

## EVEN HOTEL ALPHARETTA

REPORT: October 31st, 2020

## Key Indicators

| Key Indicators - Operate Efficiently |            |            |            |            |                |                |                |
|--------------------------------------|------------|------------|------------|------------|----------------|----------------|----------------|
|                                      |            |            |            |            | Growth         |                |                |
|                                      | Month      | Fcst       | Budget     | Prior Year | Prior Fcst     | Budget         | Prior Year     |
| Occupancy %                          | 52.6       | 31.2       | 80.4       | -          | 21.4           | -27.8          | 52.6           |
| ADR                                  | 77.68      | 84.72      | 148.36     | -          | -8.3%          | -47.6%         | 0.0%           |
| RevPAR                               | 40.85      | 26.44      | 119.32     | -          | 54.5%          | -65.8%         | 0.0%           |
| OOO Rooms                            | 671        | -          | -          | -          | N/A            | N/A            | (671.0)        |
| Comp Rooms                           | 3          | -          | -          | -          | (3.0)          | (3.0)          | (3.0)          |
| <b>Revenue (\$000)</b>               |            |            |            |            |                |                |                |
| Room Revenue                         | 167.2      | 108        | 488        | 0          | 59.0           | (321.1)        | 167.2          |
| F&B Revenue                          | 1.4        | 2          | 49         | 0          | (0.1)          | (47.1)         | 1.4            |
| Guest Communication                  | 0.0        | 0          | 0          | 0          | 0.0            | 0.0            | 0.0            |
| Other revenue                        | 6.2        | 3          | 3          | 0          | 2.9            | 2.8            | 6.2            |
| <b>Total Revenue</b>                 | <b>175</b> | <b>113</b> | <b>540</b> | <b>0</b>   | <b>61.8</b>    | <b>(365.4)</b> | <b>174.8</b>   |
| <b>Payroll and Overhead (\$000)</b>  |            |            |            |            |                |                |                |
| Payroll                              | 48.6       | 46         | 112        | 0          | (2.5)          | 63.6           | (48.6)         |
| % Payroll to total Revenue           | 27.8%      | 40.8%      | 20.8%      | 0.0%       | 13.0 pts       | -7.0 pts       | -27.8 pts      |
| Total S&W                            | 38.0       | 32         | 87         | 0          | (6.4)          | 49.0           | (38.0)         |
| Total Bonus                          | 0.0        | 0          | 5          | 0          | 0.0            | 4.9            | 0.0            |
| Total PT & EB (excl. Bonus)          | 10.6       | 15         | 15         | 0          | 4.0            | 4.9            | (10.6)         |
| % PT&EB(Excl. Bonus) to Tot S&W      | 27.9%      | 46.2%      | 17.8%      | 0.0%       | 18.2 pct pts   | -10.1 pct pts  | -27.9 pct pts  |
| Total FTE (units)                    | -          | -          | -          | -          | 0.0            | 0.0            | 0.0            |
| Contract Labor                       | 13.3       | 11         | -          | -          | (2.2)          | (13.3)         | (13.3)         |
| Total Payroll inc. Contract Labor    | 61.9       | 57         | 112        | -          | (4.7)          | 50.4           | (61.9)         |
| Total Overhead                       | 66.8       | 55         | 137        | 0          | (11.4)         | 70.3           | (66.8)         |
| % Total Overhead                     | 38.2%      | 49.1%      | 25.4%      | 0.0%       |                |                |                |
| <b>GOP</b>                           | <b>42</b>  | <b>2</b>   | <b>277</b> | <b>0</b>   | <b>39.3</b>    | <b>(235.1)</b> | <b>41.8</b>    |
| Room Profit %                        | 67.7%      | 53.5%      | 80.9%      | 0.0%       | 14.3 pct pts   | -13.2 pct pts  | 67.7 pct pts   |
| F&B Profit %                         | -708.6%    | -116.6%    | 34.2%      | 0.0%       | -591.9 pct pts | -742.8 pct pts | -708.6 pct pts |
| % GOP                                | 23.9%      | 2.2%       | 51.3%      | 0.0%       |                |                |                |
| <b>Flow Thru</b>                     |            |            |            |            | <b>63.7%</b>   | <b>35.7%</b>   | <b>23.9%</b>   |

Occupancy was the big win in the incredible revenue results for October. We exceeded revenue by more than \$59k. This was accomplished with a multi-prong plan. First, secure repeat visitors who book each week, or every other week, consistently. Second, secure 6-10 long term rooms staying 5+ nights (we had, up until recently, multiple rooms staying 25+ nights). Third, find small corporate businesses that have needs in the market. Fourth, fill the remaining rooms with transient business using aggressive pay per click and premier positioning on third party websites. As we have been stealing share from the comp sets for a few months, pricing has become more aggressive. Therefore, we have seen a shift downward in our ADR compared to our forecasted expectations. The good news is that we are averaging a 110%+ ADR index and reporting shows that the comp set is offering greater reductions on OTAs to their rates than we are to ours. It is good to know that even though we were unable to attain our ADR forecast, we are still exceeding all but one or two of our competitive set hotels consistently.

We continue to host vetted influencers (comps) and working with them to get our name and location out to a regional crowd that leans toward wellness hotels. Each influencer was vetted by the PR company prior to the grand opening party. We will continue to host them moving forward.

All F&B revenue is from meeting space rental (and service charges), as our restaurant is currently closed. We hosted four small meetings which were socially distanced in various seating arrangements. We continue to search out meetings that fit the size of our meeting space. Two events stated that they will be planning future meetings with us as their meetings were a big success.

Marketplace revenue continues to exceed the original budget. The ability to sell liquor, and the need for immediate food, drive business to the Marketplace. We continue to order smaller sized snacks and drinks from Walmart, which provide us with higher profit margins. This will not be a long term solution as guests will seek higher value items when options open back up with the C&K and more restaurants resuming full menus. We are seeing a high number of pets, which check in to a \$100 pet fee, with the higher volume of leisure travel. The last weekend of the month earned nearly \$1000 in pet fees with the evacuations due to power outages at homes in the local market.

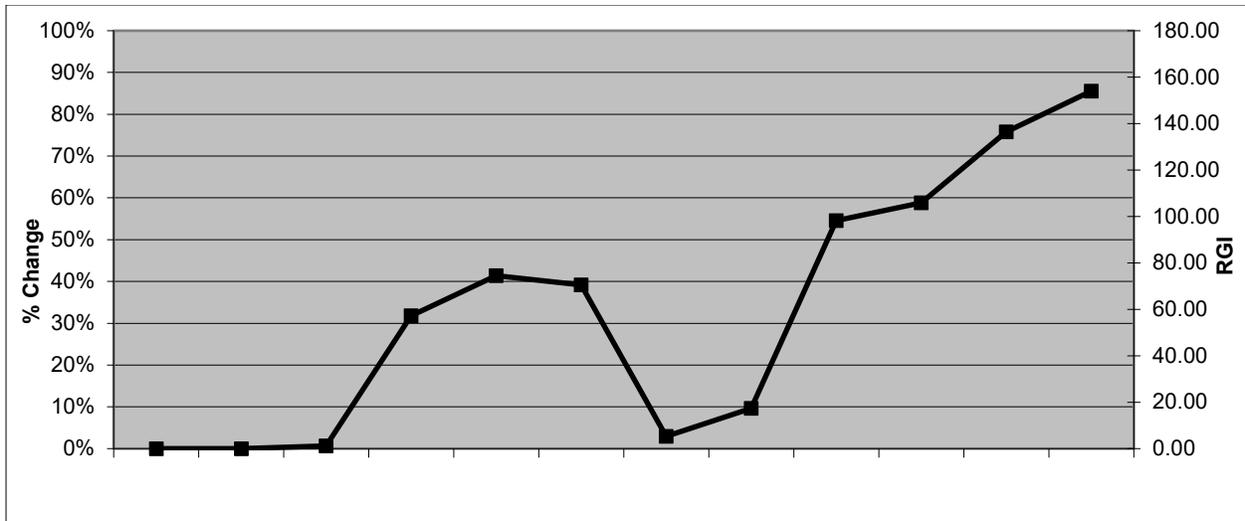
We are still operating with just 9 Full time team members. We did see some overtime and an additional day from our housekeeping supervisor as weekends are producing 80%+ occupancy when we only have one person on site at the desk and we are turning 60+ rooms in housekeeping from Friday to Saturday night with both nights nearly sold out each weekend in October. The additional hours were kept to a minimum and monitored each week. We kept our engineer on site for additional hours, and had to pay OT, on busy nights as we did not have additional rooms to move guests in there were issues in the evening.

Contract Labor handles housekeeping, along with some laundry and house person. The additional 875 rooms rented versus forecast left us over forecasted cost in Contract Labor. We did get our team members, FD, NA, supervisors, and management completing HP cleaning and working on laundry to keep these costs as low as possible.

Even with the higher payroll and guest room costs, we were able to exceed the forecasted GOP percentage. We monitor all costs and all labor decisions with a focus on cost suppression and profit maximization.

## RGI Performance – Beat the Competition

|     | October 2020 |            | September 2020 |                | Trail 3 | Trail 12 |
|-----|--------------|------------|----------------|----------------|---------|----------|
|     | Month        | Prior Year | YTD            | YTD Prior Year |         |          |
| MPI | 141.1        | 0.0        | 78.0           | 0.0            | 115.0   | 77.54    |
| ARI | 112.2        | 0.0        | 94.9           | 0.0            | 102.5   | 95.82    |
| RGI | 158.3        | 0.0        | 74.0           | 0.0            | 117.9   | 74.30    |



Extraordinarily strong month from an RGI perspective, ranking 1 of 7 in our primary comp set for the month. Great increases month after month since our reopening due to COVID based temporary closings. In our transient segment we ran a 160 RGI, capturing about the same amount of share from an occupancy perspective in group, yet with a DOW stay pattern, which lead to us not capturing as much ADR in the group segment. There was a very small amount of group in the market, as both the EVEN and the set, had less than 2% occupancy from group. Overall, all metrics of occupancy and ADR were well above fair share and we performed well from a market standpoint for the month of October in both comp set one and comp set

## Guest Love Scores

The higher occupancy, without additional operational team members, really hurt our results in Guest Love. After three months of first place in the brand (including ties for first place), we experienced a small drop in September which saw a bump in occupancy. But there was a huge jump in October that really dropped our overall scores. Our goal for 2020 is still achievable if we are able to turn things around in November. No additional labor has been approved through year end, so we are working on solutions to improve scores with the same team member counts

## Executed actions

- **Sales team participated in IHG’s Global Customer Confidence Week (GCCW).** The goal of GCCW was to connect with clients that we are here to support the evolving challenges of travel and hospitality in today’s world and support their guests and meeting attendees. Jessica completed over 80 calls to potential LNR account and meeting planners who book meetings in comp set hotels. **This has resulted in over \$80k in potential revenue from 2 new signed LNR accounts. In addition to the corporate transient revenue the sales team captured four new groups adding \$18k in group revenue.**
- **Sales team has reached out to 30 of the Southeast HelmsBriscoe associates to make them aware of the exclusive EVEN brand offer. We have scheduled 2 new site tours so far!** Many HB associates are still on hold with booking many events, but this is a good proactive sales approach. This is an EVEN brand exclusive promotion **“555 Meet with**

**Confidence – HB Client Offer”** to create awareness for the brand, highlight our IHG clean promise and drive additional group conversation.

• **Upcoming secured activations:**

- **Nov 14<sup>th</sup>:** Uncorked Event with the Painted Horse Winery outdoor concert. Exposure to approximately 300 local attendees. We are hosting artists from Nashville at the hotel and have a room block for possible overnight stays.
- **Nov 22<sup>nd</sup>:** Shred and Sip Outdoor 45-minute workout with Shred 4:15 followed by food/drinks from Gusto! The Fit Atlanta will do a write up about the event.
- **Dec 5<sup>th</sup> :** Uncorked Event with the Painted Horse Winery outdoor concert – Jazz concert.
- Activated a new top line revenue strategy at the hotel by using the two top floors as “**Premium**” **room types**. Revenue Management and the property team will determine the pricing increase on these rooms.
- Booked Taylor Techniques meeting in the month of December. **3 days of meetings with 30 room nights on property resulting in \$4k in total revenue.**
- Implemented several initiatives to strategically restrict discounting while improving room revenue performance including extension of NHOP 25% floating discount for 2021: exclusive to EVEN hotels.

## Debt Service

|                                      |                     |
|--------------------------------------|---------------------|
| Interest Reserve Balance:            | \$307,002.32        |
| Interest Due 10/1/2020 - 10/31/2020: | \$ 65,604.20        |
| Interest Reserve Balance:            | <b>\$241,398.12</b> |

|                                     |               |
|-------------------------------------|---------------|
| Principal Balance:                  | \$ 14,600,000 |
| Deferred Interest at 10/31/20:      | \$ 259,013.62 |
| Interest payment at 5.15% due 11/1: | \$ 65,604.20  |
| Interest Rate:                      | 10.30820%     |

Rpt Req: AMER/FPL\_SET2  
 Layout: IHG\_PL001\_ACTUAL  
 Hotel: 16887  
 Ledger: ACTUAL & BUDGET  
 Period: 10/2020  
 #N/A

INTERCONTINENTAL HOTELS GROUP  
 Hotel P&L  
 EVEN ALPHARETTA  
 For 31 Oct 2020

Run Date: 05/Nov/20 20:00  
 File Name: DETAIL P\_L\_16887\_2020-10-31.xlsm

| PERIOD                     |                |                |              |            |   | YTD                               |                  |               |                  |              |                    |              |                   |
|----------------------------|----------------|----------------|--------------|------------|---|-----------------------------------|------------------|---------------|------------------|--------------|--------------------|--------------|-------------------|
| ACTUAL                     | %              | BUDGET         | %            | PRIOR YEAR | % | ACTUAL                            | %                | BUDGET        | %                | BUD VAR      | PRIOR YEAR         | %            | PY GROWTH         |
| <b>SUMMARY P&amp;L</b>     |                |                |              |            |   |                                   |                  |               |                  |              |                    |              |                   |
| 4,092                      |                | 4,092          |              | -          |   | Rooms Available                   | 40,260           | 40,260        |                  | -            | -                  |              | 0.0%              |
| 2,152                      |                | 3,291          |              | -          |   | Total Rooms Sold                  | 12,343           | 26,606        |                  | (14,263)     | -                  |              | 0.0%              |
| 3                          |                | -              |              | -          |   | Complimentary                     | 79               | -             |                  | 79           | -                  |              | 0.0%              |
| 671                        |                | -              |              | -          |   | Total OoO Rooms                   | 6,313            | -             |                  | 6,313        | -                  |              | 0.0%              |
| 52.6%                      |                | 80.4%          |              | 0.0%       |   | Occupancy %                       | 30.7%            | 66.1%         |                  | (35.4%)      | 0.0%               |              | 0.0%              |
| 77.68                      |                | 148.36         |              | -          |   | ADR                               | 94.56            | 142.98        |                  | (48.43)      | -                  |              | 0.0%              |
| 40.85                      |                | 119.32         |              | -          |   | RevPAR                            | 28.99            | 94.49         |                  | (65.50)      | -                  |              | 0.0%              |
| <b>174,769</b>             | <b>100.0</b>   | <b>540,216</b> | <b>100.0</b> | -          | - | <b>Total Revenue</b>              | <b>1,291,143</b> | <b>100.0</b>  | <b>4,205,310</b> | <b>100.0</b> | <b>(2,914,167)</b> | -            | <b>0.0%</b>       |
| <b>ROOMS</b>               |                |                |              |            |   |                                   |                  |               |                  |              |                    |              |                   |
| 167,161                    | 95.6           | 488,256        | 90.4         | -          | - | Total Revenue                     | 1,167,120        | 90.4          | 3,804,248        | 90.5         | (2,637,128)        | -            | 0.0%              |
| -                          | -              | -              | -            | -          | - | Total Cost of Sales               | 378              | 0.0           | -                | -            | (378)              | -            | 0.0%              |
| 19,641                     | 11.7           | 44,089         | 9.0          | -          | - | Total S&W, Service Charge & Bonus | 161,368          | 13.8          | 405,408          | 10.7         | 244,040            | -            | 0.0%              |
| 23,985                     | 14.3           | 53,063         | 10.9         | -          | - | Total Payroll                     | 210,241          | 18.0          | 498,875          | 13.1         | 288,635            | -            | 0.0%              |
| 3,390                      | 2.0            | 17,577         | 3.6          | -          | - | Agency Commissions                | 71,480           | 6.1           | 136,953          | 3.6          | 65,473             | -            | 0.0%              |
| 26,561                     | 15.9           | 22,431         | 4.6          | -          | - | Other Expenses                    | 182,780          | 15.7          | 197,235          | 5.2          | 14,456             | 764          | 23839.1%          |
| 29,952                     | 17.9           | 40,008         | 8.2          | -          | - | Total Other Expenses              | 254,260          | 21.8          | 334,188          | 8.8          | 79,928             | 764          | 33201.0%          |
| <b>113,224</b>             | <b>67.7</b>    | <b>395,185</b> | <b>80.9</b>  | -          | - | <b>Dept. Profit (Loss)</b>        | <b>702,242</b>   | <b>60.2</b>   | <b>2,971,185</b> | <b>78.1</b>  | <b>(2,268,943)</b> | <b>(764)</b> | <b>(92074.3%)</b> |
| <b>FOOD &amp; BEVERAGE</b> |                |                |              |            |   |                                   |                  |               |                  |              |                    |              |                   |
| 256                        | 17.9           | 34,343         | 70.7         | -          | - | Total Food Revenue                | 45,539           | 58.2          | 261,690          | 69.7         | (216,151)          | -            | 0.0%              |
| -                          | -              | 8,443          | 17.4         | -          | - | Total Bev Revenue                 | 19,899           | 25.5          | 67,143           | 17.9         | (47,244)           | -            | 0.0%              |
| 1,177                      | 82.1           | 5,790          | 11.9         | -          | - | Total Other Revenue               | 12,751           | 16.3          | 46,833           | 12.5         | (34,082)           | -            | 0.0%              |
| 1,433                      | 0.8            | 48,575         | 9.0          | -          | - | Total Revenue                     | 78,188           | 6.1           | 375,666          | 8.9          | (297,478)          | -            | 0.0%              |
| 6,474                      | #####          | 10,990         | 32.0         | -          | - | COS Food                          | 23,452           | 51.5          | 86,381           | 33.0         | 62,929             | -            | 0.0%              |
| 2                          | -              | 1,857          | 22.0         | -          | - | COS Beverage                      | 4,729            | 23.8          | 16,055           | 23.9         | 11,326             | -            | 0.0%              |
| -                          | -              | -              | -            | -          | - | COS Audio/Visual                  | 329              | 2.6           | -                | -            | (329)              | -            | 0.0%              |
| -                          | -              | -              | -            | -          | - | COS Other                         | -                | -             | -                | -            | -                  | -            | 0.0%              |
| 2,674                      | 186.6          | 12,148         | 25.0         | -          | - | Total S&W, Service Charge & Bonus | 33,292           | 42.6          | 120,374          | 32.0         | 87,082             | -            | 0.0%              |
| 3,518                      | 245.5          | 15,413         | 31.7         | -          | - | Total Payroll                     | 44,855           | 57.4          | 156,745          | 41.7         | 111,890            | -            | 0.0%              |
| 1,593                      | 111.2          | 3,707          | 7.6          | -          | - | Total Other Expenses              | 16,891           | 21.6          | 28,114           | 7.5          | 11,223             | -            | 0.0%              |
| <b>(10,154)</b>            | <b>(708.6)</b> | <b>16,608</b>  | <b>34.2</b>  | -          | - | <b>Dept. Profit (Loss)</b>        | <b>(12,068)</b>  | <b>(15.4)</b> | <b>88,372</b>    | <b>23.5</b>  | <b>(100,440)</b>   | -            | <b>0.0%</b>       |
| <b>LEISURE</b>             |                |                |              |            |   |                                   |                  |               |                  |              |                    |              |                   |
| -                          | -              | -              | -            | -          | - | Total Revenue                     | -                | -             | -                | -            | -                  | -            | 0.0%              |
| -                          | -              | -              | -            | -          | - | Total Cost of Sales               | -                | -             | -                | -            | -                  | -            | 0.0%              |
| -                          | -              | -              | -            | -          | - | Total S&W, Service Charge & Bonus | -                | -             | -                | -            | -                  | -            | 0.0%              |
| -                          | -              | -              | -            | -          | - | Total Payroll                     | -                | -             | -                | -            | -                  | -            | 0.0%              |
| -                          | -              | -              | -            | -          | - | Total Other Expenses              | -                | -             | -                | -            | -                  | -            | 0.0%              |
| -                          | -              | -              | -            | -          | - | <b>Dept. Profit/(Loss)</b>        | -                | -             | -                | -            | -                  | -            | <b>0.0%</b>       |
| <b>OTHER DEPARTMENTS</b>   |                |                |              |            |   |                                   |                  |               |                  |              |                    |              |                   |
| 4,936                      | 2.8            | 3,250          | 0.6          | -          | - | Total Revenue                     | 34,136           | 2.6           | 24,100           | 0.6          | 10,036             | -            | 0.0%              |
| 591                        | 12.0           | 1,200          | 36.9         | -          | - | Total Cost of Sales               | 8,673            | 25.4          | 9,040            | 37.5         | 367                | -            | 0.0%              |
| -                          | -              | 2,644          | 81.3         | -          | - | Total S&W, Service Charge & Bonus | -                | -             | 26,198           | 108.7        | 26,198             | -            | 0.0%              |
| -                          | -              | 3,336          | 102.6        | -          | - | Total Payroll                     | (1)              | (0.0)         | 33,890           | 140.6        | 33,890             | -            | 0.0%              |
| -                          | -              | (3,336)        | (102.6)      | -          | - | Total Other Expenses              | -                | -             | (33,889)         | (140.6)      | (33,889)           | -            | 0.0%              |
| <b>4,346</b>               | <b>88.0</b>    | <b>2,050</b>   | <b>63.1</b>  | -          | - | <b>Dept. Profit/(Loss)</b>        | <b>25,463</b>    | <b>74.6</b>   | <b>15,060</b>    | <b>62.5</b>  | <b>10,403</b>      | -            | <b>0.0%</b>       |
| <b>MISC INCOME</b>         |                |                |              |            |   |                                   |                  |               |                  |              |                    |              |                   |
| 1,241                      | 0.7            | 135            | 0.0          | -          | - | Total Revenue                     | 11,699           | 0.9           | 1,295            | 0.0          | 10,404             | -            | 0.0%              |
| <b>1,241</b>               | <b>100.0</b>   | <b>135</b>     | <b>100.0</b> | -          | - | <b>Dept. Profit/(Loss)</b>        | <b>11,699</b>    | <b>100.0</b>  | <b>1,295</b>     | <b>100.0</b> | <b>10,404</b>      | -            | <b>0.0%</b>       |
| <b>108,656</b>             | <b>62.2</b>    | <b>413,978</b> | <b>76.6</b>  | -          | - | <b>GOI</b>                        | <b>727,336</b>   | <b>56.3</b>   | <b>3,075,912</b> | <b>73.1</b>  | <b>(2,348,576)</b> | <b>(764)</b> | <b>(95360.9%)</b> |
| <b>ADMIN &amp; GENERAL</b> |                |                |              |            |   |                                   |                  |               |                  |              |                    |              |                   |

Rpt Req: AMER/FPL\_SET2  
 Layout: IHG\_PL001\_ACTUAL  
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| PERIOD   |              |                |             |                 |      | YTD                                   |                  |               |                  |             |                    |                  |                  |
|--|--------------|----------------|-------------|-----------------|------|---------------------------------------|------------------|---------------|------------------|-------------|--------------------|------------------|------------------|
| ACTUAL   | %            | BUDGET         | %           | PRIOR YEAR      | %    | ACTUAL                                | %                | BUDGET        | %                | BUD VAR     | PRIOR YEAR         | %                | PY GROWTH        |
| -  | -            | -              | -           | -               | -    | Total Revenue                         | -                | -             | -                | -           | -                  | -                | 0.0%             |
| -  | -            | -              | -           | -               | -    | Total Cost of Sales                   | -                | -             | -                | -           | -                  | -                | 0.0%             |
| 6,981  | 4.0          | 14,454         | 2.7         | -               | -    | Total S&W, Service Charge & Bonus     | 96,886           | 7.5           | 137,562          | 3.3         | 40,676             | -                | 0.0%             |
| 9,606  | 5.5          | 17,786         | 3.3         | -               | -    | Total Payroll                         | 144,198          | 11.2          | 174,072          | 4.1         | 29,874             | -                | 0.0%             |
| 3,765  | 2.2          | 15,126         | 2.8         | -               | -    | Credit Card Commission                | 35,880           | 2.8           | 117,749          | 2.8         | 81,869             | -                | 0.0%             |
| 6,257  | 3.6          | 9,056          | 1.7         | -               | -    | Other Expenses                        | 50,904           | 3.9           | 101,703          | 2.4         | 50,799             | 603              | 8346.9%          |
| 10,022   | 5.7          | 24,182         | 4.5         | -               | -    | Total Other Expenses                  | 86,784           | 6.7           | 219,452          | 5.2         | 132,667            | 603              | 14300.7%         |
| <b>19,628</b>                                      | <b>11.2</b>  | <b>41,968</b>  | <b>7.8</b>  | -               | -    | <b>Total Dept Expenses</b>            | <b>230,983</b>   | <b>17.9</b>   | <b>393,524</b>   | <b>9.4</b>  | <b>162,541</b>     | <b>603</b>       | <b>38228.5%</b>  |
| <b>INFORMATION &amp; TELECOMMUNICATION SYSTEMS</b> |              |                |             |                 |      |                                       |                  |               |                  |             |                    |                  |                  |
| 4,542  | 2.6          | 4,070          | 0.8         | -               | -    | Total Cost of Sales                   | 36,998           | 2.9           | 40,700           | 1.0         | 3,702              | -                | 0.0%             |
| -  | -            | -              | -           | -               | -    | Total S&W, Service Charge & Bonus     | -                | -             | -                | -           | -                  | -                | 0.0%             |
| -  | -            | -              | -           | -               | -    | Total Payroll                         | -                | -             | -                | -           | -                  | -                | 0.0%             |
| 2,133  | 1.2          | 7,328          | 1.4         | -               | -    | Total Other Expenses                  | 20,034           | 1.6           | 76,155           | 1.8         | 56,121             | -                | 0.0%             |
| <b>6,676</b>                                       | <b>3.8</b>   | <b>11,398</b>  | <b>2.1</b>  | -               | -    | <b>Total Dept Expenses</b>            | <b>57,032</b>    | <b>4.4</b>    | <b>116,855</b>   | <b>2.8</b>  | <b>59,824</b>      | -                | <b>0.0%</b>      |
| <b>SALES &amp; MARKETING</b>                       |              |                |             |                 |      |                                       |                  |               |                  |             |                    |                  |                  |
| 5,077  | 2.9          | 12,930         | 2.4         | -               | -    | Total S&W, Service Charge & Bonus     | 51,273           | 4.0           | 127,637          | 3.0         | 76,363             | -                | 0.0%             |
| 6,917  | 4.0          | 15,997         | 3.0         | -               | -    | Total Payroll                         | 79,525           | 6.2           | 160,730          | 3.8         | 81,205             | -                | 0.0%             |
| 15,310   | 8.8          | 39,913         | 7.4         | -               | -    | Total Other Expenses                  | 113,512          | 8.8           | 333,574          | 7.9         | 220,062            | -                | 0.0%             |
| <b>22,228</b>                                      | <b>12.7</b>  | <b>55,910</b>  | <b>10.3</b> | -               | -    | <b>Total Dept Expenses</b>            | <b>193,037</b>   | <b>15.0</b>   | <b>494,304</b>   | <b>11.8</b> | <b>301,267</b>     | -                | <b>0.0%</b>      |
| <b>PROPERTY OPERATION AND MAINTENANCE</b>          |              |                |             |                 |      |                                       |                  |               |                  |             |                    |                  |                  |
| 3,622  | 2.1          | 5,280          | 1.0         | -               | -    | Total S&W, Service Charge & Bonus     | 18,811           | 1.5           | 52,320           | 1.2         | 33,509             | -                | 0.0%             |
| 4,587  | 2.6          | 6,663          | 1.2         | -               | -    | Total Payroll                         | 22,868           | 1.8           | 67,686           | 1.6         | 44,818             | -                | 0.0%             |
| 4,497  | 2.6          | 8,775          | 1.6         | -               | -    | Total Other Expenses                  | 22,753           | 1.8           | 88,300           | 2.1         | 65,547             | -                | 0.0%             |
| <b>9,084</b>                                       | <b>5.2</b>   | <b>15,438</b>  | <b>2.9</b>  | -               | -    | <b>Total Dept Expenses</b>            | <b>45,621</b>    | <b>3.5</b>    | <b>155,986</b>   | <b>3.7</b>  | <b>110,365</b>     | -                | <b>0.0%</b>      |
| <b>UTILITIES</b>                                   |              |                |             |                 |      |                                       |                  |               |                  |             |                    |                  |                  |
| <b>9,208</b>                                       | <b>5.3</b>   | <b>12,369</b>  | <b>2.3</b>  | -               | -    | <b>Total Dept Expenses</b>            | <b>95,208</b>    | <b>7.4</b>    | <b>127,638</b>   | <b>3.0</b>  | <b>32,430</b>      | -                | <b>0.0%</b>      |
| <b>66,824</b>                                      | <b>38.2</b>  | <b>137,082</b> | <b>25.4</b> | -               | -    | <b>Total UOE</b>                      | <b>621,880</b>   | <b>48.2</b>   | <b>1,288,306</b> | <b>30.6</b> | <b>666,426</b>     | <b>603</b>       | <b>103092.7%</b> |
| <b>41,832</b>                                      | <b>23.9</b>  | <b>276,895</b> | <b>51.3</b> | -               | -    | <b>GOP</b>                            | <b>105,455</b>   | <b>8.2</b>    | <b>1,787,605</b> | <b>42.5</b> | <b>(1,682,150)</b> | <b>(1,366)</b>   | <b>(7819.1%)</b> |
| 15,683   | 9.0          | -              | -           | -               | -    | Depr & Amortization                   | 15,683           | 1.2           | -                | -           | (15,683)           | -                | 0.0%             |
| 22,445   | 12.8         | 46,421         | 8.6         | -               | -    | Insurance & Other                     | 250,269          | 19.4          | 420,706          | 10.0        | 170,437            | (3,991)          | (6370.5%)        |
| -  | -            | -              | -           | -               | -    | Rent                                  | -                | -             | -                | -           | -                  | -                | 0.0%             |
| -  | -            | -              | -           | -               | -    | Other                                 | -                | -             | -                | -           | 9,652              | -                | (100.0%)         |
| <b>38,128</b>                                      | <b>21.8</b>  | <b>46,421</b>  | <b>8.6</b>  | -               | -    | <b>Non-Oper Income &amp; Expenses</b> | <b>265,952</b>   | <b>20.6</b>   | <b>420,706</b>   | <b>10.0</b> | <b>154,754</b>     | <b>5,661</b>     | <b>4598.3%</b>   |
| <b>3,704</b>                                       | <b>2.1</b>   | <b>230,475</b> | <b>42.7</b> | -               | -    | <b>NOP</b>                            | <b>(160,497)</b> | <b>(12.4)</b> | <b>1,366,899</b> | <b>32.5</b> | <b>(1,527,396)</b> | <b>(7,027)</b>   | <b>2184.1%</b>   |
| -  | -            | -              | -           | 68,141          | -    | Pre-Opening                           | 171,747          | 13.3          | -                | -           | (171,747)          | 211,189          | (18.7%)          |
| 5,926  | 3.4          | -              | -           | -               | -    | Other                                 | 49,835           | 3.9           | -                | -           | (49,835)           | -                | 0.0%             |
| <b>5,926</b>                                       | <b>3.4</b>   | -              | -           | <b>68,141</b>   | -    | <b>Total Below the Line</b>           | <b>221,582</b>   | <b>17.2</b>   | -                | -           | <b>(221,582)</b>   | <b>211,189</b>   | <b>4.9%</b>      |
| <b>(2,222)</b>                                     | <b>(1.3)</b> | <b>230,475</b> | <b>42.7</b> | <b>(68,141)</b> | -    | <b>Operating Profit (Loss)</b>        | <b>(382,079)</b> | <b>(29.6)</b> | <b>1,366,899</b> | <b>32.5</b> | <b>(1,748,978)</b> | <b>(218,216)</b> | <b>75.1%</b>     |
| 37,995   | 21.7         | 87,014         | 16.1        | 16,442          | -    | Total S&W & Service Charge            | 385,963          | 29.9          | 824,502          | 19.6        | 438,539            | 107,648          | 258.5%           |
| -  | -            | 4,531          | 5.2         | -               | -    | Total Bonus                           | 38,190           | 9.9           | 44,998           | 5.5         | 6,807              | -                | 0.0%             |
| 10,616   | 27.9         | 20,712         | 23.8        | 6,798           | 41.3 | Total Benefits (excl Bonus)           | 133,294          | 34.5          | 222,498          | 27.0        | 89,205             | 27,034           | 393.1%           |
| <b>48,611</b>                                      | <b>27.8</b>  | <b>112,257</b> | <b>20.8</b> | <b>23,239</b>   | -    | <b>Total Payroll &amp; Related</b>    | <b>557,447</b>   | <b>43.2</b>   | <b>1,091,998</b> | <b>26.0</b> | <b>534,551</b>     | <b>134,682</b>   | <b>313.9%</b>    |
| 1,619  | -            | 5,440          | -           | 412             | -    | Total Hours                           | 18,305           | -             | 50,612           | -           | 32,308             | 2,468            | 641.7%           |
| 9.3  | -            | 31.4           | -           | 2.4             | -    | Total EFTE                            | 10.6             | -             | 29.2             | -           | 18.6               | 1.4              | 641.7%           |
| 30.02  | -            | 20.64          | -           | 56.41           | -    | Average Payroll per Hour              | 30.45            | -             | 21.58            | -           | (8.88)             | 54.57            | (44.2%)          |

2020 CASH FLOW STATEMENT

Location: 16887

As of 2020-10-31

|  | 2019<br>Total | Actual<br>2020<br>01 | Actual<br>2020<br>02 | Actual<br>2020<br>03 | Actual<br>2020<br>04 | Actual<br>2020<br>05 | Actual<br>2020<br>06 | Actual<br>2020<br>07 | Actual<br>2020<br>08 | Actual<br>2020<br>09 | Actual<br>2020<br>10 | Forecast<br>2020<br>11 | Forecast<br>2020<br>12 | This Year<br>Total | Budget<br>Total |
|--|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|------------------------|------------------------|--------------------|-----------------|
| Occupancy %                              | 1.5%          | 34.7%                | 51.2%                | 19.9%                | 0.8%                 | 5.2%                 | 28.7%                | 37.4%                | 32.5%                | 44.3%                | 52.6%                | 31.9%                  | 30.5%                  | 30.7%              | 64.9%           |
| Rooms Available                          | 660           | 4,092                | 3,828                | 4,092                | 3,960                | 4,092                | 3,960                | 4,092                | 3,960                | 4,092                | 3,960                | 4,092                  | 4,092                  | 48,312             | 48,312          |
| Rooms Sold Statistics                    | 10            | 1,419                | 1,961                | 816                  | 33                   | 212                  | 1,135                | 1,532                | 1,330                | 1,753                | 1,264                | 1,248                  | 1,248                  | 14,855             | 31,368          |
| Average Rate                             | 48.75         | 132.40               | 125.50               | 119.59               | 70.42                | 76.99                | 75.94                | 82.85                | 79.84                | 74.41                | 77.68                | 83.32                  | 81.33                  | 92.49              | 142.67          |
| Room Revenue                             | 488           | 187,880              | 246,112              | 97,584               | 2,324                | 16,322               | 86,190               | 126,922              | 106,189              | 130,438              | 167,161              | 105,319                | 101,501                | 1,373,940          | 4,475,400       |
| Total Revenue                            | 334           | 224,549              | 282,614              | 108,700              | 3,099                | 16,876               | 90,217               | 135,139              | 117,500              | 137,681              | 174,769              | 110,119                | 106,301                | 1,507,563          | 4,936,299       |
| Net Operating Profit                     | (400,421)     | (23,111)             | (30,950)             | (15,975)             | (72,062)             | (75,809)             | (14,685)             | 9,554                | (33,820)             | (8,863)              | 3,704                | (16,846)               | (20,910)               | (299,774)          | 1,565,968       |
| Net Operating Profit %                   | -11996.19%    | -10.3%               | -11.0%               | -14.7%               | -2325.6%             | -449.2%              | -16.3%               | 7.1%                 | -28.8%               | -6.4%                | 2.1%                 | -15.3%                 | -19.7%                 | -19.9%             | 31.7%           |
| <b>Cash from Operations</b>              |               |                      |                      |                      |                      |                      |                      | 9,554                | (0)                  |                      |                      |                        |                        |                    |                 |
| Interest                                 | 969           | -                    | 277                  | 11,924               | 3,606                | 43,972               | 1,367                | (39,396)             | 5,927                | 16,231               | 5,926                | -                      | -                      | 49,835             | -               |
| Pre-Opening                              | -             | -                    | (33,737)             | 117,052              | -                    | (15,135)             | 934                  | (2,793)              | 3,904                | -                    | -                    | -                      | -                      | 70,226             | -               |
| Other                                    | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Adjusted Net Profit                      | (401,390)     | (23,111)             | 2,509                | (144,951)            | (75,669)             | (104,647)            | (16,986)             | 51,743               | (43,651)             | (25,094)             | (2,222)              | (16,846)               | (20,910)               | (419,835)          | 1,565,968       |
| <b>Adjustments to Net Income</b>         |               |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |                        |                    |                 |
| Depreciation                             | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| <b>Changes in Working Capital</b>        |               |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |                        |                    |                 |
| Notes Receivable                         | (564)         | (26,639)             | 13,513               | 6,305                | 5,479                | (1,584)              | (8,446)              | 38                   | 4,044                | (4,643)              | (13,701)             | -                      | -                      | (25,635)           | -               |
| Net Notes Receivable                     | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Inventory                                | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Prepays & Other Current Asset            | (31,556)      | 3,466                | 5,334                | 6,737                | 6,737                | 5,460                | (1,930)              | 344                  | 864                  | (7,854)              | (1,167)              | 4,176                  | (6,642)                | 15,516             | -               |
| Accounts Payable                         | 94,173        | (45,683)             | (6,241)              | 5,493                | (31,859)             | (28,893)             | 13,530               | 38,995               | 35,091               | 802                  | (978)                | -                      | -                      | (19,713)           | -               |
| Sales / Other Taxes Payable              | 93            | 52,802               | 22,998               | (17,883)             | (7,527)              | 15,223               | 1,852                | 225                  | (12,542)             | (4,388)              | (1,074)              | -                      | -                      | 49,685             | -               |
| Accrued Payroll                          | 19,423        | 29,000               | 6,356                | (33,773)             | (4,892)              | 5,389                | 7,158                | 3,759                | (12,746)             | 1,722                | 2,922                | -                      | -                      | 4,894              | -               |
| Employee Payroll Deductions              | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Other Accrued Expenses                   | 1,745         | 50,166               | 6,430                | (14,184)             | (31,001)             | 9,269                | 8,884                | (6,209)              | 16,249               | 9,310                | (5,333)              | -                      | -                      | 43,579             | -               |
| Total Accrued Other                      | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Due To/From IHG                          | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Revaluation Reserve                      | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| <b>Net Cash from Operations</b>          | (318,076)     | 40,021               | 50,898               | (192,257)            | (138,732)            | (99,784)             | 4,062                | 88,895               | (12,692)             | (30,145)             | (21,554)             | (12,670)               | (27,552)               | (351,509)          | -               |
| <b>Cash from Investments</b>             |               |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |                        |                    |                 |
| Total Fixed Assets                       | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Other Deposits                           | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Deferred Chrgs & Other Assets            | -             | -                    | -                    | (12,300)             | 9                    | (9)                  | -                    | -                    | -                    | -                    | -                    | -                      | -                      | (12,300)           | -               |
| Other Reserves                           | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Long Term Assets                         | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| <b>Net Cash from Investments</b>         | -             | -                    | -                    | (12,300)             | 9                    | (9)                  | -                    | -                    | -                    | -                    | -                    | -                      | -                      | (12,300)           | -               |
| <b>Cash from Financing</b>               |               |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |                        |                    |                 |
| Long Term Debt                           | 3             | 2,214                | 2,802                | -                    | -                    | -                    | -                    | 1,351                | (176)                | -                    | -                    | -                      | -                      | 6,192              | -               |
| Retained Earnings                        | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Deferred Credits & Other LT              | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Capital Stock                            | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Advances                                 | 116,053       | 672,000              | -                    | -                    | -                    | -                    | (50,606)             | 50,606               | -                    | -                    | -                    | -                      | -                      | 672,000            | -               |
| Share Premium/Capital Surplus            | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| <b>Net Cash from Financing</b>           | 116,056       | 674,214              | 2,802                | -                    | -                    | -                    | (50,606)             | 51,958               | (176)                | -                    | -                    | -                      | -                      | 678,192            | -               |
| Increase/(Decrease) in Cash              | (202,020)     | 714,236              | 53,700               | (204,557)            | (138,723)            | (99,793)             | (46,544)             | 140,853              | (12,868)             | (30,145)             | (21,554)             | (12,670)               | (27,552)               | 314,383            | -               |
| Beginning Cash                           | -             | (202,019)            | 512,216              | 565,917              | 361,360              | 222,636              | 122,843              | 76,299               | 217,152              | 204,284              | 174,139              | 152,585                | 139,915                | (202,019)          | -               |
| <b>Ending Cash</b>                       | (202,020)     | 512,216              | 565,917              | 361,360              | 222,636              | 122,843              | 76,299               | 217,152              | 204,284              | 174,139              | 152,585              | 139,915                | 112,364                | 112,364            | -               |
| <b>Restricted Cash</b>                   |               |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |                        |                    |                 |
| Less Capital Reserve Contributions       | (3)           | (2,214)              | (2,802)              | -                    | -                    | -                    | -                    | (1,351)              | (1,175)              | -                    | -                    | -                      | -                      | -                  | -               |
| Less Restricted Capital Reserve          | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Less Required Minimum Balance            | -             | (132,000)            | (132,000)            | (132,000)            | (132,000)            | (132,000)            | (132,000)            | (132,000)            | (132,000)            | (132,000)            | (132,000)            | (132,000)              | (132,000)              | (132,000)          | -               |
| House Funds                              | (3,000)       | (3,000)              | (3,000)              | (3,000)              | (3,000)              | (3,000)              | (3,000)              | (3,000)              | (3,000)              | (3,000)              | (3,000)              | (3,000)                | (3,000)                | (3,000)            | -               |
| Other Restricted Cash -1                 | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Other Restricted Cash -2                 | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Other Restricted Cash -3                 | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Waterfall Requirements                   | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| <b>Cash Available after Restrictions</b> | (205,023)     | 375,002              | 428,114              | 226,360              | 87,636               | (12,157)             | (58,701)             | 80,800               | 68,109               | 39,139               | 17,585               | 4,915                  | (22,636)               | (22,636)           | -               |
| <b>IHG Commitments</b>                   |               |                      |                      |                      |                      |                      |                      |                      |                      |                      |                      |                        |                        |                    |                 |
| Less Incentive Mgmt Fees due IHG         | -             | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                    | -                      | -                      | -                  | -               |
| Less Intercompany due IHG                | -             | (5,287)              | (5,541)              | (29,257)             | (9,346)              | (397)                | 1,121                | (32,950)             | (54,006)             | (58,894)             | (42,161)             | -                      | -                      | -                  | -               |
| Less Accounting Fees                     | (1,980)       | (1,980)              | (1,980)              | (1,980)              | (1,980)              | (1,980)              | (1,980)              | (1,980)              | (1,980)              | (1,980)              | (1,980)              | (1,980)                | (1,980)                | (1,980)            | -               |
| Less Management Fees                     | (10)          | (6,643)              | (8,407)              | (3,255)              | 233                  | (506)                | (2,707)              | (4,054)              | (3,525)              | (4,130)              | (5,241)              | (3,215)                | (3,104)                | (3,104)            | -               |
| <b>Total Cash Available</b>              | (207,013)     | 361,092              | 412,187              | 191,868              | 76,543               | (15,041)             | (62,266)             | 41,816               | 8,598                | (25,866)             | (31,797)             | (280)                  | (27,720)               | (27,720)           | -               |



## Bi-weekly Owners Deck – EVEN Hotel Alpharetta- Avalon Area

10/22/2020

## Executive Summary

- Sip and Shred event on November 8<sup>th</sup>, 2020. Partnered with Shred 4:15 and Gusto Restaurant located in the Avalon.
- Ron Cole from Shred 4:15 shared content on Instagram and Facebook with his 1.3k followers. Snip its from his content is shared on slide 6.
- Upcoming programming on 11/14 with The Painted Horse Winery and Vineyard located in Milton, GA. Our hotel will be mentioned in front of 300+ locals
- Booked the meeting with City of Fayetteville for December 9<sup>th</sup>, 2020. Rooms and meeting space with an equivalent of \$2.8k in revenue.
- Very successful site tour with Hemma Lighting for a corporate meeting at the end of November. This has an expected \$4k contribution to the hotel.
- Continue to gain great traction from the Good Neighbor rate. We currently have 63 room nights on the books for the month of October and 64 room nights looking into the next 13 weeks.
- Implemented several initiatives to strategically restrict discounting while improving room revenue performance.
- Completed a full channels audit report with Revenue Management and the Ignite marketing team. Audit included content and imagery. This is a beta service being offered to a select group of hotels by our Field Marketing Team.
- Travel Ad return has stayed flat at a 12:1 exposed, clicked stayed at a 7:1.
- EVEN brand is being featured in the IHG Rewards Club e-statements to all of our members.
- For the week ending October 17th the hotel achieved a 157.2 RGI. Additionally, the hotel achieved a 137.6 RGI over comp set 2.

## Proactive Sales Efforts & Action Plans

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### Creative Sales Efforts

Recent executed activation at the hotel:

- Sloth Yoga – 1 event, 200 impressions on Instagram
- Wellness Retreats with the city of Alpharetta and GOGA- 2 events, 98 impressions on Instagram
- Pure Barre classes – 3 classes, 50 impressions, and over 20 visitors
- Social media influencer stays – 4 influencers from Atlanta, Birmingham, and Charlotte.
  - Always Romaine Calm- 7.5k followers
  - Beautiful Drea- 69.2k followers
  - Flight Attendant Source- 27.2k followers
  - Chanelvanreen- 57.2k followers
- Social media influencer blogs – 69.2K impressions
- First Instagram takeover completed with Ron Cole from Shred 4:15. Captured over 1.5k followers.

In development:

- Secured partnership with The Painted Horse Winery and Vineyard located in Milton, GA. Our first event that we are sponsoring will be November 14<sup>th</sup> and our hotel will be mentioned in front of 300+ locals. Social Media exposure already being deployed as a result.
- Enacting a new Product Class of Deluxe room types to capitalize on increased ADR for perceived value add of higher floor.
- Full audit of all third party websites for photos and verbiage.

## Proactive Sales Efforts & Action Plans

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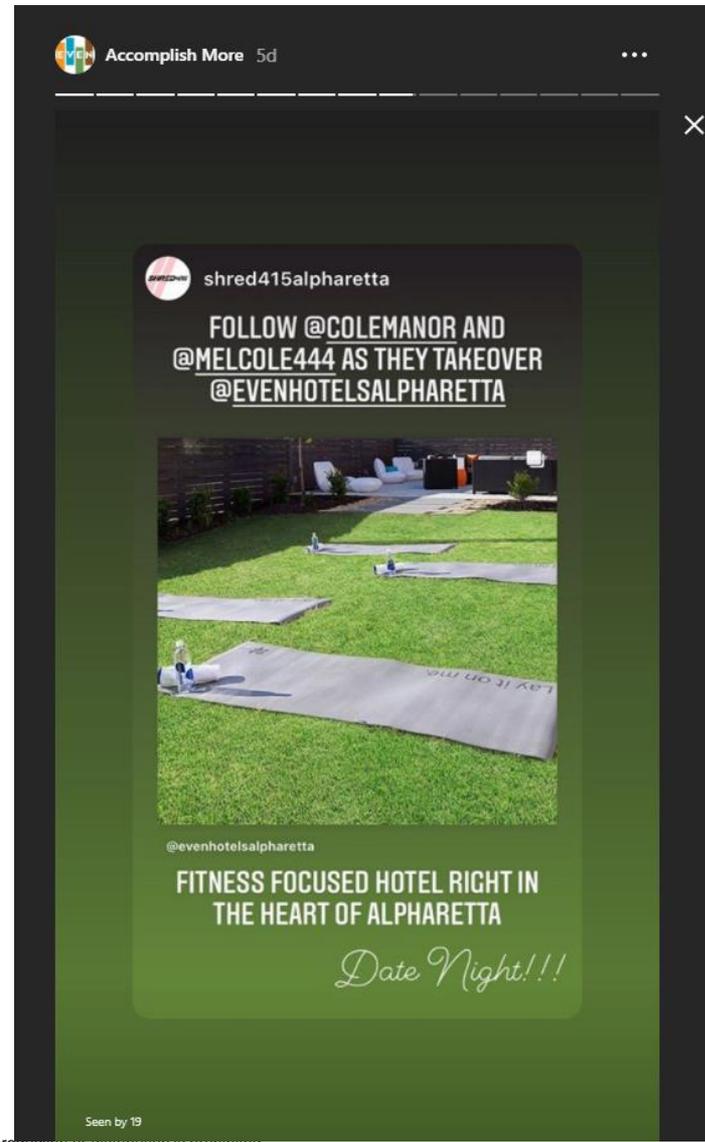
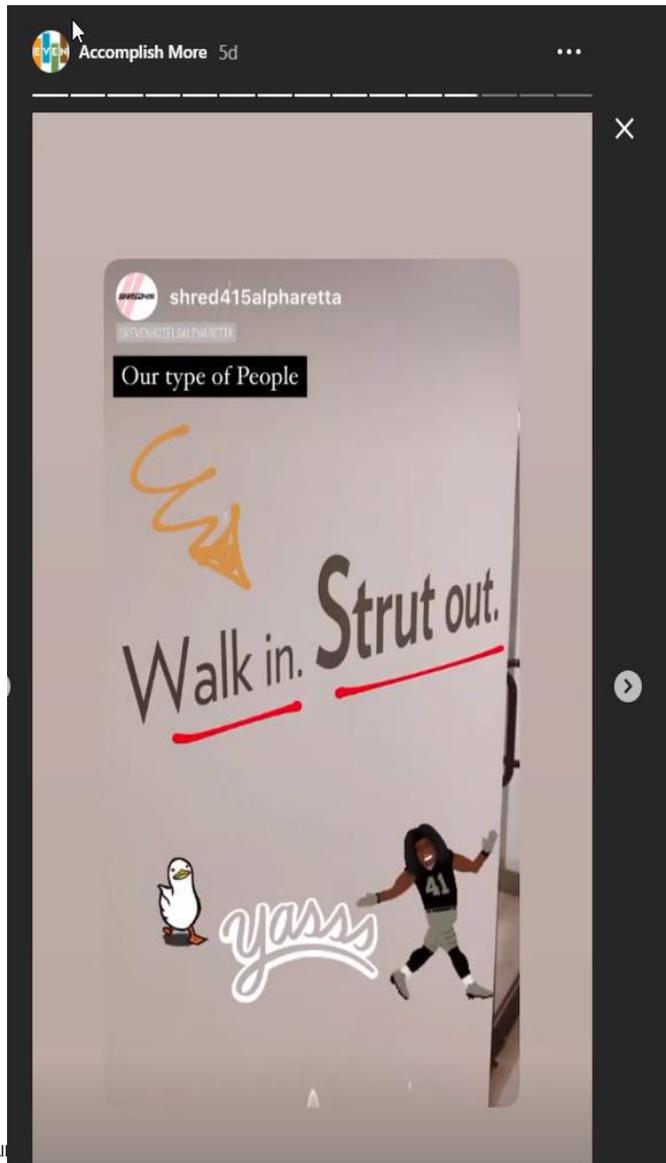
In development:

- Developed Donuts with Jessica on Tuesday mornings. This is a creative and interactive initiative that will give us a chance to scout out our internal guests for more opportunity on a KNR/LNR level.
- Lululemon Ambassador outdoor run- No cost to the hotel. Working with the store manager to host an ambassador run starting from the Lululemon store and having a “stop” at the hotel
- Social media takeovers- No cost to hotel, next takeover will be with Icebox Alpharetta- Date TBA
- Inquiring opportunities with strategic partners- PDK airport (\$2,000 Month cost to hotel for advertising in terminal), Red Cross Blood Bus- hotel is on wait list for date

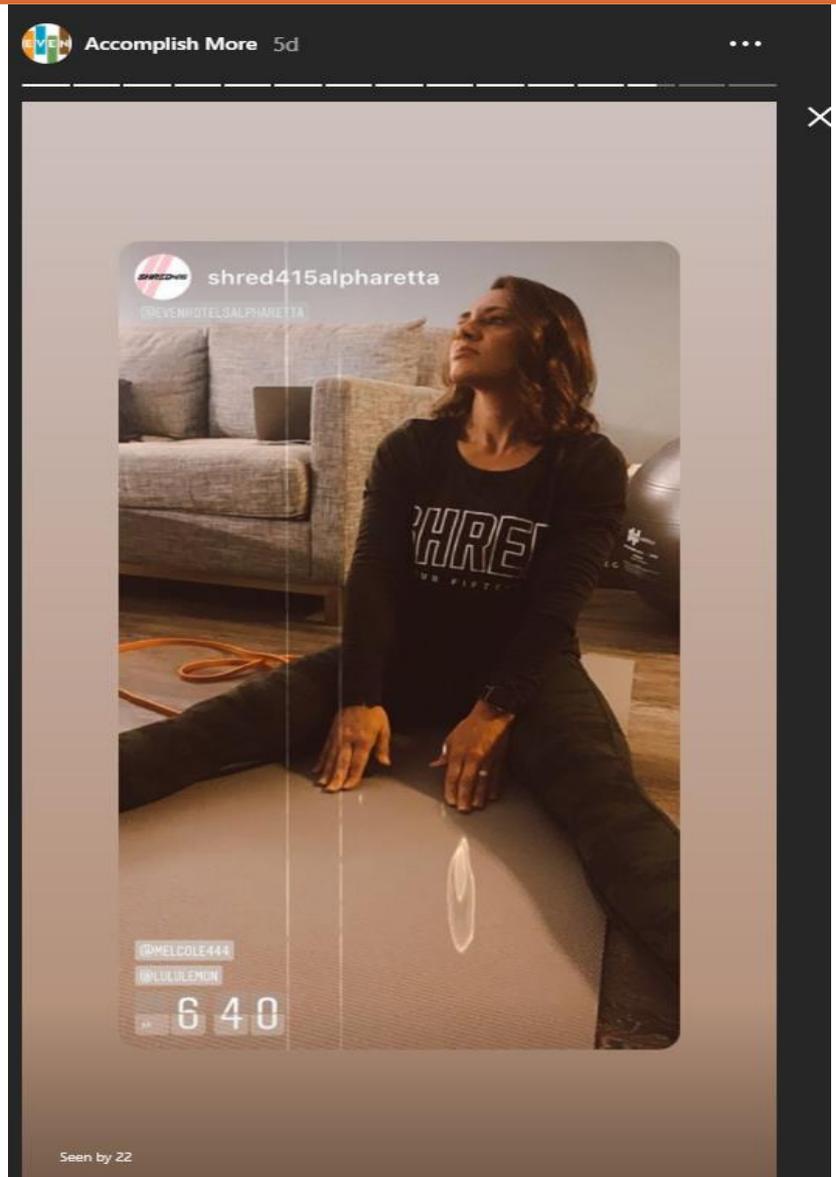
Ideas on back burner:

- Food Truck- \$700 cost to hotel (activation of parking space)
- Farmers Market- Will start up in 2021. \$35.00 cost to hotel for initial joining fee and \$35.00 each time we attend. Application to be completed in February.
- Pure Barre- \$150 cost to hotel
- Goat Yoga- Stopped because of COVID, will resume once all parties agree it is the right time
- Mindfulness Workshops- Stopped because of COVID, will resume once all parties agree it is the right time

# Ron Cole with Shred 4:15 stay at EVEN Hotel Alpharetta- Avalon Area



# Ron Cole with Shred 4:15 stay at EVEN Hotel Alpharetta- Avalon Area



## STR – Glance Comp set 1

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

EVEN Hotels Alpharetta - Avalon Area 2715 Old Milton Pkwy Alpharetta, GA 30009-2219 Phone: (770) 869-2546

STR # 69460 Chain ID: 18435 Mgt Co: InterContinental Hotels Owner: None

For the Week of: October 11, 2020 - October 17, 2020 Date Created: October 20, 2020 Competitive Set Data Excludes Subject Property

#### October 11, 2020 - October 17, 2020

|           |             | Sunday      | Monday      | Tuesday     | Wednesday   | Thursday    | Friday      | Saturday    | Total       |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|           |             | % Chg       |
| Occupancy | My Property | 37.9%       | 29.5%       | 24.2%       | 47.7%       | 53.0%       | 80.3%       | 77.3%       | 50.0%       |
|           | Comp Set    | 30.3% -37.2 | 26.7% -67.8 | 26.3% -72.7 | 28.5% -70.9 | 32.0% -57.0 | 46.4% -34.8 | 61.1% -14.0 | 35.9% -53.6 |
|           | Index (MPI) | 125.1       | 110.8       | 92.2        | 167.6       | 165.9       | 173.1       | 126.5       | 139.4       |
| ADR       | My Property | 75.78       | 83.89       | 87.66       | 81.90       | 81.01       | 77.29       | 77.50       | 79.64       |
|           | Comp Set    | 66.49 -42.3 | 74.26 -53.7 | 74.64 -58.3 | 74.36 -56.4 | 70.93 -42.9 | 68.32 -24.3 | 69.07 -23.8 | 70.59 -48.9 |
|           | Index (ARI) | 114.0       | 113.0       | 117.4       | 110.1       | 114.2       | 113.1       | 112.2       | 112.8       |
| RevPAR    | My Property | 28.70       | 24.79       | 21.25       | 39.09       | 42.96       | 62.06       | 59.88       | 39.82       |
|           | Comp Set    | 20.14 -63.7 | 19.81 -85.1 | 19.62 -88.6 | 21.18 -87.3 | 22.67 -75.5 | 31.69 -50.7 | 42.19 -34.5 | 25.33 -76.3 |
|           | Index (RGI) | 142.5       | 125.1       | 108.3       | 184.6       | 189.5       | 195.8       | 141.9       | 157.2       |

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

|           |             | Sunday      | Monday      | Tuesday     | Wednesday   | Thursday    | Friday      | Saturday    | Total       |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|           |             | % Chg       |
| Occupancy | My Property | 41.1%       | 37.3%       | 34.3%       | 37.5%       | 44.7%       | 69.5%       | 78.2%       | 48.9%       |
|           | Comp Set    | 24.2% -45.1 | 21.7% -73.0 | 21.7% -77.0 | 23.6% -74.7 | 27.0% -61.1 | 44.4% -38.0 | 57.1% -27.4 | 31.4% -58.7 |
|           | Index (MPI) | 170.1       | 172.1       | 157.6       | 158.8       | 165.4       | 156.7       | 136.9       | 155.9       |
| ADR       | My Property | 71.90       | 80.03       | 80.57       | 78.85       | 79.97       | 73.51       | 74.43       | 76.37       |
|           | Comp Set    | 66.06 -45.7 | 72.36 -54.5 | 74.01 -57.6 | 72.87 -57.7 | 70.01 -46.6 | 67.75 -21.3 | 67.47 -21.3 | 69.39 -49.3 |
|           | Index (ARI) | 108.8       | 110.6       | 108.9       | 108.2       | 114.2       | 108.5       | 110.3       | 110.1       |
| RevPAR    | My Property | 29.55       | 29.86       | 27.62       | 29.57       | 35.74       | 51.10       | 58.22       | 37.38       |
|           | Comp Set    | 15.96 -70.2 | 15.89 -87.7 | 16.09 -90.3 | 17.21 -89.3 | 18.92 -79.2 | 30.06 -51.2 | 38.54 -42.9 | 21.78 -79.0 |
|           | Index (RGI) | 185.1       | 190.3       | 171.6       | 171.8       | 188.9       | 170.0       | 151.1       | 171.6       |

## STR – Glance Comp set 2

Tab 13 - Weekly Performance at a Glance - My Property vs. Competitive Set - Comp Set 2

EVEN Hotels Alpharetta - Avalon Area 2715 Old Milton Pkwy Alpharetta, GA 30009-2219 Phone: (770) 869-2546

STR # 69460 Chain ID: 18435 Mgt Co: InterContinental Hotels Owner: None

For the Week of: October 11, 2020 - October 17, 2020 Date Created: October 20, 2020 Competitive Set Data Excludes Subject Property

### October 11, 2020 - October 17, 2020

|           |             | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Total |
|-----------|-------------|--------|--------|---------|-----------|----------|--------|----------|-------|
|           |             | % Chg  | % Chg  | % Chg   | % Chg     | % Chg    | % Chg  | % Chg    | % Chg |
| Occupancy | My Property | 37.9%  | 29.5%  | 24.2%   | 47.7%     | 53.0%    | 80.3%  | 77.3%    | 50.0% |
|           | Comp Set    | 25.0%  | 27.6%  | 28.6%   | 34.5%     | 32.4%    | 43.8%  | 46.9%    | 34.1% |
|           | Index (MPI) | 151.5  | 106.9  | 84.7    | 138.2     | 163.7    | 183.5  | 164.8    | 146.6 |
| ADR       | My Property | 75.78  | 83.89  | 87.66   | 81.90     | 81.01    | 77.29  | 77.50    | 79.64 |
|           | Comp Set    | 80.56  | 83.67  | 87.73   | 90.41     | 85.43    | 83.26  | 82.86    | 84.81 |
|           | Index (ARI) | 94.1   | 100.3  | 93.9    | 90.6      | 94.8     | 92.8   | 93.5     | 93.9  |
| RevPAR    | My Property | 28.70  | 24.79  | 21.25   | 39.09     | 42.96    | 62.06  | 59.88    | 39.82 |
|           | Comp Set    | 20.14  | 23.12  | 25.11   | 31.23     | 27.68    | 36.42  | 38.84    | 28.93 |
|           | Index (RGI) | 142.5  | 107.2  | 84.6    | 125.2     | 155.2    | 170.4  | 154.2    | 137.6 |

### 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 | 41.1%  | 37.3%  | 34.3%   | 37.5%     | 44.7%    | 69.5%  | 78.2%    | 48.9% |
|           | Comp Set    | 25.1%  | 27.0%  | 27.8%   | 31.3%     | 30.2%    | 37.9%  | 44.4%    | 31.9% |
|           | Index (MPI) | 163.6  | 138.3  | 123.3   | 120.0     | 148.1    | 183.5  | 176.3    | 153.3 |
| ADR       | My Property | 71.90  | 80.03  | 80.57   | 78.85     | 79.97    | 73.51  | 74.43    | 76.37 |
|           | Comp Set    | 75.26  | 84.04  | 86.43   | 87.66     | 81.22    | 80.65  | 80.61    | 82.22 |
|           | Index (ARI) | 95.5   | 95.2   | 93.2    | 89.9      | 98.5     | 91.2   | 92.3     | 92.9  |
| RevPAR    | My Property | 29.55  | 29.86  | 27.62   | 29.57     | 35.74    | 51.10  | 58.22    | 37.38 |
|           | Comp Set    | 18.91  | 22.67  | 24.02   | 27.40     | 24.51    | 30.54  | 35.76    | 26.26 |
|           | Index (RGI) | 156.3  | 131.7  | 115.0   | 107.9     | 145.8    | 167.3  | 162.8    | 142.4 |

## STR – Segmentation Comp Set 1

### Tab 3 - Segmentation at a Glance - My Property vs. Competitive Set

EVEN Hotels Alpharetta - Avalon Area 2715 Old Milton Pkwy Alpharetta, GA 30009-2219 Phone: (770) 869-2546

STR # 69460 Chain ID: 18435 Mgt Co: InterContinental Hotels Owner: None

For the Week of: October 11, 2020 - October 17, 2020 Date Created: October 20, 2020 Competitive Set Data Excludes Subject Property

#### October 11, 2020 - October 17, 2020

|           | Transient   |       | Group       |             | Contract    |       | Total       |       |       |
|-----------|-------------|-------|-------------|-------------|-------------|-------|-------------|-------|-------|
|           |             | % Chg |             | % Chg       |             | % Chg |             | % Chg |       |
| Occupancy | My Property | 46.1% | My Property | 3.9%        | My Property | 0.0%  | My Property | 50.0% |       |
|           | Comp set    | 32.7% | -42.3       | Comp set    | 3.2%        | -84.6 | Comp set    | 35.9% | -53.6 |
|           | Index (MPI) | 141.0 |             | Index (MPI) | 122.4       |       | Index (MPI) | 139.4 |       |
| ADR       | My Property | 79.77 | My Property | 78.08       | My Property | 0.00  | My Property | 79.64 |       |
|           | Comp set    | 67.73 | -48.4       | Comp set    | 100.02      | -36.3 | Comp set    | 70.59 | -48.9 |
|           | Index (ARI) | 117.8 |             | Index (ARI) | 78.1        |       | Index (ARI) | 112.8 |       |
| RevPAR    | My Property | 36.78 | My Property | 3.04        | My Property | 0.00  | My Property | 39.82 |       |
|           | Comp set    | 22.14 | -70.2       | Comp set    | 3.18        | -90.2 | Comp set    | 25.33 | -76.3 |
|           | Index (RGI) | 166.1 |             | Index (RGI) | 95.6        |       | Index (RGI) | 157.2 |       |

#### Running 28 Days

|           | Transient   |       | Group       |             | Contract    |       | Total       |       |       |
|-----------|-------------|-------|-------------|-------------|-------------|-------|-------------|-------|-------|
|           |             | % Chg |             | % Chg       |             | % Chg |             | % Chg |       |
| Occupancy | My Property | 47.8% | My Property | 1.1%        | My Property | 0.0%  | My Property | 48.9% |       |
|           | Comp set    | 29.8% | -52.3       | Comp set    | 1.5%        | -88.4 | Comp set    | 31.4% | -58.7 |
|           | Index (MPI) | 160.2 |             | Index (MPI) | 73.6        |       | Index (MPI) | 155.9 |       |
| ADR       | My Property | 76.31 | My Property | 79.05       | My Property | 0.00  | My Property | 76.37 |       |
|           | Comp set    | 68.31 | -49.7       | Comp set    | 90.19       | -36.2 | Comp set    | 69.39 | -49.3 |
|           | Index (ARI) | 111.7 |             | Index (ARI) | 87.6        |       | Index (ARI) | 110.1 |       |
| RevPAR    | My Property | 36.48 | My Property | 0.90        | My Property | 0.00  | My Property | 37.38 |       |
|           | Comp set    | 20.39 | -76.0       | Comp set    | 1.39        | -92.6 | Comp set    | 21.78 | -79.0 |
|           | Index (RGI) | 166.1 |             | Index (RGI) | 95.6        |       | Index (RGI) | 157.2 |       |

## STR – Segmentation Comp Set 2

### Tab 14 - Segmentation at a Glance - My Property vs. Competitive Set - Comp Set 2

EVEN Hotels Alpharetta - Avalon Area 2715 Old Milton Pkwy Alpharetta, GA 30009-2219 Phone: (770) 869-2546

STR # 69460 Chain ID: 18435 Mgt Co: InterContinental Hotels Owner: None

For the Week of: October 11, 2020 - October 17, 2020

Date Created: October 20, 2020

Competitive Set Data Excludes Subject Property

October 11, 2020 - October 17, 2020

|           | Transient   |       |       | Group       |        |       | Contract    |      |       | Total       |       |       |
|-----------|-------------|-------|-------|-------------|--------|-------|-------------|------|-------|-------------|-------|-------|
|           |             |       | % Chg |             |        | % Chg |             |      | % Chg |             |       | % Chg |
| Occupancy | My Property | 46.1% |       | My Property | 3.9%   |       | My Property | 0.0% |       | My Property | 50.0% |       |
|           | Comp set    | 31.6% | -53.5 | Comp set    | 2.6%   | -75.5 | Comp set    | 0.0% | 0.0   | Comp set    | 34.1% | -56.5 |
|           | Index (MPI) | 146.1 |       | Index (MPI) | 151.9  |       | Index (MPI) | 0.0  |       | Index (MPI) | 146.6 |       |
| ADR       | My Property | 79.77 |       | My Property | 78.08  |       | My Property | 0.00 |       | My Property | 79.64 |       |
|           | Comp set    | 82.75 | -40.4 | Comp set    | 110.20 | -21.6 | Comp set    | 0.00 | 0.0   | Comp set    | 84.81 | -39.0 |
|           | Index (ARI) | 96.4  |       | Index (ARI) | 70.9   |       | Index (ARI) | 0.0  |       | Index (ARI) | 93.9  |       |
| RevPAR    | My Property | 36.78 |       | My Property | 3.04   |       | My Property | 0.00 |       | My Property | 39.82 |       |
|           | Comp set    | 26.11 | -72.3 | Comp set    | 2.83   | -80.8 | Comp set    | 0.00 | 0.0   | Comp set    | 28.93 | -73.4 |
|           | Index (RGI) | 140.9 |       | Index (RGI) | 107.7  |       | Index (RGI) | 0.0  |       | Index (RGI) | 137.6 |       |

Running 28 Days

|           | Transient   |       |       | Group       |        |       | Contract    |      |       | Total       |       |       |
|-----------|-------------|-------|-------|-------------|--------|-------|-------------|------|-------|-------------|-------|-------|
|           |             |       | % Chg |             |        | % Chg |             |      | % Chg |             |       | % Chg |
| Occupancy | My Property | 47.8% |       | My Property | 1.1%   |       | My Property | 0.0% |       | My Property | 48.9% |       |
|           | Comp set    | 30.8% | -55.4 | Comp set    | 1.1%   | -84.7 | Comp set    | 0.0% | 0.0   | Comp set    | 31.9% | -58.3 |
|           | Index (MPI) | 155.3 |       | Index (MPI) | 99.4   |       | Index (MPI) | 0.0  |       | Index (MPI) | 153.3 |       |
| ADR       | My Property | 76.31 |       | My Property | 79.05  |       | My Property | 0.00 |       | My Property | 76.37 |       |
|           | Comp set    | 81.53 | -41.2 | Comp set    | 100.91 | -28.2 | Comp set    | 0.00 | 0.0   | Comp set    | 82.22 | -40.8 |
|           | Index (ARI) | 93.6  |       | Index (ARI) | 78.3   |       | Index (ARI) | 0.0  |       | Index (ARI) | 92.9  |       |
| RevPAR    | My Property | 36.48 |       | My Property | 0.90   |       | My Property | 0.00 |       | My Property | 37.38 |       |
|           | Comp set    | 25.10 | -73.8 | Comp set    | 1.15   | -89.0 | Comp set    | 0.00 | 0.0   | Comp set    | 26.26 | -75.3 |
|           | Index (RGI) | 145.3 |       | Index (RGI) | 77.8   |       | Index (RGI) | 0.0  |       | Index (RGI) | 142.4 |       |

# STR – Weekly RevPAR Detail Comp set 1

|                     | Current Week |           |           |           |           |           |           | Current Week | Run 28 | Run MTD |
|---------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|--------|---------|
|                     | Su           | Mo        | Tu        | We        | Th        | Fr        | Sa        |              |        |         |
| <b>RevPAR</b>       | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> |              |        |         |
| My Property         | 28.70        | 24.79     | 21.25     | 39.09     | 42.96     | 62.06     | 59.88     | 39.82        | 37.38  | 40.16   |
| Comp Set            | 20.14        | 19.81     | 19.62     | 21.18     | 22.67     | 31.69     | 42.19     | 25.33        | 21.78  | 24.14   |
| Market Scale        | 38.89        | 34.26     | 36.20     | 38.65     | 41.61     | 58.95     | 69.46     | 45.43        | 42.09  | 44.52   |
| <b>RevPAR % Chg</b> | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | Current Week | Run 28 | Run MTD |
| My Property         | -63.7        | -85.1     | -88.6     | -87.3     | -75.5     | -50.7     | -34.5     | -76.3        | -79.0  | -78.9   |
| Comp Set            | -42.0        | -69.0     | -73.5     | -70.4     | -55.0     | -31.0     | -21.9     | -55.3        | -56.6  | -57.4   |
| Market Scale        |              |           |           |           |           |           |           |              |        |         |
| <b>Index (RGI)</b>  | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | Current Week | Run 28 | Run MTD |
| Comp Set            | 142.5        | 125.1     | 108.3     | 184.6     | 189.5     | 195.8     | 141.9     | 157.2        | 171.6  | 166.3   |
| Market Scale        | 73.8         | 72.3      | 58.7      | 101.1     | 103.2     | 105.3     | 86.2      | 87.6         | 88.8   | 90.2    |
| <b>Index % Chg</b>  | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | Current Week | Run 28 | Run MTD |
| Comp Set            |              |           |           |           |           |           |           |              |        |         |
| Market Scale        |              |           |           |           |           |           |           |              |        |         |
| <b>Rank</b>         | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | Current Week | Run 28 | Run MTD |
| Your rank           | 2 of 7       | 1 of 7    | 2 of 7    | 1 of 7       | 1 of 7 | 1 of 7  |
| RevPAR % Chg        |              |           |           |           |           |           |           |              |        |         |

## STR – Weekly RevPAR Detail Comp set 2

|                     | Current Week |           |           |           |           |           |           | Current Week | Run 28 | Run MTD |
|---------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|--------|---------|
|                     | Su           | Mo        | Tu        | We        | Th        | Fr        | Sa        |              |        |         |
| <b>RevPAR</b>       | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> |              |        |         |
| My Property         | 28.70        | 24.79     | 21.25     | 39.09     | 42.96     | 62.06     | 59.88     | 39.82        | 37.38  | 40.16   |
| Comp Set            | 20.14        | 23.12     | 25.11     | 31.23     | 27.68     | 36.42     | 38.84     | 28.93        | 26.26  | 27.23   |
| Market Scale        | 38.89        | 34.26     | 36.20     | 38.65     | 41.61     | 58.95     | 69.46     | 45.43        | 42.09  | 44.52   |
| <b>RevPAR % Chg</b> | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | Current Week | Run 28 | Run MTD |
| My Property         | -67.0        | -82.8     | -84.7     | -81.2     | -71.4     | -47.5     | -44.5     | -73.4        | -75.3  | -76.6   |
| Comp Set            | -67.0        | -82.8     | -84.7     | -81.2     | -71.4     | -47.5     | -44.5     | -73.4        | -75.3  | -76.6   |
| Market Scale        | -42.0        | -69.0     | -73.5     | -70.4     | -55.0     | -31.0     | -21.9     | -55.3        | -56.6  | -57.4   |
| <b>Index (RGI)</b>  | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | Current Week | Run 28 | Run MTD |
| Comp Set            | 142.5        | 107.2     | 84.6      | 125.2     | 155.2     | 170.4     | 154.2     | 137.6        | 142.4  | 147.5   |
| Market Scale        | 73.8         | 72.3      | 58.7      | 101.1     | 103.2     | 105.3     | 86.2      | 87.6         | 88.8   | 90.2    |
| <b>Index % Chg</b>  | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | Current Week | Run 28 | Run MTD |
| Comp Set            |              |           |           |           |           |           |           |              |        |         |
| Market Scale        |              |           |           |           |           |           |           |              |        |         |
| <b>Rank</b>         | <b>11</b>    | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | Current Week | Run 28 | Run MTD |
| Your rank           | 2 of 6       | 2 of 6    | 2 of 6    | 2 of 6    | 2 of 6    | 2 of 6    | 2 of 6    | 2 of 6       | 2 of 6 | 2 of 6  |
| RevPAR % Chg        |              |           |           |           |           |           |           |              |        |         |

## STR – Monthly (September)

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

EVEN Hotels Alpharetta - Avalon Area    2715 Old Milton Pkwy    Alpharetta, GA 30009-2219    Phone: (770) 869-2546

STR # 69460    ChainID: 18435    MgtCo: InterContinental Hotels    Owner: None

For the Month of: September 2020    Date Created: October 17, 2020    Monthly Competitive Set Data Excludes Subject Property

#### September 2020

|                  | Occupancy (%) |          |             | ADR     |          |             | RevPAR  |          |             |
|------------------|---------------|----------|-------------|---------|----------|-------------|---------|----------|-------------|
|                  | My Prop       | Comp Set | Index (MPI) | My Prop | Comp Set | Index (ARI) | My Prop | Comp Set | Index (RGI) |
| Current Month    | 44.3          | 30.9     | 143.2       | 74.41   | 69.17    | 107.6       | 32.94   | 21.39    | 154.0       |
| Year To Date     | 28.2          | 36.1     | 78.0        | 98.12   | 103.41   | 94.9        | 27.65   | 37.36    | 74.0        |
| Running 3 Month  | 38.0          | 30.6     | 124.3       | 78.78   | 76.05    | 103.6       | 29.94   | 23.25    | 128.7       |
| Running 12 Month | 28.2          | 43.5     | 64.8        | 98.12   | 113.73   | 86.3        | 27.65   | 49.45    | 55.9        |

#### September 2020 vs. 2019 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    |           | -53.6    |             |         | -48.6    |             |         | -76.2    |             |
| Year To Date     |           | -47.0    |             |         | -26.8    |             |         | -61.2    |             |
| Running 3 Month  |           | -55.4    |             |         | -43.5    |             |         | -74.8    |             |
| Running 12 Month |           | -36.0    |             |         | -18.4    |             |         | -47.8    |             |

## On the Books

|              | <b>OTB</b>         | <b>Forecast</b>    | <b>OTB vs. For</b> |
|--------------|--------------------|--------------------|--------------------|
| January-20   | \$187,327          | \$186,437          | \$890              |
| February-20  | \$245,679          | \$224,666          | \$21,013           |
| March-20     | \$93,995           | \$91,365           | \$2,630            |
| <b>Q1</b>    | <b>\$527,001</b>   | <b>\$502,468</b>   | <b>\$24,533</b>    |
| April-20     | \$2,324            | \$2,031            | \$293              |
| May-20       | \$16,371           | \$15,248           | \$1,123            |
| June-20      | \$86,058           | \$80,395           | \$5,663            |
| <b>Q2</b>    | <b>\$104,753</b>   | <b>\$97,674</b>    | <b>\$7,079</b>     |
| July-20      | \$125,709          | \$115,692          | \$10,017           |
| August-20    | \$105,595          | \$99,829           | \$5,766            |
| September-20 | \$129,583          | \$115,720          | \$13,863           |
| <b>Q3</b>    | <b>\$360,887</b>   | <b>\$331,240</b>   | <b>\$29,647</b>    |
| October-20   | \$131,296          | \$108,182          | \$23,115           |
| November-20  | \$31,364           | \$105,319          | <b>(\$73,955)</b>  |
| December-20  | \$16,093           | \$101,501          | <b>(\$85,408)</b>  |
| <b>Q4</b>    | <b>\$178,754</b>   | <b>\$315,002</b>   | <b>(\$136,248)</b> |
| <b>Total</b> | <b>\$1,171,394</b> | <b>\$1,246,383</b> | <b>(\$74,989)</b>  |

### Key Opportunities/ Risks

- **November**- Opportunity for last minute sports/ equestrian groups. Corporate meeting opportunity.
- **December**- Corporate Holiday parties opportunity. End of year business travel.

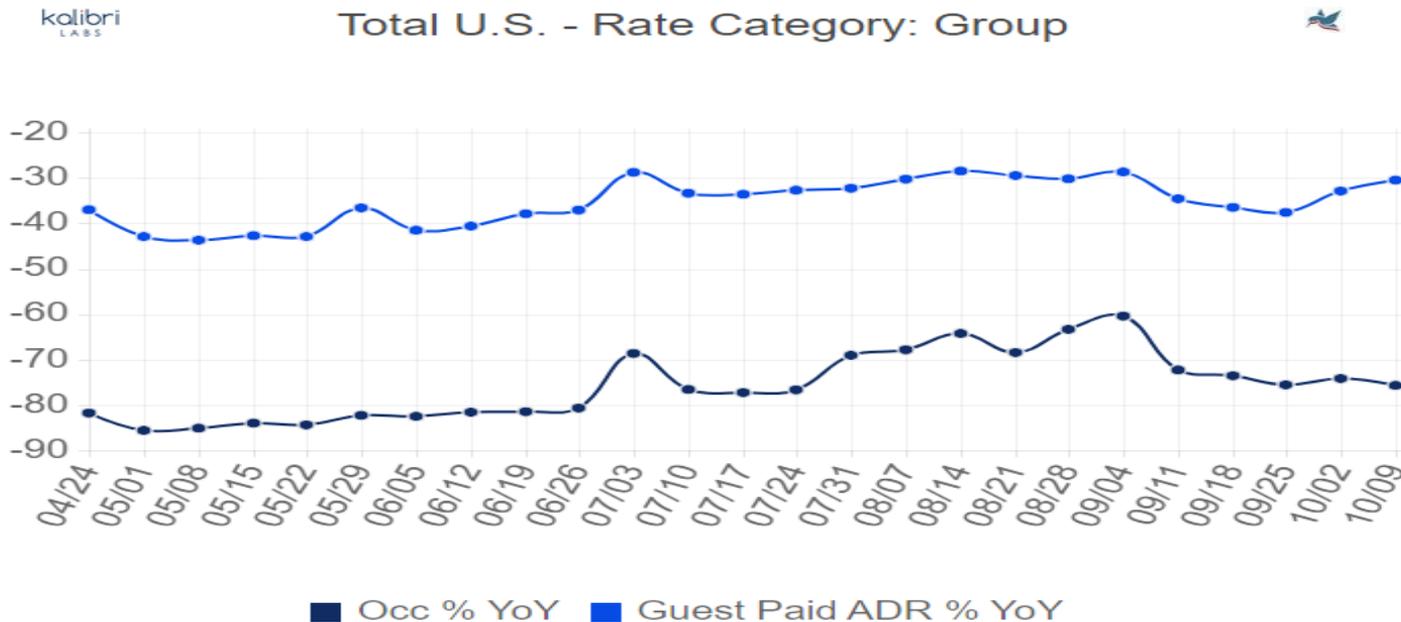
# Group Booking Highlights

While group remains a segment that is severely impacted (down 75.6% YOY in the US) and one of the last segmented projected to rebound we are actively engaged with all lead sources as well as local accounts to capture any small meetings.

Sales Department booked:

City of Fayetteville Meeting- December- \$3k in revenue and meeting space

Northpoint Commercial Finance Sales Meeting- November 40 room nights- 4k in revenue



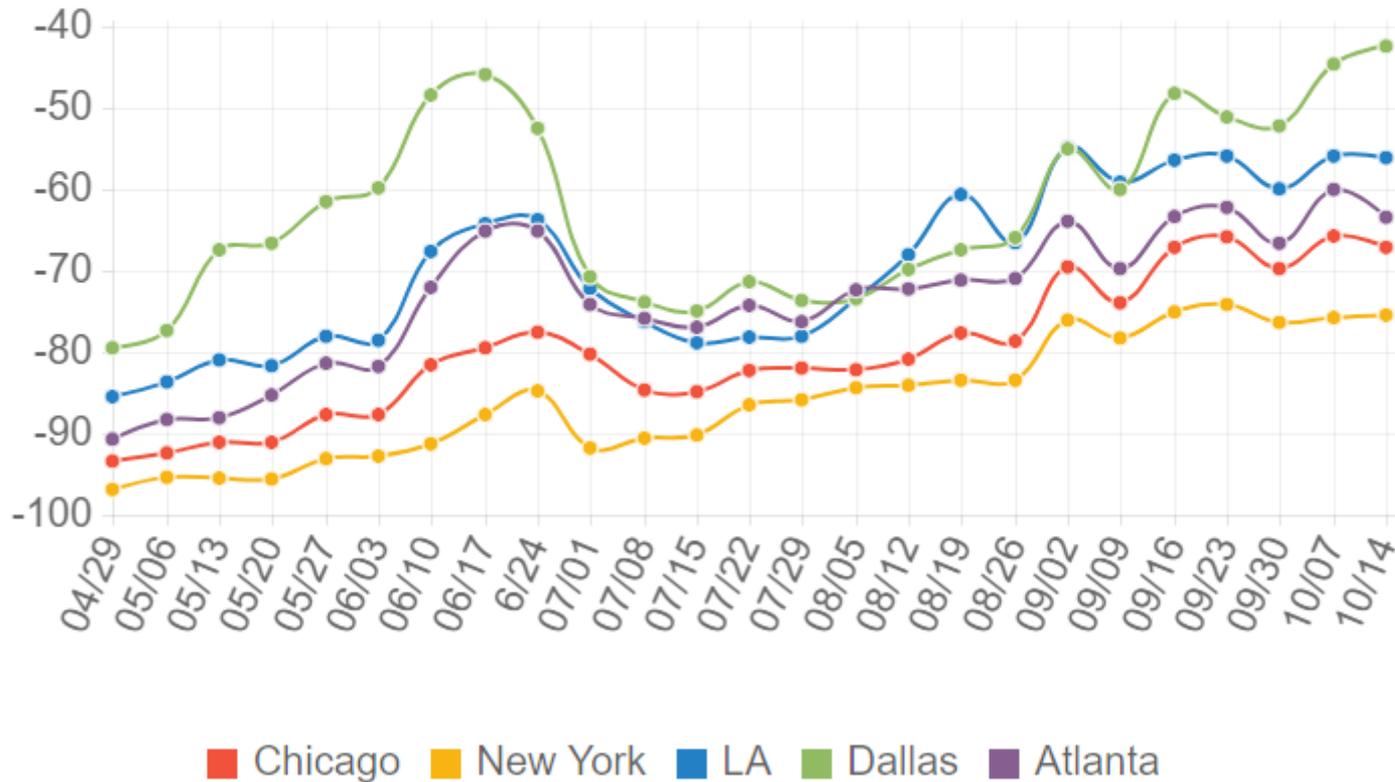
Source: Kalibri Labs; Data Current Through: 10/09/20; Last Updated: 10/19/20

# Net Airline Bookings – Trend Indicator for major markets

The below charts shows net airline booking to a major destination. Despite a slowdown at the end of September the overall trends (straight line) remains positive with minor booking improvement. Atlanta has been around the -60%'s over the last 4 weeks.



## YoY % Change in Airline Tickets - Net Purchased (Top 5 U.S. Markets)



# Net Airline Bookings – Trend Indicator for major markets



## Major U.S. Markets Overview



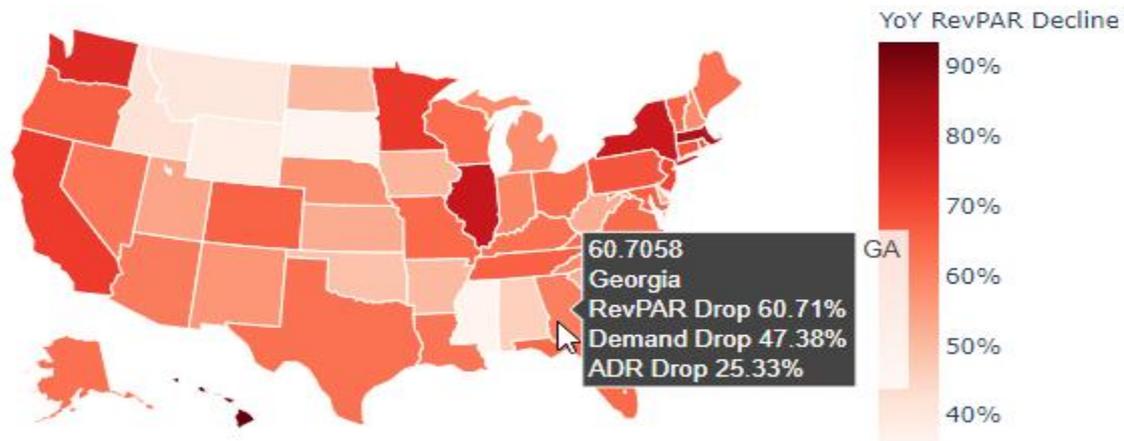
| <b>Destination</b> | <b>09/03 -<br/>09/09</b> | <b>09/10 -<br/>09/16</b> | <b>09/17 -<br/>09/23</b> | <b>09/24 -<br/>09/30</b> | <b>10/01 -<br/>10/07</b> | <b>10/08 -<br/>10/14</b> |
|--------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>Chicago</b>     | -73.9%                   | -67.1%                   | -65.8%                   | -69.7%                   | -65.7%                   | -67.1%                   |
| <b>New York</b>    | -78.2%                   | -75.0%                   | -74.1%                   | -76.3%                   | -75.7%                   | -75.4%                   |
| <b>LA</b>          | -59.1%                   | -56.4%                   | -55.9%                   | -59.9%                   | -55.9%                   | -56.1%                   |
| <b>Dallas</b>      | -60.0%                   | -48.2%                   | -51.1%                   | -52.2%                   | -44.6%                   | -42.4%                   |
| <b>Atlanta</b>     | -69.7%                   | -63.3%                   | -62.2%                   | -66.6%                   | -60.0%                   | -63.4%                   |

# Hotel Performance by State- Georgia

The below charts shows RevPAR, demand, and ADR drop YOY in the state of Georgia.



## U.S. RevPAR YoY % Decline



Source: Kalibri Labs; Data Current Through: 10/10/20; Last Updated: 10/19/20.

## Proactive Sales Efforts & Action Plans

| Action/Activity   | Segment  | Impact        | Due by | Status   | Comments  |
|---|----------|---------------|--------|----------|---|
| Engage with top with Negotiated Accounts to discuss and secure short term offerings/agreements            | corp neg | mid/long term | 30-Jul | complete | Contacted Fiserv, Equifax, Synchrony Financial and HP to discuss dynamic rates. Feedback is good and just working to make sure corp gold is showing up on booking tool. Update on HP- They are not scheduled to start traveling until February of 2021.   |
| Share good neighbor rate to all hotel associates and corporate clients.                                   | leisure  | short term    | 18-Jun | complete | Provided flyer in person/email as applicable. Offer includes double points for stays in the year  |
| Welcome guests with hand written cards  | leisure  | short term    | 30-Jun | complete | Doing this now for all inhouse guests. Have been able to secure a couple of regular guests. Working on an LNR account with VDART.   |
| Development of events such as Pure Barre on the green, and pawn on the porch to create community exposure | leisure  | mid/long term | 30-Jun | complete | First Pure Barre event on June 27th, working to schedule yoga, and girls night sleepover with sloth. GOGA . Second Pure Barre class planned for August 1st. Working with FitATL to have them do some social broadcasting for us. We have scheduled three new events coming up in July and August. Working with GOGA has been put on a temporary pause due to COVID. |

## Proactive Sales Efforts & Action Plans

| Action/Activity  | Segment | Impact        | Due by | Status   | Comments  |
|--|---------|---------------|--------|----------|---|
| Reviewing and prospecting Alpharetta Convention Center calendar for any new groups | group   | short term    | 30-Jul | complete | Reached out to all groups and received several responses that the groups are smaller than anticipated and will not need more rooms but will keep us in mind if they need to do so.  |
| Reach out to ATL bloggers and set up activations in partnership                    | leisure | mid/long term | 30-Jun | complete | Reached out to 15 social media influencers to setup stays at the hotel. Working to ensure they stay when we have some activation happening. Also awaiting the arrival of brand boxes to hotel. We have three bloggers scheduled to stay at the hotel. We had one of the influencers stay this past weekend and she shared a lot of great content. She has 50k followers!  |
| Contact HOA's to see if the association can post on internal website               | leisure | mid/long term | 15-Jul | complete | Have made a list of HOA's within the surrounding neighborhoods. Looking to make visits to the clubhouses soon as well. Received some good feedback from local HOA's. There is a cost to advertise on the local messenger board and news letters. I have received the cost on this and it is not something that we can currently pursue. Will continue to work my way down the list. Hoping to find a HOA that would want to partner maybe in exchange for meeting in meeting space. |

## Proactive Sales Efforts & Action Plans

| Action/Activity   | Segment  | Impact        | Due by | Status   | Comments   |
|---|----------|---------------|--------|----------|--|
| Continue to work with wedding venues  | group    | mid/long term | 15-Jul | complete | Work with partners in the Roswell/Alpharetta area to continue to book wedding blocks that were either rescheduled or have yet to take place.   |
| Work closely with contacts from Ameris Bank Theater to gain groups when they start performing again | group    | mid/long term | 30-Jul | complete | Work with the production groups and sales team at Ameris Bank. Booked Doobie Brothers for July 2021. \$7.7k  |
| Prospect local real estate brokers and share real estate rate                                       | leisure  | mid/long term | 15-Aug | complete | Visit real estate offices in Alpharetta, Roswell, and Johns Creek for business on relocation or out of town buyers. Will share our good neighbor rate with prospective buyers and relocaters |
| Prospect local assisted living facilities and share good neighbor rate                              | leisure  | mid/long term | 15-Aug | complete | Share the good neighbor rate with the team members to share with residents   |
| Prospect list from Ovation Travel   | corp neg | mid/long term | 15-Oct | complete | Call on travel agents and prospect local offices   |
| Prospect from list of fastest growing businesses in Alpharetta, Roswell, and Marietta               | corp neg | mid/long term | 15-Oct | complete | Calling on over 25 companies for potential LNR rates. Travel is paused for most compnies.  |

## Corporate Bookings- October 1st- October 31st

| Category | Corp ID   | Company Name                  | Sale Segment      | Segment                   | IATA Number | Currency Code | CY Rooms | LY Rooms | Var | CY Revenue | LY Revenue | Var     | CY ADR |
|----------|-----------|-------------------------------|-------------------|---------------------------|-------------|---------------|----------|----------|-----|------------|------------|---------|--------|
| IDDAY    | 954286739 | COMPASS GROUP PLC             | OTHER             | OTHER (UNCLASSIFIED)      |             | USD           | 1        | 0        | 1   | 70         | 0          | 70      | 70     |
| IDME0    | 786879699 | GEICO TAIKISHA                | UNFENCED          | UNFENCED ROOM ONLY        |             | USD           | 3        | 0        | 3   | 310.65     | 0          | 310.65  | 103.55 |
| IDMEF    | 000102806 | GENERAL ELECTRIC COMPANY      | FENCED            | PROMOTION BRAND OR REGION |             | USD           | 1        | 0        | 1   | 85.38      | 0          | 85.38   | 85.38  |
| IDPB2    | 000104256 | SIEMENS                       | OPAQUE            | OPAQUE TPI                | 07723203    | USD           | 2        | 0        | 2   | 125.46     | 0          | 125.46  | 62.73  |
| IGCOR    | 786967596 | NORTHPOINT COMMERCIAL FINANCE | UNFENCED          | UNFENCED ROOM ONLY        |             | USD           | 2        | 0        | 2   | 218        | 0          | 218     | 109    |
| IGN1R    | 100208749 | OLDCASTLE                     | CORPORATE         | CORPORATE GOLD            | 11936735    | USD           | 1        | 0        | 1   | 89.1       | 0          | 89.1    | 89.1   |
| IGN2R    | 000154555 | TEXTRON INCORPORATED          | CORPORATE         | CORPORATE GOLD            | 17789870    | USD           | 2        | 0        | 2   | 183.04     | 0          | 183.04  | 91.52  |
| IGN3R    | 786824245 | HP INC                        | CORPORATE         | CORPORATE GOLD            |             | USD           | 2        | 0        | 2   | 204.68     | 0          | 204.68  | 102.34 |
| IGN6R    | 000102806 | GENERAL ELECTRIC COMPANY      | CORPORATE         | CORPORATE GOLD            |             | USD           | 3        | 0        | 3   | 237.75     | 0          | 237.75  | 79.25  |
| IGNSE    | 100187197 | SMITHFIELD FOODS              | CORPORATE         | CORPORATE BUSINESS EDGE   | 45785515    | USD           | 3        | 0        | 3   | 294.3      | 0          | 294.3   | 98.1   |
| IGTMC    | 100221835 | BCD TRAVEL                    | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES  | 11763463    | USD           | 3        | 0        | 3   | 285.51     | 0          | 285.51  | 95.17  |
| IKHB4    | 954410926 | CISCO SYSTEMS INCORPORATED    | UNFENCED          | UNFENCED VALUE ADD        |             | USD           | 1        | 0        | 1   | 99         | 0          | 99      | 99     |
| IL4D4    | 100235822 | WEDDING SPECIAL RATE          | CORPORATE         | CORPORATE LNR             | 99634986    | USD           | 4        | 0        | 4   | 396.12     | 0          | 396.12  | 99.03  |
| ILB84    | 100271334 | TRAVELING NURSE               | CORPORATE         | CORPORATE LNR             |             | USD           | 1        | 0        | 1   | 79         | 0          | 79      | 79     |
| ILKO3    | 100216752 | GOOD NEIGHBOR                 | CORPORATE         | CORPORATE LNR             |             | USD           | 48       | 0        | 48  | 3914.15    | 0          | 3914.15 | 81.54  |

As TMC's slowly starting to travel with 107 RN's OTB's for the month of September. Companies with booking activity:

- Siemens
- General Electric
- Good Neighbor
- Norfolk Southern

## Corporate Bookings- October 1st- October 31st

|       |           |                               |                   |   |          |     |    |   |    |        |   |        |        |
|-------|-----------|-------------------------------|-------------------|---|----------|-----|----|---|----|--------|---|--------|--------|
| ILKO3 | 100216752 | GOOD NEIGHBOR                 | CORPORATE         | CORPORATE LNR                                 | 96029732 | USD | 5  | 0 | 5  | 402.6  | 0 | 402.6  | 80.52  |
| ILKO3 | 100216752 | GOOD NEIGHBOR                 | CORPORATE         | CORPORATE LNR                                 | 99502056 | USD | 11 | 0 | 11 | 845.6  | 0 | 845.6  | 76.87  |
| IPBCD | 100221835 | BCD TRAVEL                    | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES                      | 11568270 | USD | 1  | 0 | 1  | 89     | 0 | 89     | 89     |
| IPTHR | 100205087 | THOR                          | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES                      | 10516623 | USD | 3  | 0 | 3  | 306.99 | 0 | 306.99 | 102.33 |
| IPTHR | 100205087 | THOR                          | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES                      | 16517034 | USD | 2  | 0 | 2  | 218    | 0 | 218    | 109    |
| IVANI | 000102806 | GENERAL ELECTRIC COMPANY      | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING LOYALTY PROGRAMS         |          | USD | 4  | 0 | 4  | 200    | 0 | 200    | 50     |
| IVANI | 000118109 | NORFOLK SOUTHERN CORPORATION  | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING LOYALTY PROGRAMS         |          | USD | 2  | 0 | 2  | 100    | 0 | 100    | 50     |
| IVANI | 786876013 | KELLER FOUNDATIONS LLC        | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING LOYALTY PROGRAMS         |          | USD | 1  | 0 | 1  | 50     | 0 | 50     | 50     |
| IVEDI | 000100633 | SHELL INTERNATIONAL PETROLEUM | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING OWNER AND EMPLOYEE RATES |          | USD | 1  | 0 | 1  | 69     | 0 | 69     | 69     |

## Corporate Bookings- Looking forward (Next 13 weeks)



### Corporate ID and Rate Category Production Alpharetta - Avalon Area (ATLEV)

Production Dates : 22-OCT-2020 through 21-JAN-2021

| Category | Corp ID   | Company Name                   | Sale Segment      | Segment                               | IATA Number | Currency Code | CY Rooms | LY Rooms | Var | CY Revenue | LY Revenue | Var    | CY ADR |
|----------|-----------|--------------------------------|-------------------|---------------------------------------|-------------|---------------|----------|----------|-----|------------|------------|--------|--------|
| IGCOR    | 786967596 | NORTHPOINT COMMERCIAL FINANCE  | UNFENCED          | UNFENCED ROOM ONLY                    |             | USD           | 2        | 0        | 2   | 218        | 0          | 218    | 109    |
| IGN3R    | 786824245 | HP INC                         | CORPORATE         | CORPORATE GOLD                        |             | USD           | 2        | 0        | 2   | 204.68     | 0          | 204.68 | 102.34 |
| IGTMC    | 100221835 | BCD TRAVEL                     | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES              | 11763463    | USD           | 3        | 0        | 3   | 285.51     | 0          | 285.51 | 95.17  |
| ILKO3    | 100216752 | GOOD NEIGHBOR                  | CORPORATE         | CORPORATE LNR                         |             | USD           | 64       | 0        | 64  | 5268.4     | 0          | 5268.4 | 82.32  |
| IPBCD    | 100221835 | BCD TRAVEL                     | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES              | 11568270    | USD           | 1        | 0        | 1   | 89         | 0          | 89     | 89     |
| IPTT1    | 100306731 | TRAVEL LEADERS WORLDWIDE HOTEL | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES              | 16720480    | USD           | 2        | 0        | 2   | 218        | 0          | 218    | 109    |
| IVANI    | 786876013 | KELLER FOUNDATIONS LLC         | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING LOYALTY PROGRAMS |             | USD           | 1        | 0        | 1   | 50         | 0          | 50     | 50     |

Looking into the next 13 weeks corporate travel is still slow. Some accounts that have booked already are below. The good neighbor rate has already started to gain some traction which is nice to see!

- Northpoint Commercial
- HP
- Good Neighbor Rate

# RM Initiatives- Brand.com & IHG App Contribution – rolling 30 days

223  
BOOKINGS

15.65  
AVERAGE BOOKING WINDOW

450  
BOOKED ROOM NIGHTS

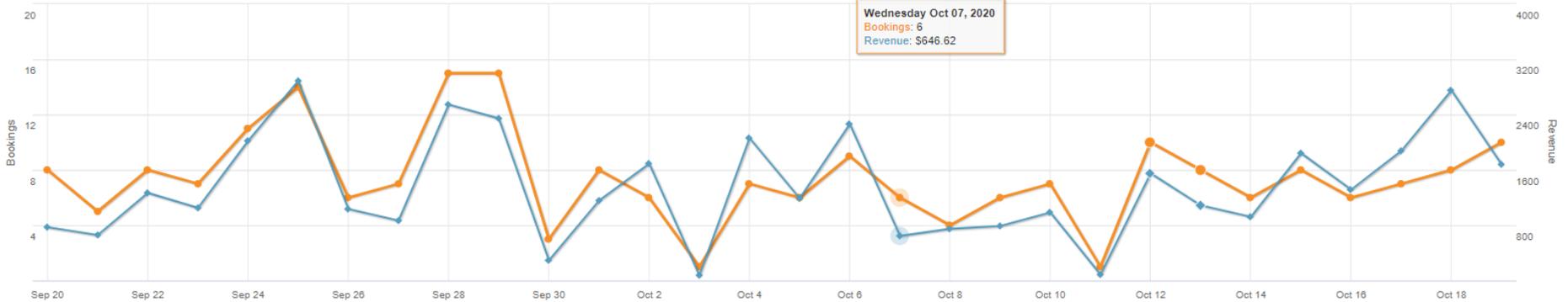
1.95  
AVERAGE LENGTH OF STAY

\$40,484.92  
BOOKED REVENUE

\$181.55  
AVERAGE ORDER

Bookings Booked Revenue

Chart Type - Auto



## RM Initiatives

---

- In the process of enacting new Product Class of Deluxe room types to capitalize on increased ADR for perceived value add of higher floor
- Increased 2 bed room value to \$10 premium on weekends, repriced flow through room type to equal Kings
- Validated Suites upgrade cost of \$30
- Market Appropriate Pricing completed through EOY, opaque adjusted to market value/dynamic
- Agoda Growth Program went live, ROAS 9.1
- Staycation Package enacted with marketing push and LTF
- NHOP Corporate Gold program, 25% off BFR, enacted
- TMC 7% off BFR enacted
- Opted in to Booking.com/Expedia.com Same Day Reservations, No Credit Card
- “Day Use” rate and Day Use OTA live and enacted
- Met with Expedia.com and Booking.com Marketing Managers, enacted suggested strategies based on what’s working in the market currently, following up to review production and change strategy if necessary in the next few weeks. Tightened up discounts week of 9/16/20 to drive additional ADR.
  - Accelerators live
  - Visibility Boosters live
  - Member rates live
  - Travel Ads live and reviewed daily
- Reviewing pick up and price positioning on OTA Insights daily, adjusting retail pricing based on data as necessary
- Stay Longer and Save rate live and IHG campaign running
- LTFs for Meet with Confidence, Book Now Pay Later, and Long Term Stay active
- Government per diem adjusted down to undercut BFR
- IHG Boost/Ignite live and bids adjusted based on return
- Dynamic employee rate open, adjusted allotment for employee rates up
- AAA discount adjusted up to 15% off, OA pending for Hot Deals
- Enterprise edition of D360 reviewed and strategies adjusted in accordance with data

# RM Initiatives- TA Spend

| Summary  | My Bids  |              |                          |   | Balances & Budgets |                   | Edit | Activity     |        |          |          |                 | Performance |    |            |        |
|--|--|--------------|--------------------------|---|--------------------|-------------------|------|--------------|--------|----------|----------|-----------------|-------------|----|------------|--------|
| Media Channel                                      | Bid Status ?                                     | Guidance ?   | Auto Update ?            | Bid ?                                       | Balance            | Budget            |      | Average Rank | Clicks | Avg. CPC | Spend    | Pending Spend ? | BKG         | RN | REV        | ROAS   |
| Google Hotel Ads<br>( <a href="#">Learn More</a> ) | Active <input type="checkbox"/>                  | 53% Coverage | <input type="checkbox"/> | \$ 2.25                                     | \$621.03           | \$100.00 (Weekly) |      | 0.00         | 113    | \$1.70   | \$191.79 | \$27.00         | 16          | 29 | \$2,417.61 | 12.6:1 |
| TripAdvisor<br>( <a href="#">Learn More</a> )      | Active <input type="checkbox"/>                  | N/A          | <input type="checkbox"/> | \$ 1.50                                     | \$519.74           | \$50.00 (Weekly)  |      | 1.39         | 19     | \$0.63   | \$12.05  | \$9.00          | 0           | 0  | \$0.00     | 0.0:1  |
| Kayak<br>( <a href="#">Learn More</a> )            | <input type="checkbox"/> Inactive <span>?</span> | \$0 for 1st; | <input type="checkbox"/> | \$ 1.50                                     | \$0.00             | \$25.00 (Weekly)  |      | 0.00         | -      | -        | -        | \$0.00          | -           | -  | -          | --     |
| Trivago<br>( <a href="#">Learn More</a> )          | Active <input type="checkbox"/>                  | N/A          | <input type="checkbox"/> | \$ 0.55                                     | \$228.52           | \$20.00 (Weekly)  |      | 0.00         | 1      | \$0.55   | \$0.55   | \$0.00          | 0           | 0  | \$0.00     | 0.0:1  |
| <b>Sponsored Listings</b>                          |  |              |                          |   |                    |                   |      |              |        |          |          |                 |             |    |            |        |
| <i>Bid Multipliers</i>                             |  |              |                          |   |                    |                   |      |              |        |          |          |                 |             |    |            |        |
| TripAdvisor Sponsored Placements                   | Active <input type="checkbox"/>                  | N/A          |                          | \$ 0.95                                     | \$516.67           | \$50.83 (Weekly)  |      | 0.00         | 16     | \$0.92   | \$14.74  | \$1.90          | 1           | 3  | \$243.96   | 16.6:1 |
| Google Property Promotion Ads                      | Active <input type="checkbox"/>                  | N/A          |                          | \$ 2.50                                     | \$2,158.48         | \$200.00 (Weekly) |      | 0.00         | 10     | \$0.23   | \$2.25   | \$2.50          | 0           | 0  | \$0.00     | 0.0:1  |
| Kayak Sponsored Listing                            | <input type="checkbox"/> Inactive <span>?</span> | N/A          |                          | \$ 0.25                                     | \$0.00             | (No Cap)          |      | 0.00         | -      | -        | -        | \$0.00          | -           | -  | -          | --     |
|  |  |              |                          | <input type="button" value="Save Changes"/> |                    |                   |      | --           | 159    | \$1.39   | \$221.38 | --              | 17          | 32 | \$2,661.57 | 12.0:1 |
| Total All Channels                                 |  |              |                          |   |                    |                   |      | --           | 159    | \$1.39   | \$221.38 | --              | 17          | 32 | \$2,661.57 | 12.0:1 |

# RM Initiatives- TA Spend Cont.

## Even Hotel Alpharetta

Account with 1 properties

October 7, 2020 - October 20, 2020, Hotel path [Customize](#)

### Ad delivery

| Spend (USD) <span>ⓘ</span> | Clicks <span>ⓘ</span> | Avg CPC (USD) <span>ⓘ</span> | Impressions <span>ⓘ</span> | Avg rank <span>ⓘ</span> | CTR <span>ⓘ</span> |
|----------------------------|-----------------------|------------------------------|----------------------------|-------------------------|--------------------|
| <b>1,403.56</b>            | <b>1,144</b>          | <b>1.23</b>                  | <b>37,392</b>              | <b>3.4</b>              | <b>3.06%</b>       |

### Attribution

| Revenue clicked (USD) <span>ⓘ</span> | Room nights clicked <span>ⓘ</span> | ROAS clicked <span>ⓘ</span> | Revenue exposed (USD) <span>ⓘ</span> | Room nights exposed <span>ⓘ</span> | ROAS exposed <span>ⓘ</span> |
|--------------------------------------|------------------------------------|-----------------------------|--------------------------------------|------------------------------------|-----------------------------|
| <b>9,428.05</b>                      | <b>98</b>                          | <b>7:1</b>                  | <b>16,183.96</b>                     | <b>172</b>                         | <b>12:1</b>                 |



## RM Initiatives- TA Spend Cont.

- Boost return stayed flat to 2 weeks ago, return actualizing in Trip Advisor and Google Hotel ads, staying at a 12:1 return.
- Nice amount of exposure as there are clicks in almost all active channels, saw return in Google Hotel Ads and Trip Advisor.
- Travel Ad return has stayed flat at a 12:1 exposed, clicked stayed at a 7:1.
- Decrease in return most likely due to increased ad spend and increased bids on clicks. Increased to \$120 p/day spend. Increased impressions tremendously, from 23k to 37k. Clicks increased from 879 to 1144.



## Bi-weekly Owners Deck – EVEN Hotel Alpharetta- Avalon Area

11/06/2020

## Executive Summary

- Sales team participated in Global Customer Confidence Week and completed over 80 calls to potential LNR account and meeting planners who book meetings in comp set hotels. This has resulted in over \$80k in potential revenue from 2 new signed LNR accounts. In addition to the corporate transient revenue the sales team captured four new groups adding \$18k in group revenue.
- Sales team has reached out to 30 of the Southeast HelmsBriscoe associates to make them aware of the exclusive EVEN brand offer. We have scheduled 2 new site tours so far! Many HB associates are still on hold with booking many events, but this is a good proactive sales approach. This is an EVEN brand exclusive promotion “555 Meet with Confidence – HB Client Offer” to create awareness for the brand, highlight our IHG clean promise and drive additional group conversation.
- Ophelia Talley, social media influencer, highlighted our property November 2-5. She shared her content with over 23k followers. Snip it’s from her stay are included on slide 5 and 6.
- Upcoming secured activations:
  - Nov 14<sup>th</sup>: Uncorked Event with the Painted Horse Winery outdoor concert. Exposure to over 300 local attendees. We are hosting artists from Nashville at the hotel and have a room block for possible overnight stays.
  - Nov 22<sup>nd</sup>: Shred and Sip Outdoor 45-minute workout with Shred 4:15 followed by food/drinks from Gusto! The Fit Atlanta will do a write up about the event. Up to 30 spots.
  - Dec 5<sup>th</sup> : Uncorked Event with the Painted Horse Winery outdoor concert – Jazz concert.
- Inquiring opportunities with strategic partners: PDK airport (\$2,000 month cost to hotel for advertising in terminal and Red Cross Blood Bus- hotel is on wait list for date.
- Activated a new top line revenue strategy at the hotel by using the two top floors as “Premium” room types. Revenue Management and the property team will determine the pricing increase on these rooms.
- Booked Taylor Techniques meeting in the month of December. 3 days of meetings with 30 room nights on property resulting in \$4k in total revenue.
- Continue to gain great traction from the Good Neighbor rate. We currently have 63 room nights on the books for the month of October and 64 room nights looking into the next 13 weeks.
- Implemented several initiatives to strategically restrict discounting while improving room revenue performance including extension of NHOP 25% floating discount for 2021.
- For the week ending October 31st the hotel achieved a 164.8 RGI. Additionally, the hotel achieved a 136.3 RGI over comp set 2.

## Proactive Sales Efforts & Action Plans

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### Creative Sales Efforts

Recent executed activation at the hotel:

- Sloth Yoga – 1 event, 200 impressions on Instagram
- Wellness Retreats with the city of Alpharetta and GOGA- 2 events, 98 impressions on Instagram
- Pure Barre classes – 3 classes, 50 impressions, and over 20 visitors
- Social media influencer stays – 4 influencers from Atlanta, Birmingham, and Charlotte.
  - Always Romaine Calm- 7.5k followers
  - Beautiful Drea- 69.2k followers
  - Flight Attendant Source- 27.2k followers
  - Chanelvanreen- 57.2k followers
  - Opheliat- 27.3k followers
- Social media influencer blogs – 69.2K impressions
- First Instagram takeover completed with Ron Cole from Shred 4:15. Captured over 1.5k followers.
- Enacted a new Product Class of Deluxe room types to capitalize on increased ADR for perceived value add of higher floor.
- Full audit of all third-party websites for photos and verbiage.
- Enrolled hotel in SAM.gov for 2021 to ensure that hotel is setup to receive government leads through the system award management.

In development:

- Secured partnership with The Painted Horse Winery and Vineyard located in Milton, GA. Our first event that we are sponsoring will be November 14<sup>th</sup> and our hotel will be mentioned in front of 300+ locals. Social Media exposure already being deployed as a result.
- Sip and Shred scheduled for November 22<sup>nd</sup>, 2020 in affiliation with Gusto! and Shred 4:15.

## Proactive Sales Efforts & Action Plans

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In development cont.:

- Developed Donuts with Jessica on Tuesday mornings. This is a creative and interactive initiative that will give us a chance to scout out our internal guests for more opportunity on a KNR/LNR level.
- Social media takeovers- No cost to hotel, next takeover will be with Icebox Alpharetta- Date TBA
- Inquiring opportunities with strategic partners- PDK airport (\$2,000 Month cost to hotel for advertising in terminal), Red Cross Blood Bus- hotel is on wait list for date

Ideas on back burner:

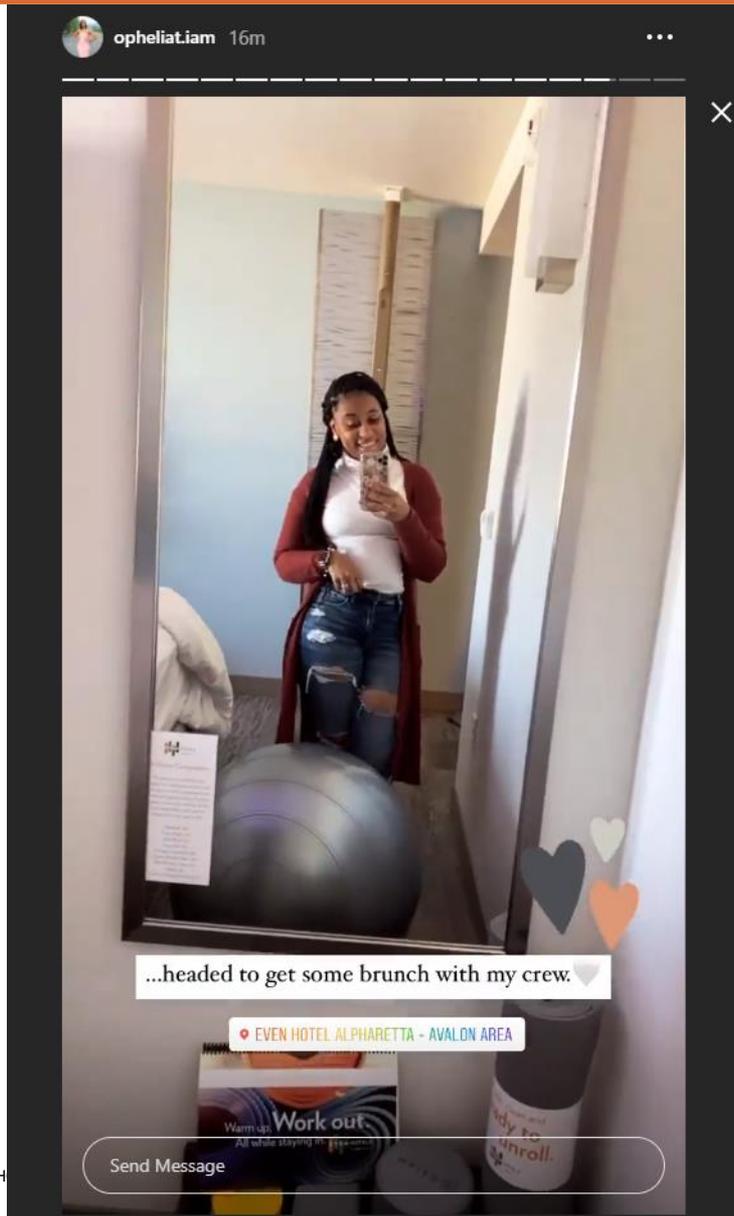
- Food Truck- \$700 cost to hotel (activation of parking space)
- Farmers Market- Will start up in 2021. \$35.00 cost to hotel for initial joining fee and \$35.00 each time we attend. Application to be completed in February.
- Pure Barre- \$150 cost to hotel
- Goat Yoga- Stopped because of COVID, will resume once all parties agree it is the right time
- Mindfulness Workshops- Stopped because of COVID, will resume once all parties agree it is the right time
- Lululemon Ambassador outdoor run- No cost to the hotel. Working with the store manager to host an ambassador run starting from the Lululemon store and having a “stop” at the hotel- Lululemon is not participating in any events in the community or hosting community runs until at least Q1

## Social Media and Event Calendar Nov-Dec

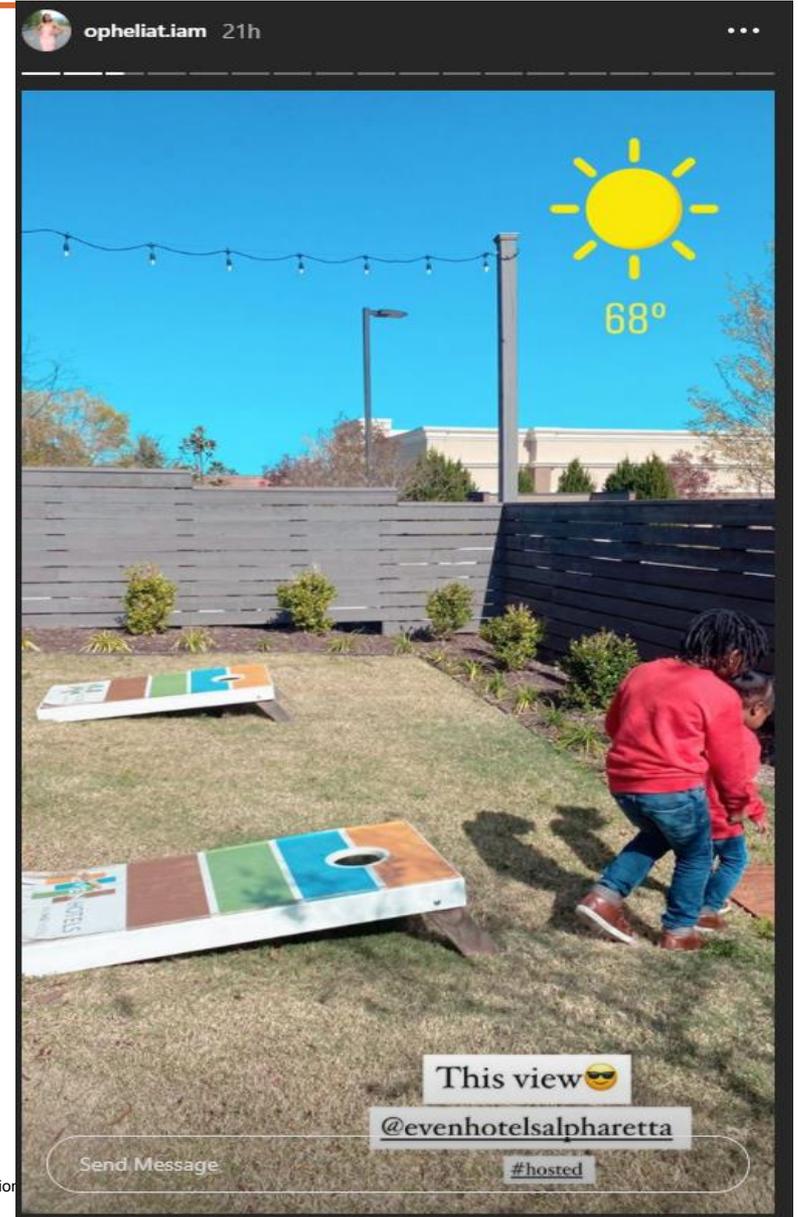
**Social Media influencer Ophelia Talley** stayed at the property this past weekend and had several postings. Snip it's from her stay are included below. She has 23K followers.



# Ophelia Talley stay at EVEN Hotel Alpharetta- Avalon Area



# Ophelia Talley stay at EVEN Hotel Alpharetta- Avalon Area

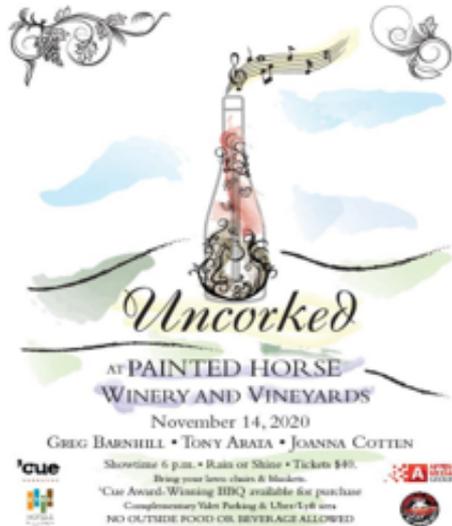


## Social Media and Event Calendar Nov-Dec

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**Sat, Nov 14, 2020**

Uncorked Event- The **Painted Horse Winery and Vineyards** is hosting an Outdoor Concert with singer/songwriters from Nashville. This event is in partnership with **Cue BBQ**, **Appen Media**, and **Cherry Street Brewing**. 300 attendees from the Milton/Roswell/Alpharetta area will be at the event. We are hosting artists at the hotel and have a room block for guests coming from out of town.



## Social Media and Event Calendar Nov-Dec

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### Sun, Nov 22, 2020

Shred and Sip- Outdoor 45-minute workout with **Shred 4:15** followed by food/drinks from **Gusto!** And **The Fit Atlanta** will do a write up about the event. 30 spots will be held for the event.

### Sat, Dec 5, 2020

Uncorked Event- **The Painted Horse Winery and Vineyards** is again hosting an uncorked event with famous Jazz artist. 300 attendees from the Milton/Roswell/Alpharetta area will be at the event. We are hosting artists at the hotel and have a room block for guests coming from out of town. More details to be shared upon receiving.

## HelmsBriscoe/ EVEN Hotels Partnership

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Sales team has reached out to 30 of the Southeast HelmsBriscoe associates to make them aware of this exclusive offer. We have scheduled 2 new site tours so far! Many HB associates are still on hold with booking many events, but this is a good proactive sales approach.

Good things also come in odd numbers.

### 555 Meet with Confidence - HelmsBriscoe Client Offer\*

- ✓ 5% off the master bill
- ✓ 5% commission paid within 21 days once contract is signed
- ✓ 5% commission paid post consumption
- ✓ Complimentary WIFI



Good isn't good enough. We're committed to high levels of cleanliness. That means clean, well maintained, clutter free rooms that meet our standards. If this isn't what you find when you check-in then we promise to make it right.

## STR – Glance Comp set 1

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

EVEN Hotels Alpharetta - Avalon Area 2715 Old Milton Pkwy Alpharetta, GA 30009-2219 Phone: (770) 869-2546

STR # 69460 Chain ID: 18435 Mgt Co: InterContinental Hotels Owner: None

For the Week of: October 25, 2020 - October 31, 2020 Date Created: November 03, 2020 Competitive Set Data Excludes Subject Property

### October 25, 2020 - October 31, 2020

|           |             | Sunday      | Monday      | Tuesday     | Wednesday   | Thursday    | Friday      | Saturday    | Total       |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|           |             | % Chg       |
| Occupancy | My Property | 43.2%       | 36.4%       | 39.4%       | 41.7%       | 84.8%       | 89.4%       | 84.1%       | 59.8%       |
|           | Comp Set    | 25.5% -28.0 | 26.5% -68.0 | 27.8% -67.9 | 22.7% -53.9 | 48.1% 58.1  | 72.8% 52.7  | 66.4% 11.2  | 41.4% -26.0 |
|           | Index (MPI) | 169.2       | 137.0       | 141.5       | 183.7       | 176.5       | 122.8       | 126.7       | 144.6       |
| ADR       | My Property | 70.93       | 77.82       | 81.07       | 79.72       | 80.54       | 77.54       | 78.01       | 78.13       |
|           | Comp Set    | 67.23 -43.7 | 70.96 -57.1 | 71.86 -57.9 | 65.81 -55.8 | 70.22 -39.6 | 67.24 -16.5 | 67.85 -13.5 | 68.54 -48.4 |
|           | Index (ARI) | 105.5       | 109.7       | 112.8       | 121.1       | 114.7       | 115.3       | 115.0       | 114.0       |
| RevPAR    | My Property | 30.63       | 28.30       | 31.94       | 33.22       | 68.34       | 69.32       | 65.60       | 46.76       |
|           | Comp Set    | 17.15 -59.5 | 18.84 -86.3 | 20.00 -86.5 | 14.93 -79.6 | 33.75 -4.5  | 48.96 27.5  | 45.03 -3.7  | 28.38 -61.9 |
|           | Index (RGI) | 178.6       | 150.2       | 159.7       | 222.5       | 202.5       | 141.6       | 145.7       | 164.8       |

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

|           |             | Sunday      | Monday      | Tuesday     | Wednesday   | Thursday    | Friday      | Saturday    | Total       |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|           |             | % Chg       |
| Occupancy | My Property | 39.2%       | 33.7%       | 33.9%       | 38.3%       | 53.2%       | 76.3%       | 80.5%       | 50.7%       |
|           | Comp Set    | 26.6% -37.2 | 25.8% -69.5 | 25.9% -72.4 | 25.9% -68.6 | 35.8% -38.3 | 56.7% -14.5 | 64.8% -10.5 | 37.3% -47.7 |
|           | Index (MPI) | 147.5       | 130.8       | 130.9       | 147.9       | 148.6       | 134.5       | 124.3       | 135.8       |
| ADR       | My Property | 72.39       | 81.62       | 82.53       | 81.33       | 81.09       | 75.87       | 76.77       | 78.24       |
|           | Comp Set    | 66.16 -45.5 | 72.46 -55.6 | 73.58 -58.1 | 71.35 -56.7 | 70.05 -44.3 | 67.14 -21.8 | 67.45 -20.9 | 69.10 -49.3 |
|           | Index (ARI) | 109.4       | 112.7       | 112.2       | 114.0       | 115.8       | 113.0       | 113.8       | 113.2       |
| RevPAR    | My Property | 28.38       | 27.52       | 27.98       | 31.11       | 43.15       | 57.91       | 61.80       | 39.69       |
|           | Comp Set    | 17.59 -65.8 | 18.67 -86.5 | 19.06 -88.5 | 18.46 -86.4 | 25.09 -65.6 | 38.09 -33.2 | 43.68 -29.1 | 25.81 -73.5 |
|           | Index (RGI) | 161.4       | 147.3       | 146.8       | 168.6       | 172.0       | 152.0       | 141.5       | 153.8       |

## STR – Glance Comp set 2

Tab 13 - Weekly Performance at a Glance - My Property vs. Competitive Set - Comp Set 2

EVEN Hotels Alpharetta – Avalon Area 2715 Old Milton Pkwy Alpharetta, GA 30009-2219 Phone: (770) 869-2546

STR # 69460 Chain ID: 18435 Mgt Co: InterContinental Hotels Owner: None

For the Week of: October 25, 2020 - October 31, 2020 Date Created: November 03, 2020 Competitive Set Data Excludes Subject Property

### October 25, 2020 - October 31, 2020

|           |             | Sunday      | Monday      | Tuesday     | Wednesday   | Thursday    | Friday     | Saturday    | Total       |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|
|           |             | % Chg       | % Chg      | % Chg       | % Chg       |
| Occupancy | My Property | 43.2%       | 36.4%       | 39.4%       | 41.7%       | 84.8%       | 89.4%      | 84.1%       | 53.8%       |
|           | Comp Set    | 25.2% -49.5 | 27.8% -70.2 | 32.1% -66.1 | 28.3% -54.4 | 51.6% 51.0  | 69.9% 61.0 | 51.0% -14.4 | 40.8% -34.6 |
|           | Index (MPI) | 171.6       | 130.8       | 122.8       | 147.3       | 164.3       | 127.9      | 164.9       | 146.6       |
| ADR       | My Property | 70.93       | 77.82       | 81.07       | 79.72       | 80.54       | 77.54      | 78.01       | 78.13       |
|           | Comp Set    | 79.49 -30.7 | 85.78 -45.8 | 89.06 -44.3 | 87.25 -35.9 | 79.24 -31.5 | 84.63 -8.8 | 84.29 -7.0  | 84.01 -36.1 |
|           | Index (ARI) | 89.2        | 90.7        | 91.0        | 91.4        | 101.6       | 91.6       | 92.6        | 93.0        |
| RevPAR    | My Property | 30.63       | 28.30       | 31.94       | 33.22       | 68.34       | 69.32      | 65.60       | 46.76       |
|           | Comp Set    | 20.00 -65.0 | 23.84 -83.9 | 28.56 -81.1 | 24.68 -70.7 | 40.92 3.5   | 59.16 46.8 | 42.98 -20.4 | 34.31 -58.2 |
|           | Index (RGI) | 153.1       | 118.7       | 111.8       | 134.6       | 167.0       | 117.2      | 152.6       | 136.3       |

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

|           |             | Sunday      | Monday      | Tuesday     | Wednesday   | Thursday    | Friday      | Saturday    | Total       |
|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|           |             | % Chg       |
| Occupancy | My Property | 39.2%       | 33.7%       | 33.9%       | 38.3%       | 53.2%       | 76.3%       | 80.5%       | 50.7%       |
|           | Comp Set    | 24.8% -51.8 | 27.5% -69.5 | 30.2% -68.6 | 30.8% -65.1 | 35.5% -42.6 | 48.5% -20.9 | 49.3% -31.6 | 35.2% -52.7 |
|           | Index (MPI) | 158.1       | 122.7       | 112.2       | 124.4       | 150.0       | 157.3       | 163.4       | 144.1       |
| ADR       | My Property | 72.39       | 81.62       | 82.53       | 81.33       | 81.09       | 75.87       | 76.77       | 78.24       |
|           | Comp Set    | 79.52 -31.2 | 85.76 -45.0 | 88.92 -47.6 | 89.00 -44.7 | 82.10 -35.2 | 82.65 -14.5 | 82.48 -12.5 | 84.13 -38.3 |
|           | Index (ARI) | 91.0        | 95.2        | 92.8        | 91.4        | 98.8        | 91.8        | 93.1        | 93.0        |
| RevPAR    | My Property | 28.38       | 27.52       | 27.98       | 31.11       | 43.15       | 57.91       | 61.80       | 39.69       |
|           | Comp Set    | 19.72 -66.9 | 23.56 -83.2 | 26.87 -83.6 | 27.37 -80.7 | 29.13 -62.8 | 40.10 -32.3 | 40.63 -40.1 | 29.63 -70.8 |
|           | Index (RGI) | 143.9       | 116.8       | 104.1       | 113.7       | 148.1       | 144.4       | 152.1       | 134.0       |

## STR – Segmentation Comp Set 1

### Tab 3 - Segmentation at a Glance - My Property vs. Competitive Set

EVEN Hotels Alpharetta - Avalon Area 2715 Old Milton Pkwy Alpharetta, GA 30009-2219 Phone: (770) 869-2546

STR # 69460 Chain ID: 18435 Mgt Co: InterContinental Hotels Owner: None

For the Week of: October 25, 2020 - October 31, 2020

Date Created: November 03, 2020

Competitive Set Data Excludes Subject Property

#### October 25, 2020 - October 31, 2020

|           | Transient   |       |       | Group       |        |       | Contract    |      |       | Total       |       |       |
|-----------|-------------|-------|-------|-------------|--------|-------|-------------|------|-------|-------------|-------|-------|
|           |             |       | % Chg |             |        | % Chg |             |      | % Chg |             |       | % Chg |
| Occupancy | My Property | 59.8% |       | My Property | 0.0%   |       | My Property | 0.0% |       | My Property | 59.8% |       |
|           | Comp set    | 41.1% | -13.2 | Comp set    | 0.3%   | -96.7 | Comp set    | 0.0% | 0.0   | Comp set    | 41.4% | -26.0 |
|           | Index (MPI) | 145.6 |       | Index (MPI) | 0.0    |       | Index (MPI) | 0.0  |       | Index (MPI) | 144.6 |       |
| ADR       | My Property | 78.13 |       | My Property | 0.00   |       | My Property | 0.00 |       | My Property | 78.13 |       |
|           | Comp set    | 68.09 | -48.4 | Comp set    | 134.71 | -2.5  | Comp set    | 0.00 | 0.0   | Comp set    | 68.54 | -48.4 |
|           | Index (ARI) | 114.8 |       | Index (ARI) | 0.0    |       | Index (ARI) | 0.0  |       | Index (ARI) | 114.0 |       |
| RevPAR    | My Property | 46.76 |       | My Property | 0.00   |       | My Property | 0.00 |       | My Property | 46.76 |       |
|           | Comp set    | 28.00 | -55.2 | Comp set    | 0.38   | -96.8 | Comp set    | 0.00 | 0.0   | Comp set    | 28.38 | -61.9 |
|           | Index (RGI) | 167.0 |       | Index (RGI) | 0.0    |       | Index (RGI) | 0.0  |       | Index (RGI) | 164.8 |       |

#### Running 28 Days

|           | Transient   |       |       | Group       |       |       | Contract    |      |       | Total       |       |       |
|-----------|-------------|-------|-------|-------------|-------|-------|-------------|------|-------|-------------|-------|-------|
|           |             |       | % Chg |             |       | % Chg |             |      | % Chg |             |       | % Chg |
| Occupancy | My Property | 49.6% |       | My Property | 1.1%  |       | My Property | 0.0% |       | My Property | 50.7% |       |
|           | Comp set    | 35.6% | -37.1 | Comp set    | 1.7%  | -88.4 | Comp set    | 0.0% | 0.0   | Comp set    | 37.3% | -47.7 |
|           | Index (MPI) | 139.2 |       | Index (MPI) | 66.3  |       | Index (MPI) | 0.0  |       | Index (MPI) | 135.8 |       |
| ADR       | My Property | 78.22 |       | My Property | 79.05 |       | My Property | 0.00 |       | My Property | 78.24 |       |
|           | Comp set    | 67.94 | -50.0 | Comp set    | 93.24 | -32.3 | Comp set    | 0.00 | 0.0   | Comp set    | 69.10 | -49.3 |
|           | Index (ARI) | 115.1 |       | Index (ARI) | 84.8  |       | Index (ARI) | 0.0  |       | Index (ARI) | 113.2 |       |
| RevPAR    | My Property | 38.79 |       | My Property | 0.90  |       | My Property | 0.00 |       | My Property | 39.69 |       |
|           | Comp set    | 24.21 | -68.6 | Comp set    | 1.60  | -92.2 | Comp set    | 0.00 | 0.0   | Comp set    | 25.81 | -73.5 |
|           | Index (RGI) | 160.2 |       | Index (RGI) | 56.2  |       | Index (RGI) | 0.0  |       | Index (RGI) | 153.8 |       |

## STR – Segmentation Comp Set 2

Tab 14 - Segmentation at a Glance - My Property vs. Competitive Set - Comp Set 2

EVEN Hotels Alpharetta - Avalon Area 2715 Old Milton Pkwy Alpharetta, GA 30009-2219 Phone: (770) 869-2546

STR # 69460 Chain ID: 18435 Mgt Co: InterContinental Hotels Owner: None

For the Week of: October 25, 2020 - October 31, 2020 Date Created: November 03, 2020 Competitive Set Data Excludes Subject Property

### October 25, 2020 - October 31, 2020

|           | Transient   |       | Group       |             | Contract    |       | Total       |       |       |
|-----------|-------------|-------|-------------|-------------|-------------|-------|-------------|-------|-------|
|           |             | % Chg |             | % Chg       |             | % Chg |             | % Chg |       |
| Occupancy | My Property | 59.8% | My Property | 0.0%        | My Property | 0.0%  | My Property | 59.8% |       |
|           | Comp set    | 40.5% | -24.9       | Comp set    | 0.4%        | -95.9 | Comp set    | 40.8% | -34.6 |
|           | Index (MPI) | 147.8 |             | Index (MPI) | 0.0         |       | Index (MPI) | 146.6 |       |
| ADR       | My Property | 78.13 | My Property | 0.00        | My Property | 0.00  | My Property | 78.13 |       |
|           | Comp set    | 83.47 | -36.0       | Comp set    | 146.63      | 5.9   | Comp set    | 84.01 | -36.1 |
|           | Index (ARI) | 93.6  |             | Index (ARI) | 0.0         |       | Index (ARI) | 93.0  |       |
| RevPAR    | My Property | 46.76 | My Property | 0.00        | My Property | 0.00  | My Property | 46.76 |       |
|           | Comp set    | 33.79 | -51.9       | Comp set    | 0.52        | -95.6 | Comp set    | 34.31 | -58.2 |
|           | Index (RGI) | 138.4 |             | Index (RGI) | 0.0         |       | Index (RGI) | 136.3 |       |

### Running 28 Days

|           | Transient   |       | Group       |             | Contract    |       | Total       |       |       |
|-----------|-------------|-------|-------------|-------------|-------------|-------|-------------|-------|-------|
|           |             | % Chg |             | % Chg       |             | % Chg |             | % Chg |       |
| Occupancy | My Property | 49.6% | My Property | 1.1%        | My Property | 0.0%  | My Property | 50.7% |       |
|           | Comp set    | 33.9% | -47.5       | Comp set    | 1.4%        | -86.3 | Comp set    | 35.2% | -52.7 |
|           | Index (MPI) | 146.5 |             | Index (MPI) | 83.6        |       | Index (MPI) | 144.1 |       |
| ADR       | My Property | 78.22 | My Property | 79.05       | My Property | 0.00  | My Property | 78.24 |       |
|           | Comp set    | 83.18 | -39.0       | Comp set    | 107.82      | -21.1 | Comp set    | 84.13 | -38.3 |
|           | Index (ARI) | 94.0  |             | Index (ARI) | 73.3        |       | Index (ARI) | 93.0  |       |
| RevPAR    | My Property | 38.79 | My Property | 0.90        | My Property | 0.00  | My Property | 39.69 |       |
|           | Comp set    | 28.16 | -68.0       | Comp set    | 1.47        | -89.2 | Comp set    | 29.63 | -70.8 |
|           | Index (RGI) | 137.8 |             | Index (RGI) | 61.3        |       | Index (RGI) | 134.0 |       |

# STR – Weekly RevPAR Detail Comp set 1

|                     | Current Week |           |           |           |           |           |           | Current Week | Run 28 | Run MTD |
|---------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|--------|---------|
|                     | Su           | Mo        | Tu        | We        | Th        | Fr        | Sa        |              |        |         |
| <b>RevPAR</b>       | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> |              |        |         |
| My Property         | 30.63        | 28.30     | 31.94     | 33.22     | 68.34     | 69.32     | 65.60     | 46.76        | 39.69  | 40.71   |
| Comp Set            | 17.15        | 18.84     | 20.00     | 14.93     | 33.75     | 48.96     | 45.03     | 28.38        | 25.81  | 25.71   |
| Market Scale        | 36.07        | 35.63     | 36.31     | 35.25     | 49.00     | 66.61     | 66.94     | 46.54        | 44.42  | 44.68   |
| <b>RevPAR % Chg</b> | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> | Current Week | Run 28 | Run MTD |
| My Property         | -59.5        | -86.3     | -86.5     | -79.6     | -4.5      | 27.5      | -3.7      | -61.9        | -73.5  | -75.4   |
| Comp Set            | -51.5        | -70.6     | -69.4     | -56.7     | -18.8     | -7.8      | -15.8     | -46.4        | -53.4  | -55.5   |
| Market Scale        |              |           |           |           |           |           |           |              |        |         |
| <b>Index (RGI)</b>  | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> | Current Week | Run 28 | Run MTD |
| Comp Set            | 178.6        | 150.2     | 159.7     | 222.5     | 202.5     | 141.6     | 145.7     | 164.8        | 153.8  | 158.3   |
| Market Scale        | 84.9         | 79.4      | 88.0      | 94.2      | 139.5     | 104.1     | 98.0      | 100.5        | 89.4   | 91.1    |
| <b>Index % Chg</b>  | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> | Current Week | Run 28 | Run MTD |
| Comp Set            |              |           |           |           |           |           |           |              |        |         |
| Market Scale        |              |           |           |           |           |           |           |              |        |         |
| <b>Rank</b>         | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> | Current Week | Run 28 | Run MTD |
| Your rank           | 1 of 7       | 1 of 7    | 1 of 7    | 1 of 7    | 1 of 7    | 1 of 7    | 1 of 7    | 1 of 7       | 1 of 7 | 1 of 7  |
| RevPAR % Chg        |              |           |           |           |           |           |           |              |        |         |

## STR – Weekly RevPAR Detail Comp set 2

|                     | Current Week |           |           |           |           |           |           | Current Week | Run 28 | Run MTD |
|---------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|--------|---------|
|                     | Su           | Mo        | Tu        | We        | Th        | Fr        | Sa        |              |        |         |
| <b>RevPAR</b>       | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> |              |        |         |
| My Property         | 30.63        | 28.30     | 31.94     | 33.22     | 68.34     | 69.32     | 65.60     | 46.76        | 39.69  | 40.71   |
| Comp Set            | 20.00        | 23.84     | 28.56     | 24.68     | 40.92     | 59.16     | 42.98     | 34.31        | 29.63  | 29.08   |
| Market Scale        | 36.07        | 35.63     | 36.31     | 35.25     | 49.00     | 66.61     | 66.94     | 46.54        | 44.42  | 44.68   |
| <b>RevPAR % Chg</b> | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> |              |        |         |
| My Property         | -65.0        | -83.9     | -81.1     | -70.7     | 3.5       | 46.8      | -20.4     | -58.2        | -70.8  | -73.1   |
| Comp Set            | -51.5        | -70.6     | -69.4     | -56.7     | -18.8     | -7.8      | -15.8     | -46.4        | -53.4  | -55.5   |
| Market Scale        |              |           |           |           |           |           |           |              |        |         |
| <b>Index (RGI)</b>  | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> |              |        |         |
| Comp Set            | 153.1        | 118.7     | 111.8     | 134.6     | 167.0     | 117.2     | 152.6     | 136.3        | 134.0  | 140.0   |
| Market Scale        | 84.9         | 79.4      | 88.0      | 94.2      | 139.5     | 104.1     | 98.0      | 100.5        | 89.4   | 91.1    |
| <b>Index % Chg</b>  | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> |              |        |         |
| Comp Set            |              |           |           |           |           |           |           |              |        |         |
| Market Scale        |              |           |           |           |           |           |           |              |        |         |
| <b>Rank</b>         | <b>25</b>    | <b>26</b> | <b>27</b> | <b>28</b> | <b>29</b> | <b>30</b> | <b>31</b> |              |        |         |
| Your rank           | 2 of 6       | 2 of 6    | 2 of 6    | 2 of 6    | 2 of 6    | 2 of 6    | 2 of 6    | 2 of 6       | 2 of 6 | 2 of 6  |
| RevPAR % Chg        |              |           |           |           |           |           |           |              |        |         |

## STR – Monthly (September)

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

EVEN Hotels Alpharetta - Avalon Area    2715 Old Milton Pkwy    Alpharetta, GA 30009-2219    Phone: (770) 869-2546

STR # 69460    ChainID: 18435    MgtCo: InterContinental Hotels    Owner: None

For the Month of: September 2020    Date Created: October 17, 2020    Monthly Competitive Set Data Excludes Subject Property

#### September 2020

|                  | Occupancy (%) |          |             | ADR     |          |             | RevPAR  |          |             |
|------------------|---------------|----------|-------------|---------|----------|-------------|---------|----------|-------------|
|                  | My Prop       | Comp Set | Index (MPI) | My Prop | Comp Set | Index (ARI) | My Prop | Comp Set | Index (RGI) |
| Current Month    | 44.3          | 30.9     | 143.2       | 74.41   | 69.17    | 107.6       | 32.94   | 21.39    | 154.0       |
| Year To Date     | 28.2          | 36.1     | 78.0        | 98.12   | 103.41   | 94.9        | 27.65   | 37.36    | 74.0        |
| Running 3 Month  | 38.0          | 30.6     | 124.3       | 78.78   | 76.05    | 103.6       | 29.94   | 23.25    | 128.7       |
| Running 12 Month | 28.2          | 43.5     | 64.8        | 98.12   | 113.73   | 86.3        | 27.65   | 49.45    | 55.9        |

#### September 2020 vs. 2019 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    |           | -53.6    |             |         | -48.6    |             |         | -76.2    |             |
| Year To Date     |           | -47.0    |             |         | -26.8    |             |         | -61.2    |             |
| Running 3 Month  |           | -55.4    |             |         | -43.5    |             |         | -74.8    |             |
| Running 12 Month |           | -36.0    |             |         | -18.4    |             |         | -47.8    |             |

## On the Books

|              | <b>OTB</b>         | <b>Forecast</b>    | <b>OTB vs. For</b> |
|--------------|--------------------|--------------------|--------------------|
| January-20   | \$187,327          | \$186,437          | \$890              |
| February-20  | \$245,679          | \$224,666          | \$21,013           |
| March-20     | \$93,995           | \$91,365           | \$2,630            |
| <b>Q1</b>    | <b>\$527,001</b>   | <b>\$502,468</b>   | <b>\$24,533</b>    |
| April-20     | \$2,324            | \$2,031            | \$293              |
| May-20       | \$16,371           | \$15,248           | \$1,123            |
| June-20      | \$86,058           | \$80,395           | \$5,663            |
| <b>Q2</b>    | <b>\$104,753</b>   | <b>\$97,674</b>    | <b>\$7,079</b>     |
| July-20      | \$125,709          | \$115,692          | \$10,017           |
| August-20    | \$105,595          | \$99,829           | \$5,766            |
| September-20 | \$129,583          | \$115,720          | \$13,863           |
| <b>Q3</b>    | <b>\$360,887</b>   | <b>\$331,240</b>   | <b>\$29,647</b>    |
| October-20   | \$166,573          | \$108,182          | \$58,391           |
| November-20  | \$67,137           | \$105,319          | (\$38,182)         |
| December-20  | \$15,294           | \$101,501          | (\$86,207)         |
| <b>Q4</b>    | <b>\$249,004</b>   | <b>\$315,002</b>   | <b>(\$65,998)</b>  |
| <b>Total</b> | <b>\$1,241,644</b> | <b>\$1,246,383</b> | <b>(\$4,739)</b>   |

### Key Opportunities/ Risks

- **November-** Opportunity for last minute sports/ equestrian groups. Corporate meeting opportunity.
- **December-** Corporate Holiday parties' opportunity. End of year business travel.

# Group Booking Highlights

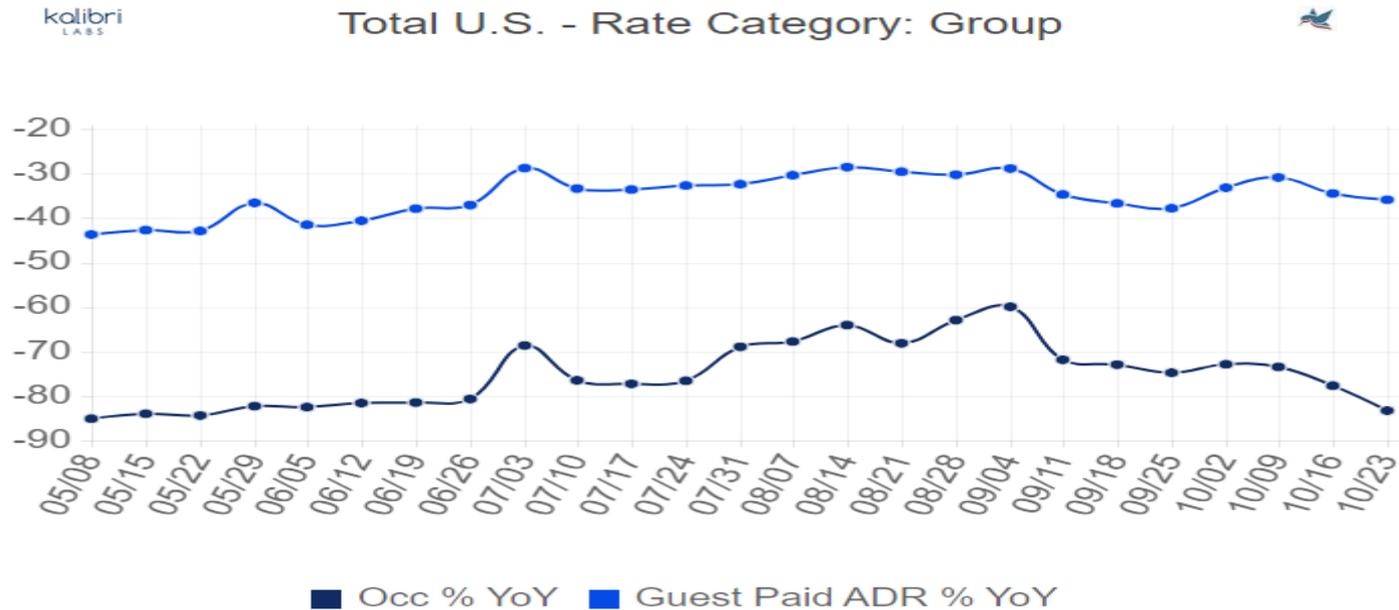
While group remains a segment that is severely impacted (down 83.2% YOY in the US) and one of the last segmented projected to rebound we are actively engaged with all lead sources as well as local accounts to capture any small meetings.

## Sales Department booked:

**Taylor Techniques: 3 days meeting space, 30 room nights, \$4k in revenue**

**A5 Elite Volleyball: 60 room nights, \$7k in revenue**

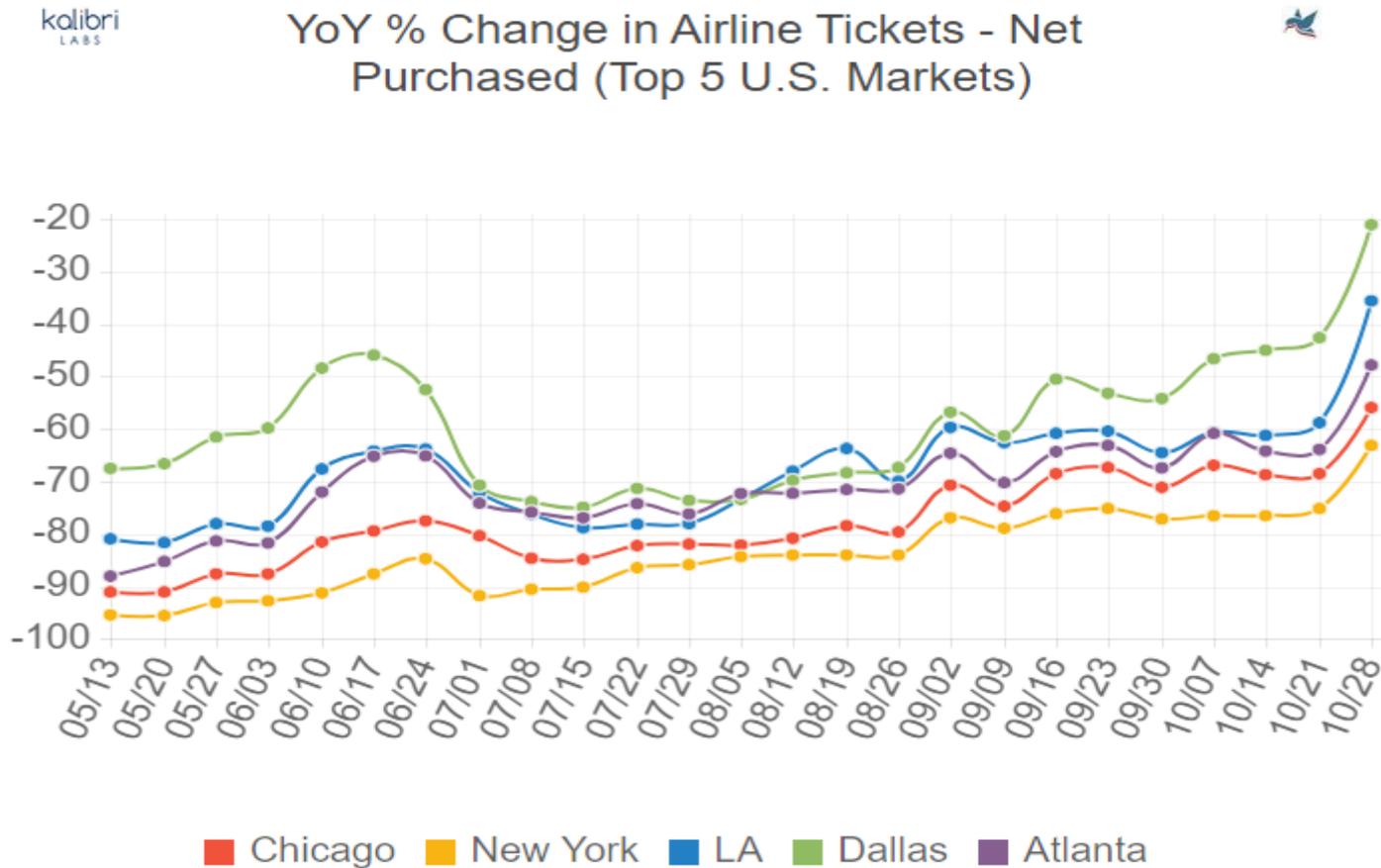
**Top Threat Softball: 60 room nights, \$7 in revenue**



Source: Kalibri Labs; Data Current Through: 10/23/20; Last Updated: 11/02/20

# Net Airline Bookings – Trend Indicator for major markets

The below charts shows net airline booking to a major destination. Despite a slowdown at the end of September the overall trends (straight line) remains positive with minor booking improvement. Atlanta has changed to 47.8% YOY.



Data: Purchased/Paid Tickets, including cancellations; Source: ForwardKeys; Data Current Through: 10/28/20; Last Updated: 11/03/20

# Net Airline Bookings – Trend Indicator for major markets



## Major U.S. Markets Overview



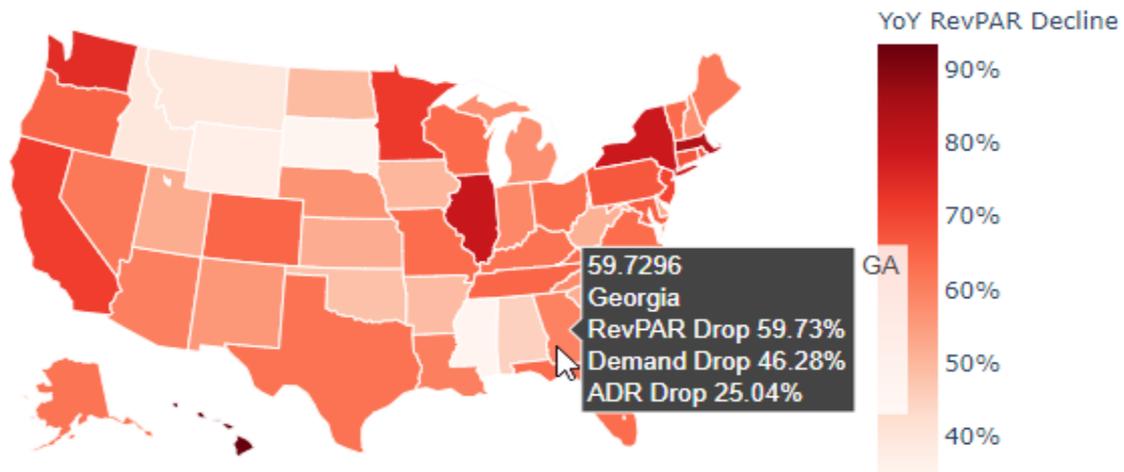
| <b>Destination</b> | <b>09/17 -<br/>09/23</b> | <b>09/24 -<br/>09/30</b> | <b>10/01 -<br/>10/07</b> | <b>10/08 -<br/>10/14</b> | <b>10/15 -<br/>10/21</b> | <b>10/22 -<br/>10/28</b> |
|--------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>Chicago</b>     | -67.3%                   | -71.1%                   | -66.9%                   | -68.7%                   | -68.5%                   | -55.9%                   |
| <b>New York</b>    | -75.1%                   | -77.1%                   | -76.5%                   | -76.5%                   | -75.1%                   | -63.1%                   |
| <b>LA</b>          | -60.4%                   | -64.5%                   | -60.6%                   | -61.2%                   | -58.8%                   | -35.6%                   |
| <b>Dallas</b>      | -53.2%                   | -54.2%                   | -46.6%                   | -45.0%                   | -42.6%                   | -21.1%                   |
| <b>Atlanta</b>     | -63.1%                   | -67.4%                   | -60.8%                   | -64.2%                   | -63.9%                   | -47.8%                   |

# Hotel Performance by State- Georgia

The below charts shows RevPAR, demand, and ADR drop YOY in the state of Georgia.



## U.S. RevPAR YoY % Decline



## Proactive Sales Efforts & Action Plans

| Action/Activity   | Segment  | Impact        | Due by | Status   | Comments  |
|---|----------|---------------|--------|----------|---|
| Engage with top with Negotiated Accounts to discuss and secure short term offerings/agreements            | corp neg | mid/long term | 30-Jul | complete | Contacted Fiserv, Equifax, Synchrony Financial and HP to discuss dynamic rates. Feedback is good and just working to make sure corp gold is showing up on booking tool. Update on HP- They are not scheduled to start traveling until February of 2021.   |
| Share good neighbor rate to all hotel associates and corporate clients.                                   | leisure  | short term    | 18-Jun | complete | Provided flyer in person/email as applicable. Offer includes double points for stays in the year  |
| Welcome guests with hand written cards  | leisure  | short term    | 30-Jun | complete | Doing this now for all inhouse guests. Have been able to secure a couple of regular guests. Working on an LNR account with VDART.   |
| Development of events such as Pure Barre on the green, and pawn on the porch to create community exposure | leisure  | mid/long term | 30-Jun | complete | First Pure Barre event on June 27th, working to schedule yoga, and girls night sleepover with sloth. GOGA . Second Pure Barre class planned for August 1st. Working with FitATL to have them do some social broadcasting for us. We have scheduled three new events coming up in July and August. Working with GOGA has been put on a temporary pause due to COVID. |

## Proactive Sales Efforts & Action Plans

| Action/Activity  | Segment | Impact        | Due by | Status   | Comments  |
|--|---------|---------------|--------|----------|---|
| Reviewing and prospecting Alpharetta Convention Center calendar for any new groups | group   | short term    | 30-Jul | complete | Reached out to all groups and received several responses that the groups are smaller than anticipated and will not need more rooms but will keep us in mind if they need to do so.  |
| Reach out to ATL bloggers and set up activations in partnership                    | leisure | mid/long term | 30-Jun | complete | Reached out to 15 social media influencers to setup stays at the hotel. Working to ensure they stay when we have some activation happening. Also awaiting the arrival of brand boxes to hotel. We have three bloggers scheduled to stay at the hotel. We had one of the influencers stay this past weekend and she shared a lot of great content. She has 50k followers!  |
| Contact HOA's to see if the association can post on internal website               | leisure | mid/long term | 15-Jul | complete | Have made a list of HOA's within the surrounding neighborhoods. Looking to make visits to the clubhouses soon as well. Received some good feedback from local HOA's. There is a cost to advertise on the local messenger board and news letters. I have received the cost on this and it is not something that we can currently pursue. Will continue to work my way down the list. Hoping to find a HOA that would want to partner maybe in exchange for meeting in meeting space. |

## Proactive Sales Efforts & Action Plans

| Action/Activity   | Segment  | Impact        | Due by | Status   | Comments   |
|---|----------|---------------|--------|----------|--|
| Continue to work with wedding venues  | group    | mid/long term | 15-Jul | complete | Work with partners in the Roswell/Alpharetta area to continue to book wedding blocks that were either rescheduled or have yet to take place.   |
| Work closely with contacts from Ameris Bank Theater to gain groups when they start performing again | group    | mid/long term | 30-Jul | complete | Work with the production groups and sales team at Ameris Bank. Booked Doobie Brothers for July 2021. \$7.7k  |
| Prospect local real estate brokers and share real estate rate                                       | leisure  | mid/long term | 15-Aug | complete | Visit real estate offices in Alpharetta, Roswell, and Johns Creek for business on relocation or out of town buyers. Will share our good neighbor rate with prospective buyers and relocaters |
| Prospect local assisted living facilities and share good neighbor rate                              | leisure  | mid/long term | 15-Aug | complete | Share the good neighbor rate with the team members to share with residents   |
| Prospect list from Ovation Travel   | corp neg | mid/long term | 15-Oct | complete | Call on travel agents and prospect local offices   |
| Prospect from list of fastest growing businesses in Alpharetta, Roswell, and Marietta               | corp neg | mid/long term | 15-Oct | complete | Calling on over 25 companies for potential LNR rates. Travel is paused for most compnies.  |

## Corporate Bookings- November 1st- November 31st

| Category | Corp ID   | Company Name                  | Sale Segment      | Segment                   | IATA Number | Currency Code | CY Rooms | LY Rooms | Var | CY Revenue | LY Revenue | Var     | CY ADR |
|----------|-----------|-------------------------------|-------------------|---------------------------|-------------|---------------|----------|----------|-----|------------|------------|---------|--------|
| IDDAY    | 954286739 | COMPASS GROUP PLC             | OTHER             | OTHER (UNCLASSIFIED)      |             | USD           | 1        | 0        | 1   | 70         | 0          | 70      | 70     |
| IDME0    | 786879699 | GEICO TAIKISHA                | UNFENCED          | UNFENCED ROOM ONLY        |             | USD           | 3        | 0        | 3   | 310.65     | 0          | 310.65  | 103.55 |
| IDMEF    | 000102806 | GENERAL ELECTRIC COMPANY      | FENCED            | PROMOTION BRAND OR REGION |             | USD           | 1        | 0        | 1   | 85.38      | 0          | 85.38   | 85.38  |
| IDPB2    | 000104256 | SIEMENS                       | OPAQUE            | OPAQUE TPI                | 07723203    | USD           | 2        | 0        | 2   | 125.46     | 0          | 125.46  | 62.73  |
| IGCOR    | 786967596 | NORTHPOINT COMMERCIAL FINANCE | UNFENCED          | UNFENCED ROOM ONLY        |             | USD           | 2        | 0        | 2   | 218        | 0          | 218     | 109    |
| IGN1R    | 100208749 | OLDCASTLE                     | CORPORATE         | CORPORATE GOLD            | 11936735    | USD           | 1        | 0        | 1   | 89.1       | 0          | 89.1    | 89.1   |
| IGN2R    | 000154555 | TEXTRON INCORPORATED          | CORPORATE         | CORPORATE GOLD            | 17789870    | USD           | 2        | 0        | 2   | 183.04     | 0          | 183.04  | 91.52  |
| IGN3R    | 786824245 | HP INC                        | CORPORATE         | CORPORATE GOLD            |             | USD           | 2        | 0        | 2   | 204.68     | 0          | 204.68  | 102.34 |
| IGN6R    | 000102806 | GENERAL ELECTRIC COMPANY      | CORPORATE         | CORPORATE GOLD            |             | USD           | 3        | 0        | 3   | 237.75     | 0          | 237.75  | 79.25  |
| IGNSE    | 100187197 | SMITHFIELD FOODS              | CORPORATE         | CORPORATE BUSINESS EDGE   | 45785515    | USD           | 3        | 0        | 3   | 294.3      | 0          | 294.3   | 98.1   |
| IGTMC    | 100221835 | BCD TRAVEL                    | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES  | 11763463    | USD           | 3        | 0        | 3   | 285.51     | 0          | 285.51  | 95.17  |
| IKHB4    | 954410926 | CISCO SYSTEMS INCORPORATED    | UNFENCED          | UNFENCED VALUE ADD        |             | USD           | 1        | 0        | 1   | 99         | 0          | 99      | 99     |
| IL4D4    | 100235822 | WEDDING SPECIAL RATE          | CORPORATE         | CORPORATE LNR             | 99634986    | USD           | 4        | 0        | 4   | 396.12     | 0          | 396.12  | 99.03  |
| ILB84    | 100271334 | TRAVELING NURSE               | CORPORATE         | CORPORATE LNR             |             | USD           | 1        | 0        | 1   | 79         | 0          | 79      | 79     |
| ILKO3    | 100216752 | GOOD NEIGHBOR                 | CORPORATE         | CORPORATE LNR             |             | USD           | 48       | 0        | 48  | 3914.15    | 0          | 3914.15 | 81.54  |

As TMC's slowly starting to travel with 107 RN's OTB's for the month of September. Companies with booking activity:

- Siemens
- General Electric
- Good Neighbor
- Norfolk Southern

## Corporate Bookings- November 1st- November 31st

|       |           |                               |                   |   |          |     |    |   |    |        |   |        |        |
|-------|-----------|-------------------------------|-------------------|---|----------|-----|----|---|----|--------|---|--------|--------|
| ILKO3 | 100216752 | GOOD NEIGHBOR                 | CORPORATE         | CORPORATE LNR                                 | 96029732 | USD | 5  | 0 | 5  | 402.6  | 0 | 402.6  | 80.52  |
| ILKO3 | 100216752 | GOOD NEIGHBOR                 | CORPORATE         | CORPORATE LNR                                 | 99502056 | USD | 11 | 0 | 11 | 845.6  | 0 | 845.6  | 76.87  |
| IPBCD | 100221835 | BCD TRAVEL                    | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES                      | 11568270 | USD | 1  | 0 | 1  | 89     | 0 | 89     | 89     |
| IPTHR | 100205087 | THOR                          | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES                      | 10516623 | USD | 3  | 0 | 3  | 306.99 | 0 | 306.99 | 102.33 |
| IPTHR | 100205087 | THOR                          | BUSINESS TRAVEL A | BUSINESS TRAVEL AGENCIES                      | 16517034 | USD | 2  | 0 | 2  | 218    | 0 | 218    | 109    |
| IVANI | 000102806 | GENERAL ELECTRIC COMPANY      | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING LOYALTY PROGRAMS         |          | USD | 4  | 0 | 4  | 200    | 0 | 200    | 50     |
| IVANI | 000118109 | NORFOLK SOUTHERN CORPORATION  | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING LOYALTY PROGRAMS         |          | USD | 2  | 0 | 2  | 100    | 0 | 100    | 50     |
| IVANI | 786876013 | KELLER FOUNDATIONS LLC        | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING LOYALTY PROGRAMS         |          | USD | 1  | 0 | 1  | 50     | 0 | 50     | 50     |
| IVEDI | 000100633 | SHELL INTERNATIONAL PETROLEUM | MEMBERSHIP MARKE  | MEMBERSHIP MARKETING OWNER AND EMPLOYEE RATES |          | USD | 1  | 0 | 1  | 69     | 0 | 69     | 69     |

## Corporate Bookings- Looking forward (Next 13 weeks)



### Corporate ID and Rate Category Production

#### Alpharetta - Avalon Area (ATLEV)

Production Dates : 05-NOV-2020 through 21-JAN-2021

05-NOV-2020

| Category | Corp ID   | Company Name                   | Sale Segment             | Segment                                       | IATA Number | Currency Code | CY Rooms | LY Rooms | Var | CY Revenue | LY Revenue | Var     | CY ADR | LY ADR | Var    |
|----------|-----------|--------------------------------|--------------------------|---|-------------|---------------|----------|----------|-----|------------|------------|---------|--------|--------|--------|
| IDAAA    | 000142867 | NAVISTAR INTERNATIONAL CORP    | MEMBERSHIP MARKETING     | MEMBERSHIP MARKETING PARTNER PROGRAMS         | 14524381    | USD           | 1        | 0        | 1   | 84.15      | 0          | 84.15   | 84.15  | 0      | 84.15  |
| ILK03    | 100216752 | GOOD NEIGHBOR                  | CORPORATE                | CORPORATE LNR                                 |             | USD           | 57       | 0        | 57  | 4510.36    | 0          | 4510.36 | 79.13  | 0      | 79.13  |
| ILK03    | 100216752 | GOOD NEIGHBOR                  | CORPORATE                | CORPORATE LNR                                 | 96029732    | USD           | 1        | 0        | 1   | 107.33     | 0          | 107.33  | 107.33 | 0      | 107.33 |
| IPORN    | 786787095 | ALE SOLUTIONS PLAN A           | CORPORATE                | CORPORATE KNR                                 | 14596562    | USD           | 2        | 0        | 2   | 228.6      | 0          | 228.6   | 114.3  | 0      | 114.3  |
| IPTT1    | 100306731 | TRAVEL LEADERS WORLDWIDE HOTEL | BUSINESS TRAVEL AGENCIES | BUSINESS TRAVEL AGENCIES                      | 16720480    | USD           | 2        | 0        | 2   | 218        | 0          | 218     | 109    | 0      | 109    |
| IVEDI    | 954408789 | INTERCONTINENTAL HOTELS GROUP  | MEMBERSHIP MARKETING     | MEMBERSHIP MARKETING OWNER AND EMPLOYEE RATES |             | USD           | 2        | 1        | 1   | 138        | 69         | 69      | 69     | 69     | 0      |

Looking into the next 13 weeks corporate travel is still slow. Some accounts that have booked already are below. The good neighbor rate has already started to gain some traction which is nice to see!

- ALE Solutions
- Good Neighbor Rate
- Navstar International

# RM Initiatives- Brand.com & IHG App Contribution – rolling 30 days

245  
BOOKINGS

14.24  
AVERAGE BOOKING WINDOW

549  
BOOKED ROOM NIGHTS

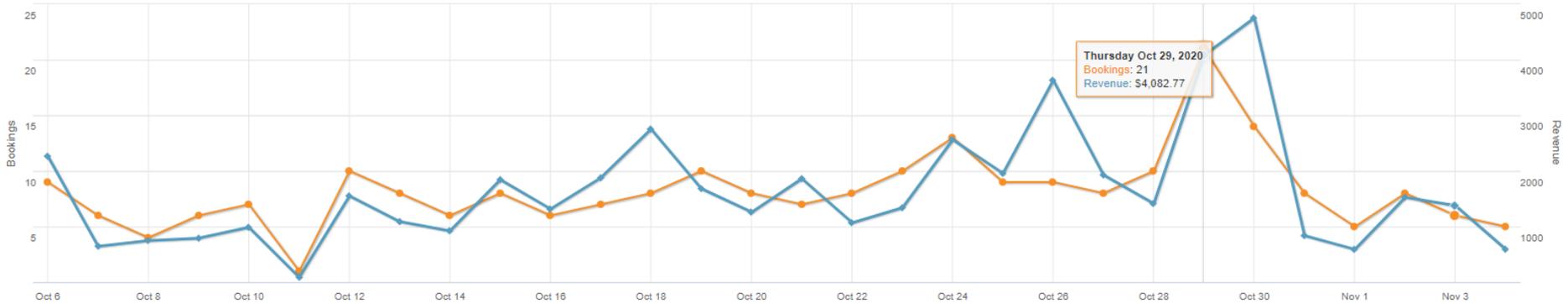
1.95  
AVERAGE LENGTH OF STAY

\$49,326.70  
BOOKED REVENUE

\$201.33  
AVERAGE ORDER

Bookings Booked Revenue

Chart Type - Auto



## RM Initiatives

---

- In the process of enacting new Product Class of Deluxe room types to capitalize on increased ADR for perceived value add of higher floor
- Increased 2 bed room value to \$10 premium on weekends, repriced flow through room type to equal Kings
- Validated Suites upgrade cost of \$30
- Market Appropriate Pricing completed through Q1 2021, opaque adjusted to market value/dynamic
- Agoda Growth Program went live, increased production through this channel
- Staycation Package enacted with marketing push and LTF. Also LTF for Rewards points and Meet with Confidence
- NHOP Corporate Gold program, 25% off BFR, enacted
- TMC 7% off BFR enacted
- Opted in to Booking.com/Expedia.com Same Day Reservations, No Credit Card
- “Day Use” rate and Day Use OTA live and enacted
- Met with Expedia.com and Booking.com Marketing Managers, enacted suggested strategies through Q1 2021 based on what’s working in the market currently, following up to review production and change strategy if necessary in the next few weeks. Tightened up discounts week of 9/16/20 to drive additional ADR.
  - Accelerators live
  - Visibility Boosters live
  - Member rates live
  - Travel Ads live and reviewed daily
- Reviewing pick up and price positioning on OTA Insights daily, adjusting retail pricing based on data as necessary
- Stay Longer and Save rate live and IHG campaign running
- LTFs for Meet with Confidence, Book Now Pay Later, and Long Term Stay active
- Government per diem adjusted down to undercut BFR
- IHG Boost/Ignite live and bids adjusted based on return
- Dynamic employee rate open, adjusted allotment for employee rates up
- AAA discount adjusted up to 15% off, OA pending for Hot Deals
- Enterprise edition of D360 reviewed and strategies adjusted in accordance with data

# RM Initiatives- TA Spend

| Summary  | My Bids   |                   |                          |                           | Balances & Budgets |                   | Activity     |        |          |          |                 | Performance |    |            |        |
|--|---|-------------------|--------------------------|---------------------------|--------------------|-------------------|--------------|--------|----------|----------|-----------------|-------------|----|------------|--------|
| Media Channel                                      | Bid Status ?  | Guidance ?        | Auto Update ?            | Bid ?                     | Balance            | Budget            | Average Rank | Clicks | Avg. CPC | Spend    | Pending Spend ? | BKG         | RN | REV        | ROAS   |
| Google Hotel Ads<br>( <a href="#">Learn More</a> ) | <span>Active</span> <input type="checkbox"/>                  | 54% Coverage      | <input type="checkbox"/> | \$ 2.25                   | \$501.91           | \$100.00 (Weekly) | 0.00         | 131    | \$1.67   | \$219.24 | \$6.75          | 14          | 32 | \$2,723.50 | 12.4:1 |
| TripAdvisor<br>( <a href="#">Learn More</a> )      | <span>Active</span> <input type="checkbox"/>                  | N/A               | <input type="checkbox"/> | \$ 1.50                   | \$513.19           | \$50.00 (Weekly)  | 1.44         | 15     | \$0.65   | \$9.72   | \$4.50          | 2           | 2  | \$173.77   | 17.9:1 |
| Kayak<br>( <a href="#">Learn More</a> )            | <span>Inactive</span> <input type="checkbox"/> <span>i</span> | N/A               | <input type="checkbox"/> | \$ 1.50                   | \$0.00             | \$25.00 (Weekly)  | 0.00         | -      | -        | -        | \$0.00          | -           | -  | -          | --     |
| Trivago<br>( <a href="#">Learn More</a> )          | <span>Active</span> <input type="checkbox"/>                  | N/A               | <input type="checkbox"/> | \$ 0.55                   | \$225.77           | \$20.00 (Weekly)  | 0.00         | 5      | \$0.55   | \$2.75   | \$0.00          | 0           | 0  | \$0.00     | 0.0:1  |
| <b>Sponsored Listings</b>                          |   | <b>Bid Boosts</b> |                          |                           |                    |                   |              |        |          |          |                 |             |    |            |        |
| TripAdvisor Sponsored Placements                   | <span>Active</span> <input type="checkbox"/>                  | N/A               |                          | \$ 0.95                   | \$511.85           | \$50.83 (Weekly)  | 0.00         | 16     | \$0.75   | \$12.07  | \$1.90          | 1           | 1  | \$99.00    | 8.2:1  |
| Google Property Promotion Ads                      | <span>Active</span> <input type="checkbox"/>                  | N/A               |                          | \$ 2.50                   | \$2,149.39         | \$200.00 (Weekly) | 0.00         | 8      | \$1.37   | \$10.93  | \$0.00          | 1           | 2  | \$156.64   | 14.3:1 |
|  |   |                   |                          | <span>Save Changes</span> |                    |                   | --           | 175    | \$1.46   | \$254.71 | --              | 18          | 37 | \$3,152.91 | 12.4:1 |
| Total All Channels                                 |   |                   |                          |                           |                    |                   | --           | 175    | \$1.46   | \$254.71 | --              | 18          | 37 | \$3,152.91 | 12.4:1 |

# RM Initiatives- TA Spend Cont.

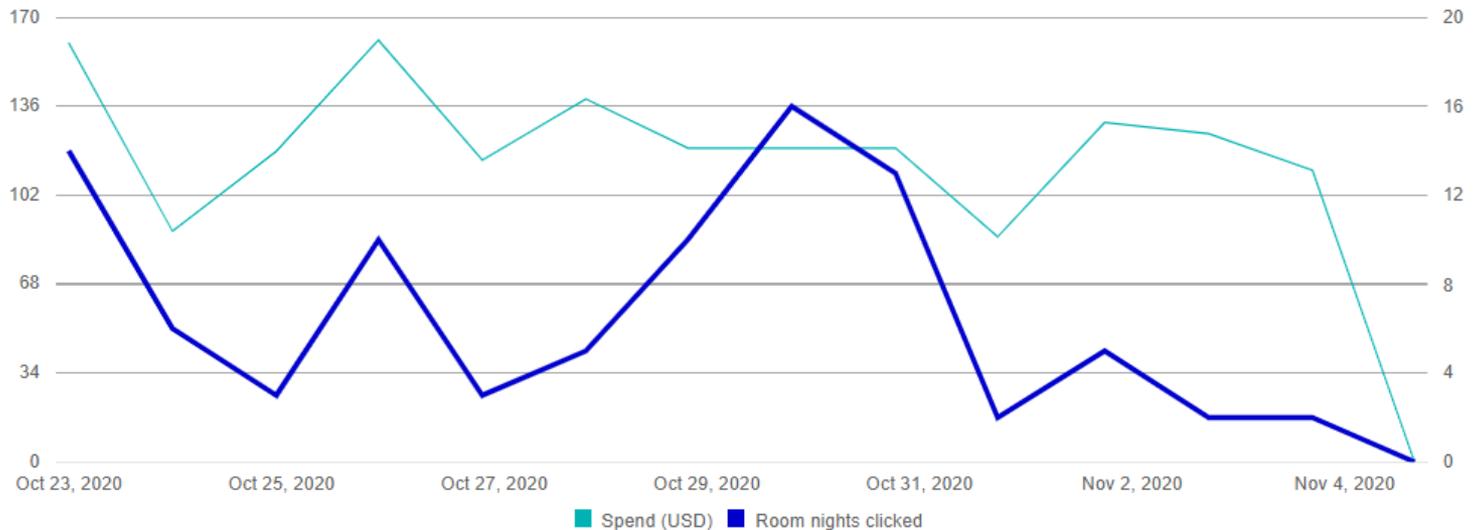
October 23, 2020 - November 5, 2020, Hotel path [Customize](#)

## Ad delivery

| Spend (USD) <span>i</span> | Clicks <span>i</span> | Avg CPC (USD) <span>i</span> | Impressions <span>i</span> | Avg rank <span>i</span> | CTR <span>i</span> |
|----------------------------|-----------------------|------------------------------|----------------------------|-------------------------|--------------------|
| <b>1,596.03</b>            | <b>1,284</b>          | <b>1.24</b>                  | <b>34,156</b>              | <b>3.0</b>              | <b>3.76%</b>       |

## Attribution

| Revenue clicked (USD) <span>i</span> | Room nights clicked <span>i</span> | ROAS clicked <span>i</span> | Revenue exposed (USD) <span>i</span> | Room nights exposed <span>i</span> | ROAS exposed <span>i</span> |
|--------------------------------------|------------------------------------|-----------------------------|--------------------------------------|------------------------------------|-----------------------------|
| <b>8,546.27</b>                      | <b>91</b>                          | <b>5:1</b>                  | <b>13,878.46</b>                     | <b>147</b>                         | <b>9:1</b>                  |



## RM Initiatives- TA Spend Cont.

- Boost return stayed flat to 2 weeks ago, return actualizing in Trip Advisor and Google Hotel ads, staying at a 12:1 return.
- Nice amount of exposure as there are clicks in almost all active channels, saw return in Google Hotel Ads and Trip Advisor.
- Travel Ad return has declined to a 9:1 exposed, clicked declined to 5:1.
- Decrease in return most likely due to increased ad spend and increased bids on clicks. Increased to \$120 p/day spend. Increased impressions tremendously, from 23k to 34k. Clicks increased from 879 to 1284.