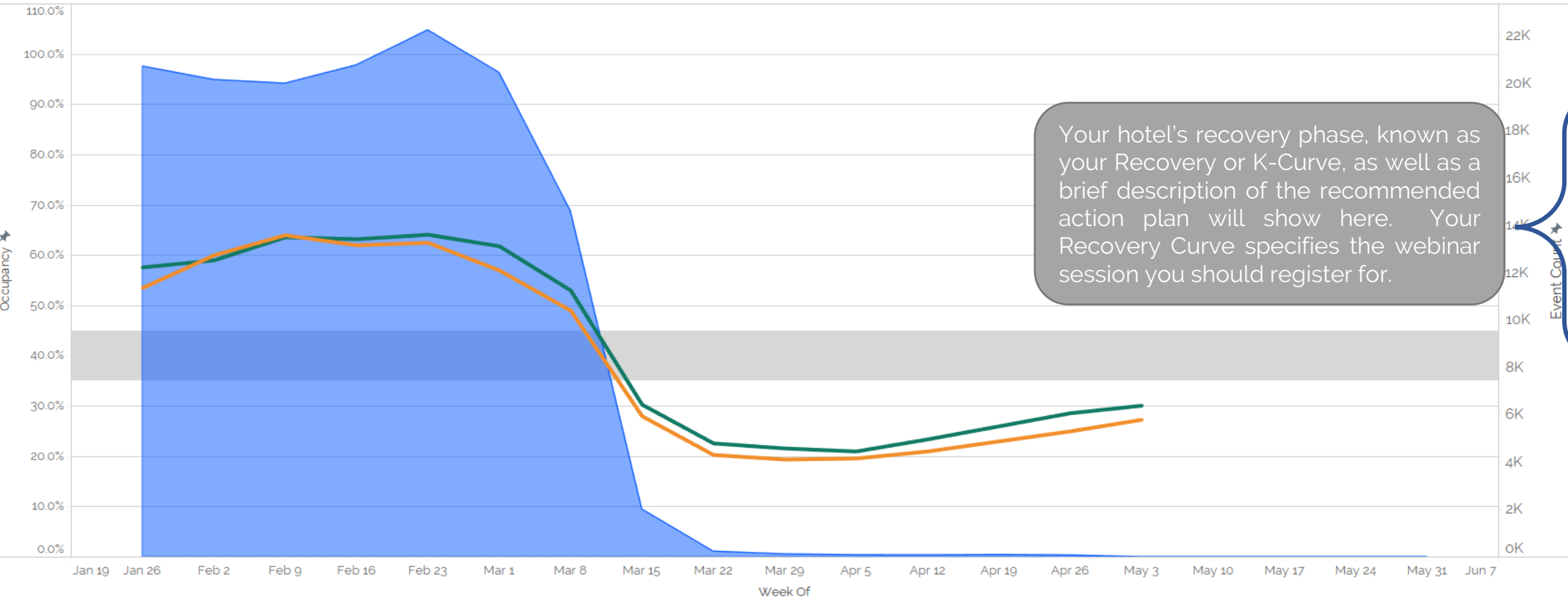


KNOWLAND Recovery Curve



Selected Market:

Recovery Phase:
 On Track

The following action plan has been recommended because your hotel's performance is ahead of the overall market in its recovery from the COVID-19 disruption.

To see the action plan click here:
www.knowland.com

To see our other action plans click here:
www.knowland.com

| | Jan 26 | Feb 2 | Feb 9 | Feb 16 | Feb 23 | Mar 1 | Mar 8 | Mar 15 | Mar 22 | Mar 29 | Apr 5 | Apr 12 | Apr 19 | Apr 26 | May 3 | May 10 | May 17 | May 24 | May 31 |
|----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|-------|--------|--------|--------|--------|
| Hotel - Occupancy | 53.5% | 60.0% | 64.0% | 62.0% | 62.5% | 57.0% | 49.0% | 28.0% | 20.3% | 19.4% | 19.6% | 21.0% | 23.0% | 25.0% | 27.3% | | | | |
| Market - Occupancy** | 57.6% | 59.0% | 63.6% | 63.2% | 64.1% | 61.8% | 53.0% | 30.3% | 22.6% | 21.6% | 21.0% | 23.4% | 26.0% | 28.6% | 30.1% | | | | |
| Market - Event Count | 20,723 | 20,157 | 20,000 | 20,772 | 22,252 | 20,455 | 14,600 | 2,015 | 231 | 118 | 81 | 75 | 92 | 71 | | | | | |

Analyze New Hotel

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