.47	89.5	43.01	19.7	201.0	58.3
,	Year To Date	64.7	36.2	38.8	4.2	166.9	30.7	204.28	3.0	151.62	-1.4	134.7	4.4	132.12	40.3	58.76	2.8	224.8	36.5
	Running 3 Month	64.7	36.2	38.8	4.2	166.9	30.7	204.28	3.0	151.62	-1.4	134.7	4.4	132.12	40.3	58.76	2.8	224.8	36.5
	Running 12 Month	61.7	5.4	49.4	5.9	124.8	-0.5	197.08	6.4	166.05	4.7	118.7	1.6	121.51	12.1	82.06	10.9	148.1	1.1
	,																		
Monday	Current Month	48.5	72.5	47.9	19.4	101.1	44.4	143.73	9.3	129.55	12.1	111.0	-2.5	69.65	88.6	62.07	33.9	112.2	40.9
	Year To Date	48.7	20.7	43.9	1.0	111.1	19.5	177.99	-3.1	141.10	6.8	126.1	-9.3	86.72	16.9	61.88	7.9	140.1	8.4
	Running 3 Month	48.7	20.7	43.9	1.0	111.1	19.5	177.99	-3.1	141.10	6.8	126.1	-9.3	86.72	16.9	61.88	7.9	140.1	8.4
	Running 12 Month	57.0	1.6	55.8	4.8	102.1	-3.0	180.49	1.7	153.18	5.0	117.8	-3.1	102.95	3.3	85.54	10.0	120.3	-6.0
Tuesday	Current Month	52.2	48.8	49.3	6.9	105.9	39.2	142.61	-7.4	130.48	8.5	109.3	-14.6	74.39	37.8	64.30	15.9	115.7	18.9
	Year To Date	58.7	29.6	47.2	0.5	124.4	28.9	177.56	0.4	140.86	5.3	126.1	-4.6	104.21	30.1	66.44	5.8	156.8	22.9
	Running 3 Month	58.7	29.6	47.2	0.5	124.4	28.9	177.56	0.4	140.86	5.3	126.1	-4.6	104.21	30.1	66.44	5.8	156.8	22.9
	Running 12 Month	63.5	9.8	61.1	8.1	104.0	1.6	180.30	3.8	152.40	3.7	118.3	0.1	114.50	14.0	93.09	12.2	123.0	1.7
Wednesday	Current Month	56.0	66.9	54.0	12.6	103.8	48.2	152.76	-6.6	134.73	9.5	113.4	-14.7	85.62	55.9	72.78	23.3	117.6	26.4
	Year To Date	58.0	32.3	49.6	7.0	116.9	23.6	178.55	-0.8	142.00	7.2	125.7	-7.5	103.60	31.2	70.49	14.7	147.0	14.3
	Running 3 Month	58.0	32.3	49.6	7.0	116.9	23.6	178.55	-0.8	142.00	7.2	125.7	-7.5	103.60	31.2	70.49	14.7	147.0	14.3
	Running 12 Month	62.0	8.0	61.0	8.0	101.6	0.1	182.35	3.8	152.86	4.8	119.3	-1.0	113.10	12.2	93.29	13.2	121.2	-0.9
Thursday	Current Month	54.8	13.3	49.4	2.0	111.0	11.1	150.41	-8.3	127.49	7.5	118.0	-14.6	82.45	3.9	62.97	9.6	130.9	-5.2
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Year To Date	65.3	7.0	48.2	-5.2	135.7	12.8	186.34	-0.9	139.73	4.7	133.4	-5.4	121.75	6.0	67.29	-0.7	180.9	6.7
	Running 3 Month	65.3	7.0	48.2	-5.2	135.7	12.8	186.34	-0.9	139.73	4.7	133.4	-5.4	121.75	6.0	67.29	-0.7	180.9	6.7
	Running 12 Month	67.0	3.8	60.8	4.7	110.2	-0.9	184.67	4.0	153.27	5.1	120.5	-1.0	123.81	7.9	93.22	10.0	132.8	-1.9
Cuidou	Current Month	78.0	-1.6	65.3	4.2	119.5	-5.6	242.00	-1.8	173.19	7.9	139.7	-9.0	188.82	-3.5	113.05	12.5	167.0	14.0
Friday	Year To Date	78.6	-11.6	63.7	-6.4	123.5	-5.6	289.24	4.6	189.38	3.5	152.7	1.0	227.43	-3.5 -7.6	120.62	-3.1	167.0 188.6	-14.2 -4.6
	Running 3 Month	78.6	-11.6	63.7	-6.4	123.5	-5.6	289.24	4.6	189.38	3.5	152.7	1.0	227.43	-7.6	120.62	-3.1	188.6	-4.6
	Running 12 Month	78.7	-6.1	72.4	-2.1	108.7	-4.1	258.50	11.2	200.76	8.0	128.8	3.0	203.38	4.5	145.36	5.7	139.9	-1.2
	Training 12 World	70.7	-0.1	72.4	-2.1	100.7	-4.1	230.30	11.2	200.70	0.0	120.0	3.0	203.30	4.5	140.00	5.1	155.5	
Saturday	Current Month	97.5	13.7	75.4	5.5	129.3	7.7	259.88	8.5	177.62	6.0	146.3	2.3	253.46	23.3	133.93	11.9	189.2	10.2
	Year To Date	94.1	0.7	74.9	-4.6	125.7	5.6	306.48	11.7	204.65	5.6	149.8	5.8	288.51	12.6	153.21	0.7	188.3	11.7
	Running 3 Month	94.1	0.7	74.9	-4.6	125.7	5.6	306.48	11.7	204.65	5.6	149.8	5.8	288.51	12.6	153.21	0.7	188.3	11.7
	Running 12 Month	88.8	-1.5	79.4	-2.7	111.8	1.2	270.86	16.3	209.82	8.0	129.1	7.6	240.53	14.5	166.64	5.0	144.3	9.0
Weekday/Wee	kend																		
Weekday	Current Month	54.7	50.0	47.2	10.1	115.9	36.2	146.56	-3.4	130.67	8.3	112.2	-10.8	80.11	44.9	61.65	19.3	129.9	21.5
(Sun-Thu)	Year To Date	59.1	24.1	45.5	1.3	129.8	22.5	185.62	-0.1	142.75	4.7	130.0	-4.5	109.68	24.0	64.97	6.0	168.8	17.0
	Running 3 Month	59.1	24.1	45.5	1.3	129.8	22.5	185.62	-0.1	142.75	4.7	130.0	-4.5	109.68	24.0	64.97	6.0	168.8	17.0
	Running 12 Month	62.2	5.6	57.6	6.3	108.0	-0.6	185.03	4.0	155.17	4.7	119.2	-0.6	115.17	9.9	89.44	11.2	128.8	-1.2
Weekend	Current Month	86.7	5.0	69.8	4.1	124.2	0.9	250.94	3.3	175.32	6.7	143.1	-3.2	217.55	8.5	122.33	11.1	177.8	-2.4
(Fri-Sat)	Year To Date	86.1	-5.7	69.1	-6.0	124.6	0.3	298.29	8.3	197.33	4.4	151.2	3.7	256.75	2.1	136.26	-1.9	188.4	4.1
	Running 3 Month	86.1	-5.7	69.1	-6.0	124.6	0.3	298.29	8.3	197.33	4.4	151.2	3.7	256.75	2.1	136.26	-1.9	188.4	4.1
	Running 12 Month	83.7	-3.8	75.9	-2.5	110.3	-1.3	265.00	13.9	205.46	8.0	129.0	5.5	221.78	9.6	155.90	5.3	142.3	4.1
Total	Current Month	64.0	32.3	53.7	9.5	119.0	20.8	187.64	-2.2	147.50	8.4	127.2	-9.8	120.01	29.4	79.26	18.7	151.4	9.0
· ottai	Year To Date	66.6	11.4	52.1	-1.5	127.9	13.2	226.08	1.0	162.84	3.9	138.8	-2.8	150.53	12.6	84.78	2.3	177.6	10.0
	Running 3 Month	66.6	11.4	52.1	-1.5	127.9	13.2	226.08	1.0	162.84	3.9	138.8	-2.8	150.53	12.6	84.78	2.3	177.6	10.0
	Running 12 Month	68.4	2.3	62.9	3.2	108.8	-0.9	213.27	7.6	172.60	5.5	123.6	2.0	145.96	10.0	108.56	8.9	134.5	1.1

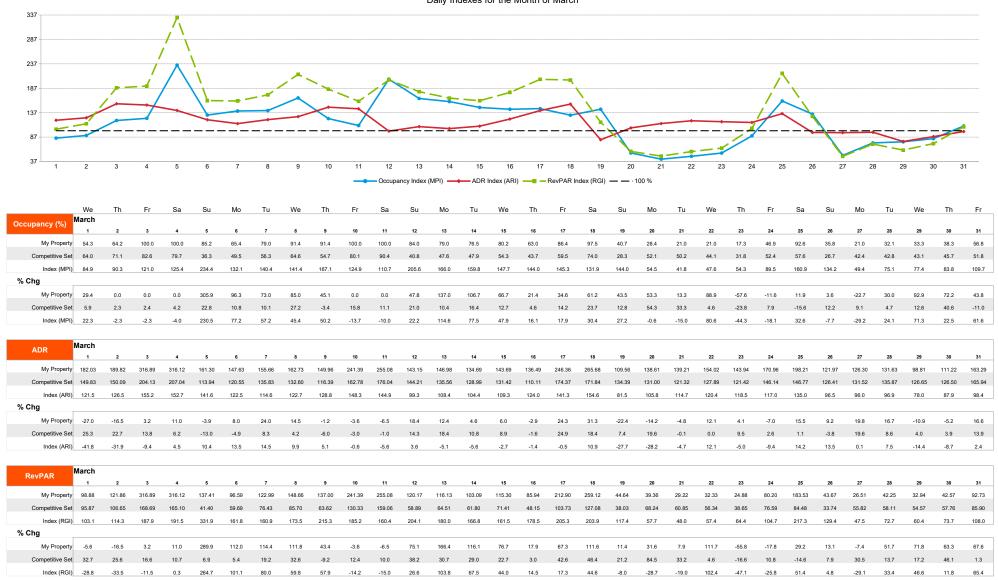
Tab 7 - Daily Data for the Month

 Holiday Inn Express Lincoln East White Mountains
 21 Railroad St
 Lincoln, NH 03251
 Phone: (603) 745-6700

 STR # 38865
 ChainID: 17348
 MgtCo: Jamsan Management
 Owner: None
 Owner: None

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

Daily Indexes for the Month of March



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