



EISENHOWER HOTEL & CONFERENCE CENTER GETTYSBURG, PA



INCLUDES ADJACENT ASPIRE HOTEL AND
SUITES , PLUS OTHER PROPERTIES.

ESTATE SALE



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Offering Price: \$10,750,000



PHOTO IS OF THE MAIN ASPIRE HOTEL BUILDING.

The ownership of the Eisenhower and Aspire hotels has been held in **Estate** for 11 years, and has been lacking in direction. The estate and heirs are now **Motivated Sellers**, as this is one of the last remaining assets to be liquidated in the estate.

The two hotels together generate over **\$4 million of total revenue** in the fiscal year 2015 (10/1/14—9/30/15). However, expenses have been high, negatively impacting the N.O.I. Since taking over, the current G.M. has led efforts to reduce expenses and has been successful in producing a trend of increasing net operating incomes even under the current circumstances.

OPPORTUNITY: The March STR report of the best hotels in Gettysburg shows an average 12 month Occupancy of 62% with an ADR of \$124.53, for the competitive set. The resulting comp. set annual RevPAR is \$77.33, while the Eisenhower hotel's RevPAR is \$20.95. I attribute that huge difference to two factors: the lack of renovation, i.e. current guest room condition at both hotels, and the combination of no franchise affiliation and very weak in-house sales and marketing efforts, which the current G.M. is now working to improve. Primarily, condition and branding go hand in hand. One might argue that the location is also a factor in RevPAR performance, but the Eisenhower property is very close to the Gettysburg battlefield and attractions, and it has other benefits to its location, so I don't see location as limiting performance.

Given the huge gap in RevPAR, it seems reasonable to assume that with a substantial renovation, and the right branding, and sales and marketing, the two hotels could realize a combined RevPAR increase to \$55.00. An average RevPAR of \$55.00 on 307 keys, (RevPAR might be higher at the Aspire 3 story building with its extra large rooms, and lower in the Eisenhower 2 story building) is a RevPAR index of 71% of this higher branded comp set. Yet, it would yield annual room revenue of \$6,163,025. An accompanying increase in F&B revenue estimated around \$2,000,000, would bring total revenue to \$8,163,025. If net operating income of 25% was realized, then you would have \$2,040,756 of NOI. **A 10% cap on that creates a value of over \$20,000,000. That's the kind of opportunity that awaits your participation in this project.**

Opportunity

Included in this sale are the following:

- **307 Total Keys:**
 - The Original **Eisenhower Hotel: 203 Keys, 2 Story, Built in 1973, Interior Corridor**, with Approx. 27,000 SF of Meeting Space.
 - The **Aspire Hotel and Suites: 104 Keys, 3 Stories, Interior Corridor**. It was built in 2003 adjacent to and as an addition to the Eisenhower Hotel. It was called Eisenhower II at that time. This hotel was renovated and upgraded in 2013. It opened at that time as the Aspire Hotel and Suites, a **3-Star Hotel**.
- On-Site Richard's Restaurant and Lounge, Market Deli, Café, Gift Shop.
- On-Site Allstar Expo and Family Amusement Complex, Built in 1996, which Includes +/-50,000 Sq. Ft. of Space for Conferences, Exhibitions, Meetings, Weddings and other Social Gatherings, Plus Numerous Family Fun Activities.
- SFR House, Bank Barn and Storage Building/Garage
- Excess Land +/- 57.92 Acres. Total Acres 98.92+-
- On-Site Waste Treatment Facility



The Allstar Events Complex building has been used by a few groups who have stayed at the hotel, however, the General Manager believes almost all of those groups could be accommodated in the large ballroom space of the hotels. As a venue and department of the hotels by itself, the Allstar Events Complex has generated revenues around \$400,000 a year, with negative NOI.

A new scenario has just developed to subdivide that building with 10 to 40 acres around it, and sell that property to a unique user who will create more room night demand and more F&B demand for the hotels than the Allstar Events Complex has been generating, and avoid the negative operating expenses to the hotel. Give Charlie Fritsch a call to discuss details about this developing scenario.

- **Largest and Most Comprehensive Hotel and Conference Center in the Area.**
- **Minutes from Gettysburg National Military Park, American Civil War Museum, Historic Downtown, Many Dining Options, and Numerous Other Historic Sites and Attractions**
- **Steady Market in One of the World's Most Popular Historical Destinations!**

Additional Property Available:

Devonshire Village Condominiums, consisting of 55 residential condos, is located within the Eisenhower Hotel Complex. Three of these units are used as non-rental offices by management. Out of the remaining 52 rentals, 50 of them are leased. Devonshire Village is not included in the sale of the hotels and other properties noted herein. However, **Devonshire Village Condominiums may be purchased for an additional \$3mm, either along with the total Eisenhower Hotel properties for sale described in this Offering Memorandum, or separately.**

Property Description—Eisenhower Hotel

(Details on Aspire Hotel on page 7.)

LOCATION

2634 Emmitsburg Road
Gettysburg, PA 17325

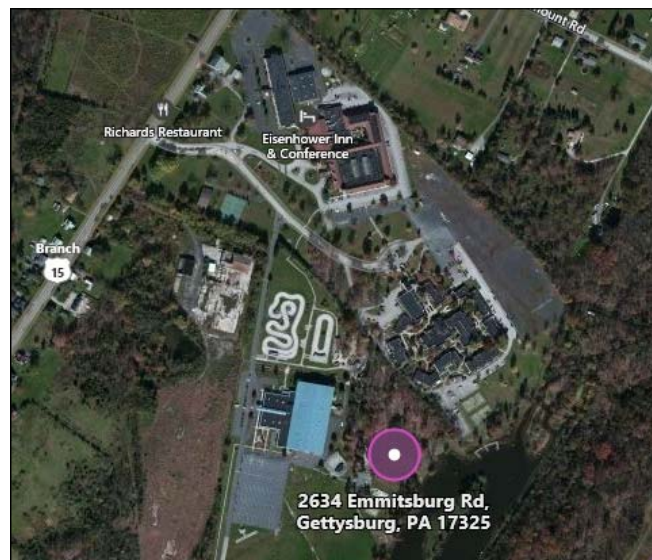
PROPERTY DESCRIPTION

- 203 Keys
- 2 Story, Interior Corridor
- Built in 1973
- On-Site Restaurant & Lounge
- Adjacent All-Star Expo and Family Amusement Complex, Picnic Area, Outdoor Pavilion and BBQ
- SFR House, Bank Barn and Storage Bldg/Garage

GUEST AMENITIES

Hotel Services and Amenities:

- Indoor Heated Pool
- Market Deli, Gift Shop, Café/Coffee Shop
- Fitness Room and Business Center
- 28,000+ Sq. Ft. of Meeting/Event Space
- Free Newspapers in Lobby
- Free Shuttle to Attractions
- High Speed Internet
- Free Parking for All Size Vehicles—400 Capacity
- Smoking and N/S Rooms
- Pet Friendly
- Concierge Service
- Air Conditioned
- Elevators
- Tons of Free Parking
- Guest Laundry
- Wheelchair Access
- Tennis Courts



Property Description-Eisenhower Hotel

GUEST AMENITIES

Services/Amenities in All Rooms:

- Coffee Maker
- Some with Microwave, Mini-fridge, and Sleeper Sofa
- Free Local Calls
- Desk and Lamp
- Cable TV
- Iron and Board
- Alarm Clock Radio
- Bath Amenities
- Room Service



ROOM SPLIT AND DESCRIPTIONS:

Single King Guestroom – This is a large room with a pull-out sofa and a king-size bed.

Double Double Guestroom - This is a perfect room for families, with two deluxe double beds.

Deluxe Queen Guestroom – This is a large room featuring two comfortable queen beds, a pull-out sofa, a mini fridge, and a microwave.

Poolside King Guestroom – Ideal for swimming enthusiasts, this room has a single king bed, a pull-out sofa, pool views and a sliding glass door offering easy access to the pool.

Poolside Double Double – Families appreciate this room that offers two double beds, and a sliding glass door offering easy access to the pool.

Junior Suite - Ideal for couples and families, this large guestroom features contemporary decor, a separate seating area with pullout sofa, a two queen beds, a mini-fridge and microwave.

Double Suite - This one-bedroom suite offers plenty of privacy with a separate bedroom featuring a queen sized bed, a living room, a microwave, and a mini-fridge.

Single King Suite - Business travelers appreciate this guestroom that features modern decor, a separate bedroom, a king-size bed, a separate living room, and a convenient work desk.

Property Description—Aspire Hotel and Suites



★ ★ ★

◆ **3 Star Hotel**, Originally Built in 2003 as Eisenhower II. Renovated, Upgraded and Opened as Aspire Hotel & Suites in 2013

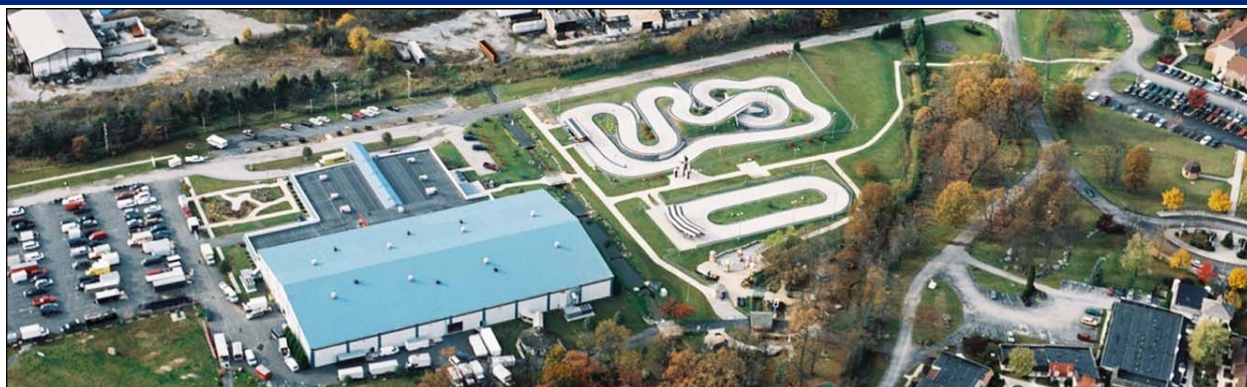
- ◆ 104 Oversized, Double King Rooms w/ Sleeper Sofa
- ◆ 3 Story, Interior Corridor, all Non-Smoking Rooms
- ◆ Rooms Have 10' Ceilings
- ◆ Free Shuttle to Battlefield & Attractions
- ◆ Free High Speed Wireless Internet
- ◆ Complimentary Adjacent Indoor Pool & Fitness Center
- ◆ On-site Restaurant and Lounge, Café and Market Deli
- ◆ Business Center and Fitness Center
- ◆ Room Service and Concierge Service
- ◆ Elevators
- ◆ Pet Friendly

All Rooms Have:

- ◆ Coffee Maker, Microwave, Micro-Fridge
- ◆ 32" Flat Screen TVs with Cable
- ◆ Large Work Desks and Ergonomic Chairs
- ◆ Wheelchair Access



Property Description — All Star Expo and Family Amusement Center



Gettysburg Allstar Expo Complex, built in 1996, is central Pennsylvania's premier venue for large gatherings including national and regional trade shows, exhibitions, car clubs, dog and cat shows, corporate and religious gatherings, youth concerts and so many public gated shows.

Boasting over 48,000 square feet of indoor space, easy loading and unloading, excellent highway access and plenty of free parking, the Allstar offers more amenities and conveniences for both exhibitors and attendees.

It is a favorite sporting venue offering both indoor and outdoor sports fields. Whether clients are seeking a private indoor practice facility for their youth or adult team, or they are organizing a soccer competition or sports camp, they will find the Allstar Expo fields perfectly suitable and well priced. Youth dances, overnight fellowship "lock downs", congregation dinners and large social gatherings such as wedding receptions are just some of the many events that Allstar delivers successfully. It is the perfect venue and location to host a dance contest, youth concert, band battle, religious revival, barbershop quartet gathering or any other musical get-together.



The Family Amusement Center offers hours of fun indoors and outside. It offers, miniature golf, laser tag, flight simulator, go-kart tracks, batting cages, area for picnics, barbeques and outdoor parties, outdoor sports and paintball fields, tennis courts, children's playground/park, indoor billiards and arcade games.



Property Description—House, Bank Barn & Garage



Single Family Residence, 2 Story, 100+ Years Old:

- ◆ Stone/Block Foundation
- ◆ Exterior—Brick/Frame
- ◆ Metal Roof
- ◆ Living Room,
- ◆ Dining Room
- ◆ Kitchen
- ◆ 3 Dens/Sitting Rooms
- ◆ 2 Bedrooms
- ◆ 3.5 Baths
- ◆ Laundry Room
- ◆ Spa Room
- ◆ Sun Room
- ◆ 2 Fireplaces
- ◆ Enclosed Porch
- ◆ CAC
- ◆ 3,280 Square Feet of Gross Living Area
- ◆ House Faces US Business Route 15



Properties also include a 1-car, detached garage/storage building, and a bank barn with electric. The house, barn and garage are situated on a parcel of land of approximately 4.08 acres. The house is currently vacant.

Property Photographs



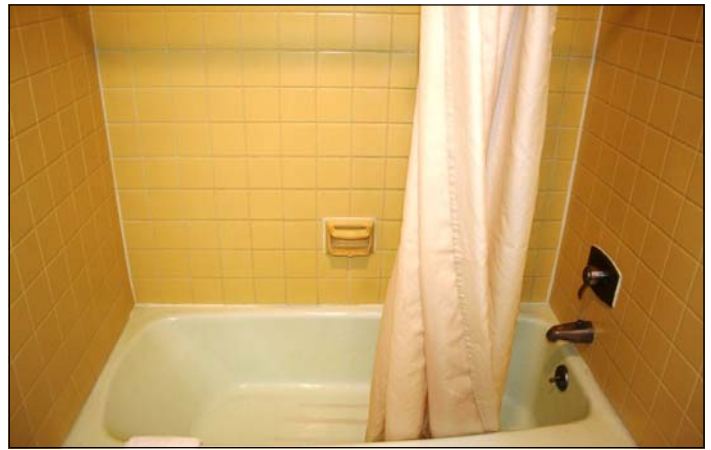
Information is believed accurate but is not guaranteed by MBA Hotel Brokers

Property Photographs



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Property Photographs



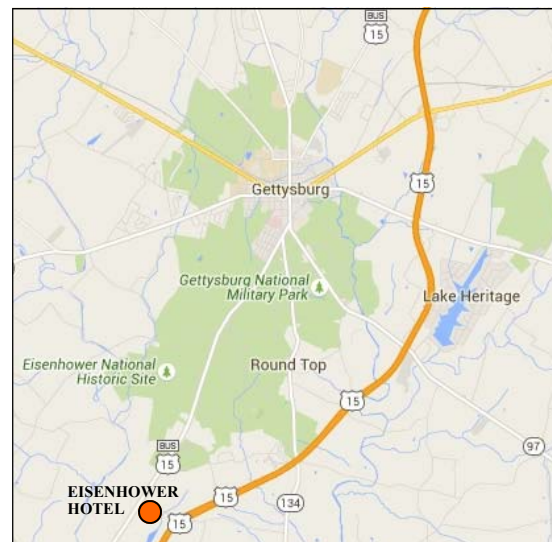
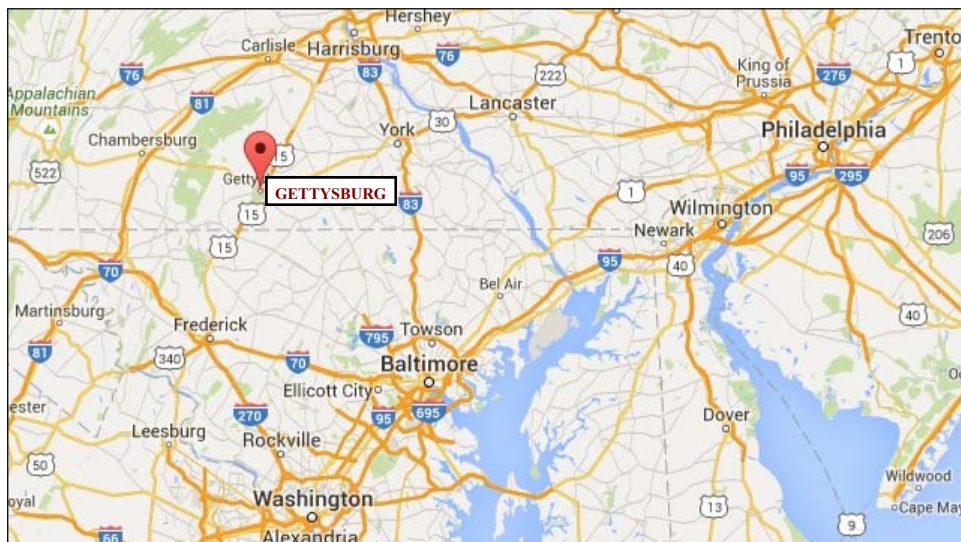
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Property Photographs



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Location



Gettysburg is a borough in Cumberland Township and the county seat of Adams County in south central Pennsylvania, located on US Business Route 30. It is just ten miles from the state's southern border with Maryland. Visitors can drive from many cities in just a few hours via several interstate and state highways. Also, Amtrak travels to Harrisburg daily, where visitors can then take Rabbit Transit directly into Gettysburg. The two closest airports are Harrisburg International (MDT) which is 36 miles away, and Baltimore Washington International (BWI), which is 55 miles from Gettysburg.

Many roads radiate from Gettysburg, providing hub-like access to these cities (distances shown in miles):

29	York PA
52	Hershey PA
53	Lancaster PA
61	Baltimore MD
77	Washington DC
136	Philadelphia PA
180	Pittsburgh PA
186	Richmond VA

The Eisenhower Hotel and Conference Center is a short drive to the Gettysburg National Military Park and all the attractions, restaurants, shops and family fun sites in Gettysburg. It is situated right off US business Route 15, which leads right into the heart of the historic downtown district.

Millions of people from around the world visit Gettysburg and Adams County each year for its rich Civil War history, breathtaking countryside, outdoor recreation, re-enactments, family fun and the dozens of national events taking place in all corners of the region.



Financial Analysis

Eisenhower Hotel and Conference Center Investor Analysis Proforma (Post PIP implementation)

Number of rooms	307
Purchase price	10,750,000
Projected RevPAR	\$55.00
Projected Room Revenue	6,163,025
Projected Total Revenue	8,163,025
Estimated Net Operating Income	25% 2,040,756

USES OF FUNDS

Purchase price	10,750,000
Estimated PIP	1,500,000
Settlement costs (est)	2.5% 268,750
Total Project Cost	12,518,750

SOURCES OF FUNDS

Down payment	25%	3,129,687
Bank Loan—1st mortg. on a SBA 504	50%	6,259,375
SBA Loan— 2nd mortg. on SBA 504	25%	3,129,688

MORTGAGE PAYMENTS

Bank loan	6,259,375
Rate / term/ amortization	5.00%/ 10 / 20
Bank Monthly payment	41,309
Bank Annual payment	495,709
SBA loan	3,129,688
Rate/term / amortization	4.85%/20 / 20
SBA Monthly payment	20,396
SBA Annual Payment	244,753
Combined Annual Payment	740,462

CASH FLOW

Net Operating Income	1,511,100
Total annual mortgage payment	(740,462)
NET CASH FLOW	770,638

Debt coverage ratio	2.04 (NOI / Annual payment)
Loan to value (combined)	75.0% (Loan amount / total project cost)
Capitalization rate	14.1% (NOI / purchase price)
Cash on cash return	24.6% (Buyer cash flow / down pmt)
Revenue per room	20,075 (Room Revenue / no. rooms)
Price per room	35,016 (Purchase price / no. rooms)

NOTE: All financing and closing costs estimates are subject to change and are not guaranteed by MBA Hotel Brokers Inc. These are an estimate of current market conditions only and will vary.



Financial Analysis

Eisenhower Hotel and Complex Profit and Loss Fiscal Year 2015	
Income	YE Sept. 30, 2015
Rooms	2,386,338
Banquet	961,035
Restaurant & Kitchen	118,106
Lounge	136,694
Deli	57,429
Allstar Sports Complex	356,478
Administrative	22,148
Total Income	4,038,228
Cost of Goods Sold	398,327
Expenses	
Labor	1,692,300
Employee Meals - Kitchen	1,071
Supplies	82,169
Guest Supplies - Inv Variation	12,526
Banquet Expense	6,256
Linens	3,913
Equipment Rental	39,073
Bar Expense	246
China, Glassware, Flatware Banq.	4,282
Contract Services	2,732
Decorations	4,998
Uniforms	-27
Guest Relocation	121
Promo Cost	10,215
Game Room Supplies	8,110
Sports Equipment	93
Referee Fees	2,730
Banquet Entertainment	2,500
Casual Labor	3,564
Maintenance	124,518
Repairs & Maint. Pest Control	3,375
Utilities	386,474
Sales	78,038
Insurance	288,227
Administrative	196,909
Security	1,055
Taxes - Real Estate	187,770
Total Expense	3,143,238
Net Operating Income	\$496,664

Information is believed accurate but is not guaranteed by MBA Hotel Brokers

STR # 3043 / Created April 20, 2016

Monthly STAR Report : Eisenhower Hotel

For the Month of: March 2016

Currency: US Dollar / Competitive Set Data Excludes Subject Property



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

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

March 2016

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	16.9	53.4	31.6	88.27	94.66	93.2	14.88	50.53	29.4
Year To Date	14.1	41.7	33.9	81.50	93.95	86.8	11.53	39.17	29.4
Running 3 Month	14.1	41.7	33.9	81.50	93.95	86.8	11.53	39.17	29.4
Running 12 Month	23.5	62.1	37.9	89.05	124.53	71.5	20.95	77.33	27.1

March 2016 vs. 2015 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	-30.5	4.0	-33.2	7.4	-2.8	10.5	-25.4	1.1	-26.2
Year To Date	-8.1	-1.8	-6.4	10.7	-0.5	11.2	1.8	-2.3	4.1
Running 3 Month	-8.1	-1.8	-6.4	10.7	-0.5	11.2	1.8	-2.3	4.1
Running 12 Month	-8.6	0.9	-9.3	-1.1	2.9	-3.9	-9.6	3.8	-12.9

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

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

Eisenhower Hotel
Market: Pennsylvania South Central
Market Class: Upper Midscale Class
Tract: York/Chambersburg, PA
Tract Scale: Independents
Competitive Set: Competitors

Occupancy (%)							
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
16.9	-30.5	14.1	-8.1	14.1	-8.1	23.5	-8.6
51.8	6.2	43.8	3.6	43.8	3.6	57.0	2.7
53.0	2.6	46.0	2.1	46.0	2.1	59.0	1.5
50.8	7.8	44.6	6.6	44.6	6.6	56.3	5.3
42.4	12.0	37.0	11.0	37.0	11.0	47.0	6.7
53.4	4.0	41.7	-1.8	41.7	-1.8	62.1	0.9

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	1.1	1.1	0.2
1.3	1.4	1.4	1.3
2.1	2.1	2.1	2.0
-0.5	-0.3	-0.3	-0.2
7.6	6.3	6.3	11.7
0.0	0.0	0.0	0.0

Eisenhower Hotel
Market: Pennsylvania South Central
Market Class: Upper Midscale Class
Tract: York/Chambersburg, PA
Tract Scale: Independents
Competitive Set: Competitors

Average Daily Rate							
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
88.27	7.4	81.50	10.7	81.50	10.7	89.05	-1.1
95.12	2.8	92.58	3.1	92.58	3.1	102.02	3.7
101.69	2.4	99.59	3.4	99.59	3.4	106.19	3.9
83.55	2.2	82.42	2.4	82.42	2.4	90.26	1.6
79.94	0.7	78.25	0.7	78.25	0.7	89.37	-2.5
94.66	-2.8	93.95	-0.5	93.95	-0.5	124.53	2.9

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-30.5	-7.0	-7.0	-8.4
7.6	5.0	5.0	4.0
4.7	4.2	4.2	3.5
7.2	6.2	6.2	5.1
20.4	18.0	18.0	19.3
4.0	-1.8	-1.8	0.9

Eisenhower Hotel
Market: Pennsylvania South Central
Market Class: Upper Midscale Class
Tract: York/Chambersburg, PA
Tract Scale: Independents
Competitive Set: Competitors

RevPAR							
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
14.88	-25.4	11.53	1.8	11.53	1.8	20.95	-9.6
49.30	9.2	40.57	6.8	40.57	6.8	58.15	6.5
53.87	5.0	45.77	5.5	45.77	5.5	62.63	5.5
42.46	10.1	36.73	9.2	36.73	9.2	50.81	7.1
33.89	12.8	28.93	11.8	28.93	11.8	42.02	4.1
50.53	1.1	39.17	-2.3	39.17	-2.3	77.33	3.8

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-25.4	2.9	2.9	-9.4
10.7	8.3	8.3	7.9
7.2	7.7	7.7	7.6
9.6	8.8	8.8	6.8
21.3	18.9	18.9	16.3
1.1	-2.3	-2.3	3.8

Market: Pennsylvania South Central
Market Class: Upper Midscale Class
Tract: York/Chambersburg, PA
Tract Scale: Independents
Competitive Set: Competitors

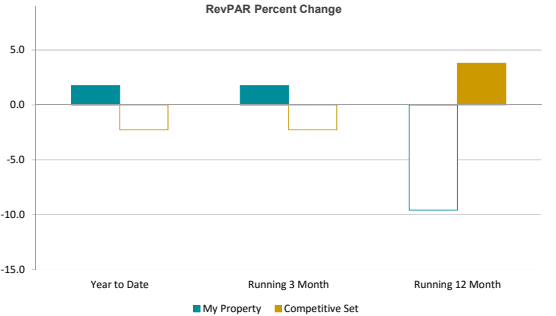
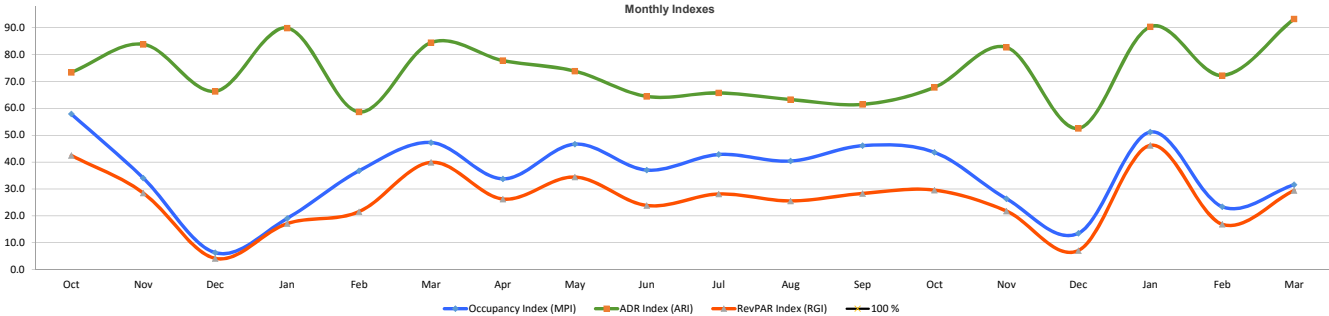
Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Rooms	
187	13828	114	10682	77.2	
42	4115	40	3980	96.7	
88	6604	60	5475	82.9	
26	1509	5	650	43.1	
5	686	5	686	100.0	

Pipeline			
Market: Pennsylvania South Central			
Under Construction		Planning	
Properties	Rooms	Properties	Rooms
5	469	5	481
See Help page for pipeline definitions.			

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Tab 4 - Competitive Set Report

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121
STR # 3043 ChainID: MgtCo: None Owner: None
For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property



Occupancy (%)	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
My Property	43.9	18.5	1.8	6.5	15.4	24.3	23.8	34.4	30.3	34.1	31.0	33.4	34.1	14.0	4.4	15.8	9.5	16.9
Competitive Set	75.8	54.3	28.3	34.0	42.0	51.3	70.6	73.7	82.0	79.6	76.7	72.4	78.3	53.2	32.7	30.8	40.8	53.4
Index (MPI)	57.9	34.0	6.3	19.1	36.8	47.3	33.8	46.7	37.0	42.8	40.4	46.1	43.6	26.4	13.5	51.2	23.4	31.6
Rank	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6

% Chg	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
My Property	21.3	-4.1	-63.6	-13.6	-13.6	-2.3	-11.2	4.6	-18.4	33.2	-4.6	-22.9	-22.2	-24.2	148.4	143.1	-38.2	-30.5
Competitive Set	11.2	-3.8	-3.3	19.4	2.5	-2.1	-6.6	-0.2	4.1	1.1	6.6	-1.5	3.3	-2.2	15.8	-9.4	-2.7	4.0
Index (MPI)	9.1	-0.2	-62.4	-27.6	-15.7	-0.2	-5.0	4.8	-21.6	31.8	-10.5	-21.7	-24.6	-22.6	114.5	168.4	-36.4	-33.2
Rank	1 of 6	3 of 6	6 of 6	6 of 6	6 of 6	5 of 6	5 of 6	2 of 6	6 of 6	1 of 6	5 of 6	6 of 6	6 of 6	6 of 6	1 of 6	1 of 6	6 of 6	6 of 6

Year To Date			Running 3 Month			Running 12 Month		
2014	2015	2016	2014	2015	2016	2014	2015	2016
16.7	15.4	14.1	16.7	15.4	14.1	28.9	25.7	23.5
40.6	42.5	41.7	40.6	42.5	41.7	60.5	61.6	62.1
41.1	36.3	33.9	41.1	36.3	33.9	47.7	41.8	37.9
6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6

ADR	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
My Property	100.07	95.62	58.32	80.37	55.62	82.20	93.14	102.36	87.45	90.04	85.78	79.99	97.17	94.60	47.62	80.95	69.69	88.27
Competitive Set	136.37	114.11	87.96	89.44	94.85	97.38	119.82	138.67	135.78	137.02	135.60	130.17	143.38	114.42	90.70	89.62	96.54	94.66
Index (ARI)	73.4	83.8	66.3	89.9	58.6	84.4	77.7	73.8	64.4	65.7	63.3	61.5	67.8	82.7	52.5	90.3	72.2	93.2
Rank	6 of 6	5 of 6	6 of 6	5 of 6	6 of 6	5 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	4 of 6	6 of 6	4 of 6

Year To Date			Running 3 Month			Running 12 Month		
2014	2015	2016	2014	2015	2016	2014	2015	2016
62.76	73.65	81.50	62.76	73.65	81.50	89.12	90.06	89.05
92.75	94.41	93.95	92.75	94.41	93.95	124.12	121.01	124.53
67.7	78.0	86.8	67.7	78.0	86.8	71.8	74.4	71.5
6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6

% Chg	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
My Property	7.0	13.0	-12.7	7.9	61.9	5.8	7.9	4.7	-8.9	0.5	16.2	-20.0	-2.9	-1.1	-18.4	0.7	25.3	7.4
Competitive Set	0.6	1.3	2.0	1.8	5.0	0.3	3.0	2.4	0.6	4.1	6.4	3.7	5.1	0.3	3.1	0.2	1.8	-2.8
Index (ARI)	6.3	11.5	-14.4	6.0	54.1	5.5	4.8	2.2	-9.4	-3.5	9.2	-22.9	-7.6	-1.3	-20.8	0.5	23.1	10.5
Rank	2 of 6	1 of 6	6 of 6	1 of 6	1 of 6	1 of 6	2 of 6	3 of 6	6 of 6	6 of 6	1 of 6	6 of 6	5 of 6	5 of 6	6 of 6	3 of 6	1 of 6	1 of 6

Year To Date			Running 3 Month			Running 12 Month		
2014	2015	2016	2014	2015	2016	2014	2015	2016
-7.5	17.3	10.7	-7.5	17.3	10.7	2.3	1.1	-1.1
-1.6	1.8	-0.5	-1.6	1.8	-0.5	8.4	-2.5	2.9
-6.0	15.3	11.2	-6.0	15.3	11.2	-5.6	3.7	-3.9
5 of 6	1 of 6	1 of 6	5 of 6	1 of 6	1 of 6	6 of 6	1 of 6	6 of 6

RevPAR	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
My Property	43.90	17.69	1.04	5.21	8.58	19.94	22.21	35.20	26.54	30.66	26.55	26.69	33.18	13.26	2.11	12.76	6.65	14.88
Competitive Set	103.39	62.02	24.86	30.42	39.80	49.99	84.63	102.20	111.35	109.00	103.95	94.22	112.25	60.84	29.69	27.61	39.40	50.53
Index (RGI)	42.5	28.5	4.2	17.1	21.6	39.9	26.2	34.4	23.8	28.1	25.5	28.3	29.6	21.8	7.1	46.2	16.9	29.4
Rank	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6

Year To Date			Running 3 Month			Running 12 Month		
2014	2015	2016	2014	2015	2016	2014	2015	2016
10.47	11.33	11.53	10.47	11.33	11.53	25.73	23.17	20.95
37.66	40.08	39.17	37.66	40.08	39.17	75.15	74.50	77.33
27.8	28.3	29.4	27.8	28.3	29.4	34.2	31.1	27.1
6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6	6 of 6

% Chg	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
My Property	29.8	8.4	-68.3	-6.8	39.9	3.4	-4.2	9.5	-25.7	33.9	10.9	-38.4	-24.4	-25.0	102.8	144.9	-22.5	-25.4
Competitive Set	11.9	-2.6	-1.3	21.6	7.7	-1.8	-3.8	2.2	4.7	5.2	13.4	2.2	8.6	-1.9	19.4	-9.2	-1.0	1.1
Index (RGI)	16.0	11.3	-67.8	-23.3	29.9	5.4	-0.4	7.1	-29.0	27.2	-2.3	-39.7	-30.4	-23.6	69.8	169.8	-21.8	-26.2
Rank	1 of 6	1 of 6	6 of 6	6 of 6	1 of 6	4 of 6	3 of 6	1 of 6	6 of 6	1 of 6	4 of 6	6 of 6	6 of 6	6 of 6	1 of 6	1 of 6	6 of 6	6 of 6

Year To Date			Running 3 Month			Running 12 Month		
2014	2015	2016	2014	2015	2016	2014	2015	2016
-27.6	8.2	1.8	-27.6	8.2	1.8	3.2	-9.9	-9.6
6.4	6.4	-2.3	6.4	6.4	-2.3	13.0	-0.9	3.8
-31.9	1.7	4.1	-31.9	1.7	4.1	-8.6	-9.2	-12.9
6 of 6	4 of 6	4 of 6	6 of 6	4 of 6	4 of 6	6 of 6	6 of 6	6 of 6

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Tab 5 - Response Report

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121
STR # 3043 ChainID: MgtCo: None Owner: None
For the Month of: March 2016 Date Created: April 20, 2016

This Year

Mar 17th - St. Patrick's Day
Mar 25th - Good Friday
Mar 27th - Easter

March 2016 (This Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

March 2015 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Last Year

Mar 17th - St. Patrick's Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
3043	Eisenhower Hotel	Gettysburg, PA	17325-7197	(717) 334-8121	307	197306
7449	Gettysburg Hotel Est 1797	Gettysburg, PA	17325-2205	(717) 337-2000	119	179706
33296	Hampton Inn Gettysburg	Gettysburg, PA	17325-7562	(717) 338-9121	79	199607
52839	Hilton Garden Inn Gettysburg	Gettysburg, PA	17325-7510	(717) 334-2040	88	200407
53879	Courtyard Gettysburg	Gettysburg, PA	17325-8398	(717) 334-5600	152	200603
54355	Wyndham Gateway Gettysburg	Gettysburg, PA	17325-8397	(717) 339-0020	248	200609
					993	

2014												2015												2016		
Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Data received:
○ = Monthly Only
● = Monthly & Daily

Tab 6 - Segmentation at a Glance - My Property vs. Competitive Set

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

March 2016

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
Occupancy (%)	My Property	3.0	-14.2	My Property	13.8	-33.3	My Property	0.0	0.0	My Property	16.9	-30.5
	Comp set	35.7	38.2	Comp set	17.5	-31.3	Comp set	0.2	0.0	Comp set	53.4	4.0
	Index (MPI)	8.5	-38.0	Index (MPI)	78.8	-3.0	Index (MPI)	0.0	0.0	Index (MPI)	31.6	-33.2
ADR	My Property	61.51	-6.0	My Property	94.15	10.7	My Property	0.00	0.0	My Property	88.27	7.4
	Comp set	94.58	-4.8	Comp set	95.07	-0.4	Comp set	65.87	0.0	Comp set	94.66	-2.8
	Index (ARI)	65.0	-1.4	Index (ARI)	99.0	11.1	Index (ARI)	0.0	0.0	Index (ARI)	93.2	10.5
RevPAR	My Property	1.87	-19.4	My Property	13.01	-26.2	My Property	0.00	0.0	My Property	14.88	-25.4
	Comp set	33.77	31.7	Comp set	16.66	-31.6	Comp set	0.10	0.0	Comp set	50.53	1.1
	Index (RGI)	5.5	-38.8	Index (RGI)	78.1	7.8	Index (RGI)	0.0	0.0	Index (RGI)	29.4	-26.2

Year To Date

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
Occupancy (%)	My Property	2.7	25.2	My Property	11.4	-13.5	My Property	0.0	0.0	My Property	14.1	-8.1
	Comp set	27.5	15.7	Comp set	14.1	-24.4	Comp set	0.1	0.0	Comp set	41.7	-1.8
	Index (MPI)	9.9	8.2	Index (MPI)	80.9	14.3	Index (MPI)	0.0	0.0	Index (MPI)	33.9	-6.4
ADR	My Property	59.05	-1.1	My Property	86.85	14.4	My Property	0.00	0.0	My Property	81.50	10.7
	Comp set	94.07	-0.1	Comp set	93.81	-1.0	Comp set	65.87	0.0	Comp set	93.95	-0.5
	Index (ARI)	62.8	-1.0	Index (ARI)	92.6	15.5	Index (ARI)	0.0	0.0	Index (ARI)	86.8	11.2
RevPAR	My Property	1.61	23.9	My Property	9.92	-1.1	My Property	0.00	0.0	My Property	11.53	1.8
	Comp set	25.89	15.6	Comp set	13.24	-25.1	Comp set	0.03	0.0	Comp set	39.17	-2.3
	Index (RGI)	6.2	7.1	Index (RGI)	74.9	32.1	Index (RGI)	0.0	0.0	Index (RGI)	29.4	4.1

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Tab 7 - Segmentation Occupancy Analysis

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

Market Scale: Pennsylvania South Central Independents

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

		Occupancy (%)												Percent Change (%)											
		Transient			Group			Contract			Total			Transient			Group			Contract			Total		
Current Month		My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale			
2014	Oct	12.6	40.7	31.2	31.3	35.1	29.9	0.0	0.0	0.0	43.9	75.8	61.1	4.6	54.8	21.5	-25.4	-100.0	0.0	21.3	11.2	1.4			
	Nov	6.5	34.5	24.7	12.0	19.8	16.9	0.0	0.0	0.0	18.5	54.3	41.6	-4.3	15.5	-2.6	-14.8	-100.0	0.0	-4.1	-3.8	0.9			
	Dec	1.2	19.7	21.0	0.6	8.6	5.6	0.0	0.0	0.0	1.8	28.3	26.7	-20.7	9.0	105.1	-47.0	-100.0	0.0	-63.6	-3.3	-10.8			
2015	Jan	0.9	18.3	16.6	5.6	15.7	11.7	0.0	0.0	0.0	6.5	34.0	28.3	5.1	85.9	42.2	-24.7	0.0	0.0	-13.6	19.4	15.7			
	Feb	2.1	27.6	21.1	13.3	14.4	13.3	0.0	0.0	0.0	15.4	42.0	34.4	15.2	52.8	-15.3	-26.4	0.0	0.0	-13.6	2.5	8.0			
	Mar	3.5	25.8	20.4	20.7	25.5	20.2	0.0	0.0	0.0	24.3	51.3	40.7	-10.0	-25.1	10.6	53.3	-100.0	0.0	-2.3	-2.1	0.5			
	Apr	5.8	37.0	26.5	18.1	33.6	24.4	0.0	0.0	0.0	23.8	70.6	50.9	-4.9		1.0		-100.0		-11.2	-6.6	3.3			
	May	10.7	41.3	27.6	23.7	32.4	25.0	0.0	0.0	0.0	34.4	73.7	52.6	0.6	-23.1	8.4	29.2	-100.0	0.0	4.6	-0.2	-4.8			
	Jun	13.3	42.3	32.5	17.0	39.7	25.1	0.0	0.0	0.0	30.3	82.0	57.6	1.9	2.7	-5.8	-29.4	8.0	9.8	0.0	-100.0	0.0	-18.4	4.1	0.4
	Jul	12.7	55.5	37.7	21.4	24.0	25.9	0.0	0.0	0.2	34.1	79.6	63.8	1.3	-21.2	0.4	88.0	0.0	0.0	33.2	1.1	3.4			
	Aug	9.5	54.4	40.9	21.5	22.3	19.8	0.0	0.0	0.0	31.0	76.7	60.7	-47.3	-4.1	-9.2	48.8	46.7	5.3	0.0	0.0	0.0	-4.6	6.6	-5.0
	Sep	9.9	40.2	32.4	23.5	32.1	25.0	0.0	0.0	0.0	33.4	72.4	57.4	9.3	-3.0	-12.4	17.5	0.0	0.0	-22.9	-1.5	5.0			
	Oct	15.1	46.7	35.9	19.0	31.1	23.1	0.0	0.5	0.0	34.1	78.3	59.0	20.4	14.8	15.3	-39.3	-11.5	-22.8	0.0	0.0	0.0	-22.2	3.3	-3.3
	Nov	5.8	35.4	27.3	8.2	17.7	18.0	0.0	0.0	0.0	14.0	53.2	45.2	-11.1	2.7	10.4	-31.4	-10.7	6.1	0.0	0.0	0.0	-24.2	-2.2	8.7
	Dec	1.9	21.8	22.2	2.5	10.9	10.0	0.0	0.0	0.0	4.4	32.7	32.3	61.0	10.8	5.6	326.3	27.5	78.9	0.0	0.0	0.0	148.4	15.8	21.0
2016	Jan	2.8	18.8	14.7	12.9	12.0	15.7	0.0	0.0	0.0	15.8	30.8	30.3	219.0	2.4	-11.6	131.1	-23.3	33.8	0.0	0.0	0.0	143.1	-9.4	7.1
	Feb	2.3	28.2	22.6	7.2	12.7	12.7	0.0	0.0	0.0	9.5	40.8	35.3	9.4	2.1	6.7	-45.7	-12.1	-3.9	0.0	0.0	0.0	-38.2	-2.7	2.6
	Mar	3.0	35.7	25.9	13.8	17.5	19.2	0.0	0.2	0.0	16.9	53.4	45.0	-14.2	38.2	26.6	-33.3	-31.3	-5.3	0.0	0.0	0.0	-30.5	4.0	10.7

Year To Date																										
2014		23.3	16.9		17.0	15.5		0.2	0.0		16.7	40.6	32.4		-0.9	22.2		21.4	-25.1		0.0	-100.0		-21.7	8.1	-6.2
2015	2.2	23.8	19.3	13.2	18.7	15.1	0.0	0.0	0.0		15.4	42.5	34.4		1.9	14.6		9.6	-2.5		-100.0	0.0		-7.8	4.6	6.4
2016	2.7	27.5	21.0	11.4	14.1	16.0	0.0	0.1	0.0		14.1	41.7	36.9		25.2	15.7	8.6	-13.5	-24.4	5.6	0.0	0.0	0.0	-8.1	-1.8	7.3

Running 3 Month																										
2014		23.3	16.9		17.0	15.5		0.2	0.0		16.7	40.6	32.4		-0.9	22.2		21.4	-25.1		0.0	-100.0		-21.7	8.1	-6.2
2015	2.2	23.8	19.3	13.2	18.7	15.1	0.0	0.0	0.0		15.4	42.5	34.4		1.9	14.6		9.6	-2.5		-100.0	0.0		-7.8	4.6	6.4
2016	2.7	27.5	21.0	11.4	14.1	16.0	0.0	0.1	0.0		14.1	41.7	36.9		25.2	15.7	8.6	-13.5	-24.4	5.6	0.0	0.0	0.0	-8.1	-1.8	7.3

Running 12 Month																									
2014		38.3	24.7		22.1	24.2		0.2	0.0		28.9	60.5	48.8		6.0			0.4		0.0		0.9	4.2	0.5	
2015	7.3	36.4	30.4	15.3	24.6	17.5	0.0	0.6	0.0	25.7	61.6	47.9	-5.0	23.3		11.4	-27.4		207.6	0.0		-10.9	1.7	-1.8	
2016	7.8	38.2	29.0	15.8	23.9	20.4	0.0	0.1	0.0	23.5	62.1	49.4	6.5	4.9	-4.7	3.4	-2.9	16.3	0.0	-90.4	0.0	-8.6	0.9	3.0	

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Tab 8 - Segmentation ADR Analysis

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

Market Scale: Pennsylvania South Central Independents

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

		Average Daily Rate												Percent Change (%)											
		Transient			Group			Contract			Total			Transient			Group			Contract			Total		
Current Month		My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale
2014	Oct	97.92	144.05	118.46	100.93	127.49	94.78	0.00	0.00	0.00	100.07	136.37	106.86	-0.5	4.3		2.9	15.9		-100.0	0.0		7.0	0.6	15.6
	Nov	96.31	113.26	106.44	95.25	115.59	86.77	0.00	0.00	0.00	95.62	114.11	98.45	1.8	12.5		0.4	3.3		-100.0	0.0		13.0	1.3	10.0
	Dec	71.67	92.51	91.33	31.16	77.51	70.97	0.00	0.00	0.00	58.32	87.96	87.04	6.9	8.4		-8.6	1.2		-100.0	0.0		-12.7	2.0	9.8
2015	Jan	46.87	89.28	96.09	85.65	89.62	75.52	0.00	0.00	0.00	80.37	89.44	87.59	3.6	8.6		-1.1	-0.8		0.0	0.0		7.9	1.8	8.6
	Feb	54.86	92.32	104.41	55.74	99.69	66.09	0.00	0.00	0.00	55.62	94.85	89.63	2.7	16.9		9.6	-6.5		0.0	0.0		61.9	5.0	13.8
	Mar	65.47	99.30	104.51	85.06	95.44	83.60	0.00	0.00	0.00	82.20	97.38	94.10	3.6	20.4		-3.8	-3.3		-100.0	0.0		5.8	0.3	8.5
	Apr	91.17	122.29	112.76	93.78	117.11	88.48	0.00	0.00	0.00	93.14	119.82	101.12	-2.1			6.9			-100.0			7.9	3.0	5.1
	May	112.88	152.05	124.55	97.63	121.61	91.75	0.00	0.00	0.00	102.36	138.67	108.95	2.6	12.8		-1.0	4.7		-100.0	0.0		4.7	2.4	6.4
	Jun	102.70	144.48	118.33	75.50	126.51	97.24	0.00	0.00	0.00	87.45	135.78	109.13	12.5	0.1	4.2	-23.4	0.6	2.8	0.0	-100.0	0.0	-8.9	0.6	3.0
	Jul	107.99	141.32	130.69	79.37	127.08	103.77	0.00	0.00	102.66	90.04	137.02	119.70	3.6	13.3		5.5	13.5		0.0	0.0		0.5	4.1	8.8
	Aug	92.90	139.23	127.01	82.63	126.74	87.04	0.00	0.00	0.00	85.78	135.60	113.99	26.9	9.2	3.9	10.8	-0.6	4.0	0.0	0.0	0.0	16.2	6.4	2.8
	Sep	89.36	135.12	117.93	76.07	123.97	88.52	0.00	0.00	0.00	79.99	130.17	105.12	3.3	10.5		3.2	-5.8		0.0	0.0		-20.0	3.7	3.3
	Oct	107.60	156.15	122.57	88.86	124.68	89.46	0.00	114.67	0.00	97.17	143.38	109.62	9.9	8.4	3.5	-12.0	-2.2	-5.6	0.0	0.0	0.0	-2.9	5.1	2.6
	Nov	105.58	112.87	109.41	86.86	117.50	87.42	0.00	133.36	0.00	94.60	114.42	100.68	9.6	-0.3	2.8	-8.8	1.7	0.8	0.0	0.0	0.0	-1.1	0.3	2.3
	Dec	62.90	96.18	98.61	35.87	79.74	79.44	0.00	0.00	0.00	47.62	90.70	92.64	-12.2	4.0	8.0	15.1	2.9	11.9	0.0	0.0	0.0	-18.4	3.1	6.4
2016	Jan	59.18	90.70	99.39	85.69	87.93	86.56	0.00	0.00	0.00	80.95	89.62	92.77	26.3	1.6	3.4	0.1	-1.9	14.6	0.0	0.0	0.0	0.7	0.2	5.9
	Feb	55.41	95.84	95.91	74.20	98.08	90.96	0.00	0.00	0.00	69.69	96.54	94.13	1.0	3.8	-8.1	33.1	-1.6	37.6	0.0	0.0	0.0	25.3	1.8	5.0
	Mar	61.51	94.58	102.31	94.15	95.07	92.92	0.00	65.87	0.00	88.27	94.66	98.31	-6.0	-4.8	-2.1	10.7	-0.4	11.1	0.0	0.0	0.0	7.4	-2.8	4.5

Year To Date												
2014		91.43	87.76		94.72	77.25		80.84	0.00	62.76	92.75	82.73
2015	59.69	94.12	101.96	75.94	94.78	76.67	0.00	0.00	0.00	73.65	94.41	90.86
2016	59.05	94.07	99.46	86.85	93.81	90.29	0.00	65.87	0.00	81.50	93.95	95.50

	0.7	7.8		-5.3	5.3		0.0	-100.0		-7.5	-1.6	8.1
	2.9	16.2		0.1	-0.8		-100.0	0.0		17.3	1.8	9.8
-1.1	-0.1	-2.5	14.4	-1.0	17.8	0.0	0.0	0.0	10.7	-0.5	5.1	

Running 3 Month												
2014		91.43	87.76		94.72	77.25		80.84	0.00	62.76	92.75	82.73
2015	59.69	94.12	101.96	75.94	94.78	76.67	0.00	0.00	0.00	73.65	94.41	90.86
2016	59.05	94.07	99.46	86.85	93.81	90.29	0.00	65.87	0.00	81.50	93.95	95.50

	0.7	7.8		-5.3	5.3		0.0	-100.0		-7.5	-1.6	8.1
	2.9	16.2		0.1	-0.8		-100.0	0.0		17.3	1.8	9.8
-1.1	-0.1	-2.5	14.4	-1.0	17.8	0.0	0.0	0.0	10.7	-0.5	5.1	

Running 12 Month												
2014		128.33	102.04		117.16	77.92		85.63	0.00	89.12	124.12	90.10
2015	83.69	125.72	109.86	88.39	114.91	86.67	0.00	84.25	0.00	90.06	121.01	101.38
2016	97.85	129.07	116.01	84.73	117.30	91.26	0.00	104.03	102.66	89.05	124.53	105.79

	9.4			6.6			0.0			2.3	8.4	5.2
	-2.0	7.7		-1.9	11.2		-1.6	0.0		1.1	-2.5	12.5
16.9	2.7	5.6	-4.1	2.1	5.3	0.0	23.5	0.0	-1.1	2.9	4.3	

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Tab 9 - Segmentation RevPAR Analysis

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

Market Scale: Pennsylvania South Central Independents

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

RevPAR													Percent Change (%)											
Current Month	Transient			Group			Contract			Total			Transient			Group			Contract			Total		
	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale
2014 Oct	12.32	58.60	36.91	31.58	44.80	28.35	0.00	0.00	0.00	43.90	103.39	65.26	4.1	61.5		25.0	-13.6		-100.0	0.0		29.8	11.9	17.2
Nov	6.28	39.08	26.30	11.41	22.94	14.68	0.00	0.00	0.00	17.69	62.02	40.97	-2.6	30.0		-2.1	-12.0		-100.0	0.0		8.4	-2.6	11.0
Dec	0.86	18.22	19.22	0.18	6.64	3.98	0.00	0.00	0.00	1.04	24.86	23.20	-15.3	18.2		87.3	-46.4		-100.0	0.0		-68.3	-1.3	-2.1
2015 Jan	0.41	16.37	15.96	4.80	14.05	8.84	0.00	0.00	0.00	5.21	30.42	24.80	8.9	101.8		40.7	-25.3		0.0	0.0		-6.8	21.6	25.6
Feb	1.15	25.45	22.07	7.43	14.36	8.77	0.00	0.00	0.00	8.58	39.80	30.83	18.4	78.6		-7.2	-31.2		0.0	0.0		39.9	7.7	22.9
Mar	2.32	25.65	21.34	17.63	24.34	16.92	0.00	0.00	0.00	19.94	49.99	38.26	-6.7	-9.8		6.4	48.2		-100.0	0.0		3.4	-1.8	9.1
Apr	5.28	45.23	29.89	16.93	39.40	21.60	0.00	0.00	0.00	22.21	84.63	51.50	-7.0			7.9			-100.0			-4.2	-3.8	8.5
May	12.03	62.80	34.39	23.17	39.39	22.96	0.00	0.00	0.00	35.20	102.20	57.35	3.2	-13.3		7.3	35.3		-100.0	0.0		9.5	2.2	1.3
Jun	13.69	61.13	38.41	12.85	50.22	24.41	0.00	0.00	0.00	26.54	111.35	62.82	14.7	2.8	-1.8	-46.0	8.7	12.9	0.0	-100.0	0.0	-25.7	4.7	3.4
Jul	13.71	78.47	49.33	16.96	30.54	26.86	0.00	0.00	0.16	30.66	109.00	76.35	4.9	-10.7		5.9	113.4		0.0	0.0		33.9	5.2	12.5
Aug	8.82	75.73	51.97	17.73	28.22	17.21	0.00	0.00	0.00	26.55	103.95	69.18	-33.1	4.8	-5.7	64.9	45.9	9.5	0.0	0.0	0.0	10.9	13.4	-2.3
Sep	8.81	54.38	38.21	17.88	39.85	22.13	0.00	0.00	0.00	26.69	94.22	60.34	12.9	7.3		-9.6	10.7		0.0	0.0		-38.4	2.2	8.5
Oct	16.29	72.89	44.05	16.89	38.79	20.66	0.00	0.57	0.00	33.18	112.25	64.70	32.3	24.4	19.3	-46.5	-13.4	-27.1	0.0	0.0	0.0	-24.4	8.6	-0.9
Nov	6.12	39.99	29.84	7.14	20.82	15.70	0.00	0.03	0.00	13.26	60.84	45.54	-2.6	2.3	13.5	-37.4	-9.2	6.9	0.0	0.0	0.0	-25.0	-1.9	11.1
Dec	1.21	20.99	21.91	0.90	8.71	7.98	0.00	0.00	0.00	2.11	29.69	29.88	41.3	15.2	14.0	390.7	31.1	100.3	0.0	0.0	0.0	102.8	19.4	28.8
2016 Jan	1.67	17.03	14.59	11.09	10.57	13.55	0.00	0.00	0.00	12.76	27.61	28.14	302.8	4.0	-8.6	131.3	-24.7	53.3	0.0	0.0	0.0	144.9	-9.2	13.5
Feb	1.27	26.98	21.63	5.38	12.42	11.60	0.00	0.00	0.00	6.65	39.40	33.23	10.5	6.0	-2.0	-27.7	-13.5	32.3	0.0	0.0	0.0	-22.5	-1.0	7.8
Mar	1.87	33.77	26.45	13.01	16.66	17.81	0.00	0.10	0.00	14.88	50.53	44.26	-19.4	31.7	23.9	-26.2	-31.6	5.2	0.0	0.0	0.0	-25.4	1.1	15.7

Year To Date													
2014		21.34	14.80		16.13	11.97		0.18	0.00		10.47	37.66	26.77
2015	1.30	22.39	19.70	10.03	17.69	11.59	0.00	0.00	0.00	11.33	40.08	31.29	
2016	1.61	25.89	20.87	9.92	13.24	14.41	0.00	0.03	0.00	11.53	39.17	35.28	

	-0.1	31.7		15.0	-21.1		0.0	-100.0		-27.6	6.4	1.4
	4.9	33.1		9.6	-3.2		-100.0	0.0		8.2	6.4	16.9
23.9	15.6	5.9	-1.1	-25.1	24.3	0.0	0.0	0.0	1.8	-2.3	12.7	

Running 3 Month													
2014		21.34	14.80		16.13	11.97		0.18	0.00		10.47	37.66	26.77
2015	1.30	22.39	19.70	10.03	17.69	11.59	0.00	0.00	0.00	11.33	40.08	31.29	
2016	1.61	25.89	20.87	9.92	13.24	14.41	0.00	0.03	0.00	11.53	39.17	35.28	

	-0.1	31.7		15.0	-21.1		0.0	-100.0		-27.6	6.4	1.4
	4.9	33.1		9.6	-3.2		-100.0	0.0		8.2	6.4	16.9
23.9	15.6	5.9	-1.1	-25.1	24.3	0.0	0.0	0.0	1.8	-2.3	12.7	

Running 12 Month													
2014		49.14	25.17		25.85	18.83		0.16	0.00		25.73	75.15	44.00
2015	6.09	45.76	33.42	13.48	28.24	15.19	0.00	0.50	0.00	23.17	74.50	48.61	
2016	7.59	49.29	33.61	13.37	27.99	18.61	0.00	0.06	0.01	20.95	77.33	52.23	

	15.9			7.1			0.0			3.2	13.0	5.7
	-6.9	32.8		9.3	-19.3		202.6	0.0		-9.9	-0.9	10.5
24.5	7.7	0.6	-0.9	-0.9	22.5	0.0	-88.1	0.0	-9.6	3.8	7.5	

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Tab 10 - Segmentation Index Analysis

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

		Indexes												Percent Change (%)											
		Transient			Group			Contract			Total			Transient			Group			Contract			Total		
Current Month		Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR
2014	Oct	30.9	68.0	21.0	89.1	79.2	70.5	0.0	0.0	0.0	57.9	73.4	42.5										9.1	6.3	16.0
	Nov	18.9	85.0	16.1	60.3	82.4	49.7	0.0	0.0	0.0	34.0	83.8	28.5										-0.2	11.5	11.3
	Dec	6.1	77.5	4.7	6.8	40.2	2.8	0.0	0.0	0.0	6.3	66.3	4.2										-62.4	-14.4	-67.8
2015	Jan	4.8	52.5	2.5	35.7	95.6	34.2	0.0	0.0	0.0	19.1	89.9	17.1										-27.6	6.0	-23.3
	Feb	7.6	59.4	4.5	92.6	55.9	51.8	0.0	0.0	0.0	36.8	58.6	21.6										-15.7	54.1	29.9
	Mar	13.7	65.9	9.0	81.2	89.1	72.4	0.0	0.0	0.0	47.3	84.4	39.9										-0.2	5.5	5.4
	Apr	15.6	74.6	11.7	53.7	80.1	43.0	0.0	0.0	0.0	33.8	77.7	26.2										-5.0	4.8	-0.4
	May	25.8	74.2	19.2	73.3	80.3	58.8	0.0	0.0	0.0	46.7	73.8	34.4										4.8	2.2	7.1
	Jun	31.5	71.1	22.4	42.9	59.7	25.6	0.0	0.0	0.0	37.0	64.4	23.8	-0.8	12.4	11.5	-34.7	-23.9	-50.3	0.0	0.0	0.0	-21.6	-9.4	-29.0
	Jul	22.9	76.4	17.5	88.9	62.5	55.5	0.0	0.0	0.0	42.8	65.7	28.1										31.8	-3.5	27.2
	Aug	17.5	66.7	11.7	96.3	65.2	62.8	0.0	0.0	0.0	40.4	63.3	25.5	-45.0	16.2	-36.2	1.4	11.4	13.0	0.0	0.0	0.0	-10.5	9.2	-2.3
	Sep	24.5	66.1	16.2	73.1	61.4	44.9	0.0	0.0	0.0	46.1	61.5	28.3										-21.7	-22.9	-39.7
	Oct	32.4	68.9	22.4	61.1	71.3	43.5	0.0	0.0	0.0	43.6	67.8	29.6	4.9	1.4	6.3	-31.4	-10.0	-38.2	0.0	0.0	0.0	-24.6	-7.6	-30.4
	Nov	16.4	93.5	15.3	46.4	73.9	34.3	0.0	0.0	0.0	26.4	82.7	21.8	-13.5	10.0	-4.8	-23.1	-10.3	-31.0	0.0	0.0	0.0	-22.6	-1.3	-23.6
	Dec	8.8	65.4	5.8	22.9	45.0	10.3	0.0	0.0	0.0	13.5	52.5	7.1	45.4	-15.6	22.7	234.5	11.9	274.2	0.0	0.0	0.0	114.5	-20.8	69.8
2016	Jan	15.0	65.2	9.8	107.7	97.4	104.9	0.0	0.0	0.0	51.2	90.3	46.2	211.6	24.3	287.2	201.3	2.0	207.2	0.0	0.0	0.0	168.4	0.5	169.8
	Feb	8.1	57.8	4.7	57.2	75.7	43.3	0.0	0.0	0.0	23.4	72.2	16.9	7.1	-2.7	4.2	-38.2	35.3	-16.4	0.0	0.0	0.0	-36.4	23.1	-21.8
	Mar	8.5	65.0	5.5	78.8	99.0	78.1	0.0	0.0	0.0	31.6	93.2	29.4	-38.0	-1.4	-38.8	-3.0	11.1	7.8	0.0	0.0	0.0	-33.2	10.5	-26.2

Year To Date												
2014										41.1	67.7	27.8
2015	9.1	63.4	5.8	70.8	80.1	56.7	0.0	0.0	0.0	36.3	78.0	28.3
2016	9.9	62.8	6.2	80.9	92.6	74.9	0.0	0.0	0.0	33.9	86.8	29.4

8.2	-1.0	7.1	14.3	15.5	32.1	0.0	0.0	0.0	-6.4	11.2	4.1	

Running 3 Month												
2014										41.1	67.7	27.8
2015	9.1	63.4	5.8	70.8	80.1	56.7	0.0	0.0	0.0	36.3	78.0	28.3
2016	9.9	62.8	6.2	80.9	92.6	74.9	0.0	0.0	0.0	33.9	86.8	29.4

8.2	-1.0	7.1	14.3	15.5	32.1	0.0	0.0	0.0	-6.4	11.2	4.1	

Running 12 Month												
2014										47.7	71.8	34.2
2015	20.0	66.6	13.3	62.1	76.9	47.7	0.0	0.0	0.0	41.8	74.4	31.1
2016	20.3	75.8	15.4	66.1	72.2	47.8	0.0	0.0	0.0	37.9	71.5	27.1

1.5	13.9	15.6	6.5	-6.1	0.0	0.0	0.0	0.0	0.0	0.0	-9.3	-3.9

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Tab 11 - Segmentation Ranking Analysis

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

Ranking													Percent Change (%)											
Current Month	Transient			Group			Contract			Total			Transient			Group			Contract			Total		
	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR
2014	Oct	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4			6 of 6	6 of 6	6 of 6										1 of 6	2 of 6	1 of 6
	Nov	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4			6 of 6	5 of 6	6 of 6										3 of 6	1 of 6	1 of 6
	Dec	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6										6 of 6	6 of 6	6 of 6
2015	Jan	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4			6 of 6	5 of 6	6 of 6										6 of 6	1 of 6	6 of 6
	Feb	4 of 4	4 of 4	4 of 4	2 of 4	4 of 4	3 of 4			6 of 6	6 of 6	6 of 6										6 of 6	1 of 6	1 of 6
	Mar	4 of 4	4 of 4	4 of 4	2 of 4	4 of 4	3 of 4			6 of 6	5 of 6	6 of 6										5 of 6	1 of 6	4 of 6
	Apr	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6										5 of 6	2 of 6	3 of 6
	May	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4			6 of 6	6 of 6	6 of 6										2 of 6	3 of 6	1 of 6
	Jun	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6	2 of 4	1 of 4	2 of 4	4 of 4	4 of 4	4 of 4				6 of 6	6 of 6	6 of 6
	Jul	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6										1 of 6	6 of 6	1 of 6
	Aug	4 of 4	4 of 4	4 of 4	2 of 4	4 of 4	3 of 4			6 of 6	6 of 6	6 of 6	4 of 4	1 of 4	4 of 4	3 of 4	1 of 4	2 of 4				5 of 6	1 of 6	4 of 6
	Sep	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6										6 of 6	6 of 6	6 of 6
	Oct	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6	1 of 4	2 of 4	2 of 4	4 of 4	3 of 4	4 of 4				6 of 6	5 of 6	6 of 6
	Nov	4 of 4	3 of 4	4 of 4	3 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6	4 of 4	1 of 4	3 of 4	4 of 4	4 of 4	4 of 4				6 of 6	5 of 6	6 of 6
	Dec	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6	1 of 4	4 of 4	1 of 4	1 of 4	1 of 4	1 of 4				1 of 6	6 of 6	1 of 6
2016	Jan	4 of 4	4 of 4	4 of 4	2 of 4	4 of 4	3 of 4			6 of 6	4 of 6	6 of 6	1 of 4	1 of 4	1 of 4	1 of 4	2 of 4	1 of 4				1 of 6	3 of 6	1 of 6
	Feb	4 of 4	4 of 4	4 of 4	2 of 4	4 of 4	4 of 4			6 of 6	6 of 6	6 of 6	1 of 4	4 of 4	1 of 4	4 of 4	1 of 4	3 of 4				6 of 6	1 of 6	6 of 6
	Mar	4 of 4	4 of 4	4 of 4	3 of 4	3 of 4	3 of 4			6 of 6	4 of 6	6 of 6	4 of 4	2 of 4	4 of 4	3 of 4	1 of 4	3 of 4				6 of 6	1 of 6	6 of 6

Year To Date												
2014										6 of 6	6 of 6	6 of 6
2015	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4				6 of 6	6 of 6	6 of 6
2016	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4				6 of 6	6 of 6	6 of 6

												6 of 6 5 of 6 6 of 6
												5 of 6 1 of 6 4 of 6
2 of 4	3 of 4	2 of 4	2 of 4	1 of 4	1 of 4							4 of 6 1 of 6 4 of 6

Running 3 Month												
2014										6 of 6	6 of 6	6 of 6
2015	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4				6 of 6	6 of 6	6 of 6
2016	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4				6 of 6	6 of 6	6 of 6

												6 of 6 5 of 6 6 of 6
												5 of 6 1 of 6 4 of 6
2 of 4	3 of 4	2 of 4	2 of 4	1 of 4	1 of 4							4 of 6 1 of 6 4 of 6

Running 12 Month												
2014										6 of 6	6 of 6	6 of 6
2015	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4				6 of 6	6 of 6	6 of 6
2016	4 of 4	4 of 4	4 of 4	3 of 4	4 of 4	4 of 4				6 of 6	6 of 6	6 of 6

												5 of 6 6 of 6 6 of 6
												6 of 6 1 of 6 6 of 6
2 of 4	1 of 4	1 of 4	3 of 4	4 of 4	3 of 4							6 of 6 6 of 6 6 of 6

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Tab 12 - Segmentation Day Of Week - Current Month

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

Market Scale: Pennsylvania South Central Independents

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

	Current Month												Percent Change (%)											
	Transient			Group			Contract			Total			Transient			Group			Contract			Total		
	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale			
Occupancy (%)																								
Sunday			18.4			7.9			0.0			35.4	26.4								0.5	7.8		
Monday			25.3			13.2			0.0			60.7	38.6								26.4	18.1		
Tuesday			23.3			20.9			0.0			55.5	44.3								8.3	17.0		
Wednesday			27.7			15.3			0.0			51.6	43.0								-6.3	11.4		
Thursday			30.0			15.1			0.0			48.6	45.1								4.8	10.2		
Weekday			25.2			14.8			0.0			50.6	40.1								7.9	16.2		
Friday			34.8			25.2			0.0			59.3	60.0								-0.5	5.2		
Saturday			39.3			19.2			0.0			63.7	58.5								-7.3	-2.2		
Weekend			37.1			22.2			0.0			61.5	59.3								-4.2	1.4		
Total	3.0	35.7	25.9	13.8	17.5	19.2	0.0	0.2	0.0	16.9	53.4	45.0	-14.2	38.2	26.6	-33.3	-31.3	-5.3	0.0	0.0	0.0	-30.5	4.0	10.7
ADR																								
Sunday			85.97			76.78			0.00			91.12	83.21								-3.9	1.9		
Monday			92.32			89.19			0.00			95.62	91.25								-0.1	1.8		
Tuesday			90.61			98.45			0.00			94.54	94.31								0.2	3.6		
Wednesday			91.83			98.07			0.00			93.45	94.04								2.4	4.0		
Thursday			92.20			94.80			0.00			94.61	93.07								1.6	3.6		
Weekday			91.02			94.10			0.00			94.12	92.16								0.2	3.6		
Friday			104.03			117.30			0.00			97.10	109.60								-7.3	7.8		
Saturday			104.14			124.83			0.00			94.82	110.94								-9.4	6.6		
Weekend			104.09			120.56			0.00			95.92	110.26								-8.4	7.2		
Total	61.51	94.58	102.31	94.15	95.07	92.92	0.00	65.87	0.00	88.27	94.66	98.31	-6.0	-4.8	-2.1	10.7	-0.4	11.1	0.0	0.0	0.0	7.4	-2.8	4.5
RevPAR																								
Sunday			15.86			6.09			0.00			32.24	21.95								-3.4	9.9		
Monday			23.40			11.81			0.00			58.07	35.21								26.3	20.3		
Tuesday			21.16			20.59			0.00			52.45	41.75								8.5	21.2		
Wednesday			25.46			14.97			0.00			48.19	40.43								-4.0	15.8		
Thursday			27.62			14.33			0.00			46.02	41.95								6.5	14.1		
Weekday			22.97			13.96			0.00			47.59	36.93								8.1	20.4		
Friday			36.22			29.54			0.00			57.59	65.76								-7.7	13.4		
Saturday			40.92			24.01			0.00			60.39	64.93								-16.0	4.3		
Weekend			38.57			26.77			0.00			58.99	65.34								-12.2	8.7		
Total	1.87	33.77	26.45	13.01	16.66	17.81	0.00	0.10	0.00	14.88	50.53	44.26	-19.4	31.7	23.9	-26.2	-31.6	5.2	0.0	0.0	0.0	-25.4	1.1	15.7

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Tab 13 - Segmentation Day Of Week - Year to Date

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

Market Scale: Pennsylvania South Central Independents

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

	Year To Date												Percent Change (%)														
	Transient			Group			Contract			Total			Transient			Group			Contract			Total					
	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale						
Occupancy (%)																											
Sunday	18.4			6.7			0.0			27.2			25.1									0.3			4.9		
Monday	20.7			10.5			0.0			33.9			31.1									-5.4			10.0		
Tuesday	21.0			14.8			0.0			39.5			35.8									-1.3			13.6		
Wednesday	24.4			11.0			0.0			38.1			35.4									-0.2			8.8		
Thursday	22.4			12.6			0.0			35.5			35.0									2.5			10.0		
Weekday	21.4			11.1			0.0			34.8			32.5									-0.8			9.8		
Friday	25.6			20.9			0.0			54.6			46.5									-2.0			4.6		
Saturday	31.4			18.3			0.0			63.1			49.7									-3.4			2.7		
Weekend	28.5			19.6			0.0			58.8			48.1									-2.8			3.6		
Total	2.7	27.5	21.0	11.4	14.1	16.0	0.0	0.1	0.0	14.1	41.7	36.9	25.2	15.7	8.6	-13.5	-24.4	5.6	0.0	0.0	0.0	-8.1	-1.8	7.3			
ADR																											
Sunday	84.33			90.04			0.00			88.35			85.85									-1.5			2.7		
Monday	88.54			88.27			0.00			91.55			88.45									0.0			2.3		
Tuesday	90.35			95.08			0.00			92.98			92.31									2.3			4.3		
Wednesday	90.50			95.10			0.00			91.07			91.93									3.1			4.2		
Thursday	86.89			97.44			0.00			93.12			90.69									1.9			4.4		
Weekday	88.27			93.74			0.00			91.59			90.14									1.3			3.8		
Friday	99.97			107.48			0.00			97.44			103.34									-2.4			7.9		
Saturday	102.75			110.66			0.00			97.42			105.67									-2.9			7.4		
Weekend	101.50			108.96			0.00			97.43			104.54									-2.7			7.6		
Total	59.05	94.07	99.46	86.85	93.81	90.29	0.00	65.87	0.00	81.50	93.95	95.50	-1.1	-0.1	-2.5	14.4	-1.0	17.8	0.0	0.0	0.0	10.7	-0.5	5.1			
RevPAR																											
Sunday	15.55			5.99			0.00			24.03			21.54									-1.2			7.8		
Monday	18.28			9.23			0.00			31.01			27.52									-5.4			12.6		
Tuesday	18.96			14.11			0.00			36.77			33.07									0.9			18.5		
Wednesday	22.07			10.47			0.00			34.66			32.54									2.8			13.4		
Thursday	19.44			12.27			0.00			33.07			31.71									4.4			14.8		
Weekday	18.86			10.42			0.00			31.91			29.28									0.5			14.0		
Friday	25.58			22.46			0.00			53.19			48.03									-4.4			12.9		
Saturday	32.27			20.26			0.00			61.44			52.53									-6.3			10.3		
Weekend	28.92			21.36			0.00			57.32			50.28									-5.4			11.5		
Total	1.61	25.89	20.87	9.92	13.24	14.41	0.00	0.03	0.00	11.53	39.17	35.28	23.9	15.6	5.9	-1.1	-25.1	24.3	0.0	0.0	0.0	1.8	-2.3	12.7			

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Tab 14 - Segmentation Day Of Week - Running 3 Month

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

Market Scale: Pennsylvania South Central Independents

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

	Running 3 Month												Percent Change (%)											
	Transient			Group			Contract			Total			Transient			Group			Contract			Total		
	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale			
Occupancy (%)																								
Sunday			18.4			6.7			0.0			27.2	25.1								0.3	4.9		
Monday			20.7			10.5			0.0			33.9	31.1								-5.4	10.0		
Tuesday			21.0			14.8			0.0			39.5	35.8								-1.3	13.6		
Wednesday			24.4			11.0			0.0			38.1	35.4								-0.2	8.8		
Thursday			22.4			12.6			0.0			35.5	35.0								2.5	10.0		
Weekday			21.4			11.1			0.0			34.8	32.5								-0.8	9.8		
Friday			25.6			20.9			0.0			54.6	46.5								-2.0	4.6		
Saturday			31.4			18.3			0.0			63.1	49.7								-3.4	2.7		
Weekend			28.5			19.6			0.0			58.8	48.1								-2.8	3.6		
Total	2.7	27.5	21.0	11.4	14.1	16.0	0.0	0.1	0.0	14.1	41.7	36.9	25.2	15.7	8.6	-13.5	-24.4	5.6	0.0	0.0	0.0	-8.1	-1.8	7.3
ADR																								
Sunday			84.33			90.04			0.00			88.35	85.85								-1.5	2.7		
Monday			88.54			88.27			0.00			91.55	88.45								0.0	2.3		
Tuesday			90.35			95.08			0.00			92.98	92.31								2.3	4.3		
Wednesday			90.50			95.10			0.00			91.07	91.93								3.1	4.2		
Thursday			86.89			97.44			0.00			93.12	90.69								1.9	4.4		
Weekday			88.27			93.74			0.00			91.59	90.14								1.3	3.8		
Friday			99.97			107.48			0.00			97.44	103.34								-2.4	7.9		
Saturday			102.75			110.66			0.00			97.42	105.67								-2.9	7.4		
Weekend			101.50			108.96			0.00			97.43	104.54								-2.7	7.6		
Total	59.05	94.07	99.46	86.85	93.81	90.29	0.00	65.87	0.00	81.50	93.95	95.50	-1.1	-0.1	-2.5	14.4	-1.0	17.8	0.0	0.0	0.0	10.7	-0.5	5.1
RevPAR																								
Sunday			15.55			5.99			0.00			24.03	21.54								-1.2	7.8		
Monday			18.28			9.23			0.00			31.01	27.52								-5.4	12.6		
Tuesday			18.96			14.11			0.00			36.77	33.07								0.9	18.5		
Wednesday			22.07			10.47			0.00			34.66	32.54								2.8	13.4		
Thursday			19.44			12.27			0.00			33.07	31.71								4.4	14.8		
Weekday			18.86			10.42			0.00			31.91	29.28								0.5	14.0		
Friday			25.58			22.46			0.00			53.19	48.03								-4.4	12.9		
Saturday			32.27			20.26			0.00			61.44	52.53								-6.3	10.3		
Weekend			28.92			21.36			0.00			57.32	50.28								-5.4	11.5		
Total	1.61	25.89	20.87	9.92	13.24	14.41	0.00	0.03	0.00	11.53	39.17	35.28	23.9	15.6	5.9	-1.1	-25.1	24.3	0.0	0.0	0.0	1.8	-2.3	12.7

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Tab 15 - Segmentation Day Of Week - Running 12 Month

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121

STR # 3043 ChainID: MgtCo: None Owner: None

Market Scale: Pennsylvania South Central Independents

For the Month of: March 2016 Date Created: April 20, 2016 Monthly Competitive Set Data Excludes Subject Property

	Running 12 Month												Percent Change (%)											
	Transient			Group			Contract			Total			Transient			Group			Contract			Total		
	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale			
Occupancy (%)																								
Sunday			25.5			9.6			0.0			43.6	35.1									-0.7	5.9	
Monday			26.5			16.1			0.0			54.4	42.6									4.5	4.8	
Tuesday			27.6			19.6			0.0			60.4	47.2									1.8	4.2	
Wednesday			30.4			16.7			0.1			60.3	47.2									0.0	0.7	
Thursday			30.3			18.4			0.1			60.9	48.8									-0.2	3.3	
Weekday			28.1			16.1			0.0			56.0	44.2									1.1	3.6	
Friday			36.5			24.3			0.0			74.3	60.8									1.0	0.9	
Saturday			38.6			25.4			0.0			80.8	64.0									0.0	2.9	
Weekend			37.5			24.9			0.0			77.6	62.4									0.5	1.9	
Total	7.8	38.2	29.0	15.8	23.9	20.4	0.0	0.1	0.0	23.5	62.1	49.4	6.5	4.9	-4.7	3.4	-2.9	16.3	0.0	-90.4	0.0	-8.6	0.9	3.0
ADR																								
Sunday			98.77			93.61			0.00			114.28	97.36									1.9	4.3	
Monday			98.52			98.07			0.00			113.96	98.35									3.1	3.7	
Tuesday			100.68			99.16			0.00			116.20	100.05									3.6	4.4	
Wednesday			99.33			100.33			95.70			116.63	99.68									3.1	3.5	
Thursday			99.85			100.12			95.40			118.20	99.94									1.8	3.0	
Weekday			99.45			98.75			95.52			116.01	99.20									2.7	3.7	
Friday			119.15			111.37			119.49			139.02	116.04									3.2	5.4	
Saturday			124.17			111.02			0.00			140.92	118.95									3.4	5.6	
Weekend			121.73			111.19			119.49			140.01	117.53									3.3	5.5	
Total	97.85	129.07	116.01	84.73	117.30	91.26	0.00	104.03	102.66	89.05	124.53	105.79	16.9	2.7	5.6	-4.1	2.1	5.3	0.0	23.5	0.0	-1.1	2.9	4.3
RevPAR																								
Sunday			25.22			8.95			0.00			49.83	34.17									1.2	10.4	
Monday			26.06			15.83			0.00			62.05	41.89									7.7	8.6	
Tuesday			27.78			19.41			0.00			70.19	47.19									5.5	8.8	
Wednesday			30.20			16.78			0.06			70.28	47.04									3.1	4.3	
Thursday			30.24			18.40			0.09			71.99	48.73									1.6	6.3	
Weekday			27.92			15.89			0.03			64.92	43.84									3.9	7.5	
Friday			43.47			27.11			0.01			103.31	70.59									4.3	6.3	
Saturday			47.94			28.22			0.00			113.90	76.16									3.4	8.6	
Weekend			45.70			27.67			0.01			108.60	73.38									3.8	7.5	
Total	7.59	49.29	33.61	13.37	27.99	18.61	0.00	0.06	0.01	20.95	77.33	52.23	24.5	7.7	0.6	-0.9	-0.9	22.5	0.0	-88.1	0.0	-9.6	3.8	7.5

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Tab 16 - Additional Revenue ADR Analysis (TrevPOR)

Eisenhower Hotel2634 Emmitsburg RdGettysburg, PA 17325-7197Phone: (717) 334-8121

STR # 3043ChainID:MgtCo: NoneOwner: None

For the Month of: March 2016Date Created: April 20, 2016Monthly Competitive Set Data Excludes Subject Property

Market Scale: Pennsylvania South Central Independents

Revenue Per Rooms Sold													Percent Change (%)													Ranking				
Current Month			Room			F&B			Other			Total (TrevPOR**)			Room			F&B			Other			Total (TrevPOR**)			My Prop vs. Comp Set			
			My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	Room	F&B	Other	Total
2014	Oct		100.07	136.37	106.86			62.51			5.50			174.87	7.0	0.6	15.6			13.7			151.8			16.9	6 of 6			
	Nov		95.62	114.11	98.45			78.85			0.51			177.80	13.0	1.3	10.0			32.9			-80.8			17.4	5 of 6			
	Dec		58.32	87.96	87.04			86.63			6.94			180.61	-12.7	2.0	9.8			-20.8			6.3			-7.4	6 of 6			
2015	Jan		80.37	89.44	87.59	0.00		43.90	0.00		5.44	80.37		136.92	7.9	1.8	8.6			-47.4			2.4			-19.2	5 of 6			
	Feb		55.62	94.85	89.63	0.00		43.36	0.00		1.38	55.62		134.37	61.9	5.0	13.8			-33.4			-86.4			-12.8	6 of 6			
	Mar		82.20	97.38	94.10	0.00		43.36	0.00		2.51	82.20		139.96	5.8	0.3	8.5			-28.7			-49.4			-8.2	5 of 6			
	Apr		93.14	119.82	101.12			59.10			2.39			162.61	7.9	3.0	5.1			-8.8			-28.9			-1.1	6 of 6			
	May		102.36	138.67	108.95	0.00		35.37	0.00		1.20	102.36		145.52	4.7	2.4	6.4			-34.6			-70.1			-9.3	6 of 6			
	Jun		87.45	135.78	109.13	0.00		37.13	0.00		1.27	87.45		147.53	-8.9	0.6	3.0	0.0		12.6	0.0		-47.4	-8.9		4.4	6 of 6			
	Jul		90.04	137.02	119.70			19.45			1.18			140.34	0.5	4.1	8.8			-47.5			-62.2			-6.6	6 of 6			
	Aug		85.78	135.60	113.99			48.32			1.93			164.24	16.2	6.4	2.8			52.1			-72.8			9.7	6 of 6			
	Sep		79.99	130.17	105.12			65.31			2.22			172.65	-20.0	3.7	3.3			67.5			-14.8			20.5	6 of 6			
	Oct		97.17	143.38	109.62			49.45			1.52			160.59	-2.9	5.1	2.6			-20.9			-72.4			-8.2	6 of 6			
	Nov		94.60	114.42	100.68			56.49			1.82			159.00	-1.1	0.3	2.3			-28.3			258.3			-10.6	6 of 6			
	Dec		47.62	90.70	92.64			62.44			1.82			156.90	-18.4	3.1	6.4			-27.9			-73.7			-13.1	6 of 6			
2016	Jan		80.95	89.62	92.77	80.95		53.68	0.00		1.17	161.91		147.62	0.7	0.2	5.9	0.0		22.3	0.0		-78.5	101.5		7.8	4 of 6			
	Feb		69.69	96.54	94.13			29.04			1.96			125.13	25.3	1.8	5.0			-33.0			42.4			-6.9	6 of 6			
	Mar		88.27	94.66	98.31			34.38			0.27			132.96	7.4	-2.8	4.5			-20.7			-89.1			-5.0	4 of 6			

Year To Date																														
2014			62.76	92.75	82.73			67.94			6.64			157.30	-7.5	-1.6	8.1			9.2			86.8			10.5	6 of 6			
2015			73.65	94.41	90.86	0.00		43.51	0.00		2.99	73.65		137.36	17.3	1.8	9.8			-36.0			-54.9			-12.7	6 of 6			
2016			81.50	93.95	95.50			38.25			1.03			134.78	10.7	-0.5	5.1			-12.1			-65.6			-1.9	6 of 6			

Running 3 Month																														
2014			62.76	92.75	82.73			67.94			6.64			157.30	-7.5	-1.6	8.1			9.2			86.8			10.5	6 of 6			
2015			73.65	94.41	90.86	0.00		43.51	0.00		2.99	73.65		137.36	17.3	1.8	9.8			-36.0			-54.9			-12.7	6 of 6			
2016			81.50	93.95	95.50			38.25			1.03			134.78	10.7	-0.5	5.1			-12.1			-65.6			-1.9	6 of 6			

Running 12 Month																														
2014			89.12	124.12	90.10			55.33			3.12			148.55	2.3	8.4	5.2			-11.0			-22.3			-2.1	6 of 6			
2015			90.06	121.01	101.38			49.45			3.79			154.61	1.1	-2.5	12.5			-10.6			21.4			4.1	6 of 6			
2016			89.05	124.53	105.79			45.07			1.56			152.41	-1.1	2.9	4.3			-8.9			-58.7			-1.4	6 of 6			

** TrevPOR = Total revenue per occupied room (sum of Room, F&B, and Other revenue divided by total occupied rooms).

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Tab 17 - Additional Revenue RevPAR Analysis (TrevPAR)

Eisenhower Hotel2634 Emmitsburg RdGettysburg, PA 17325-7197Phone: (717) 334-8121

STR # 3043ChainID: MgtCo: NoneOwner: None

For the Month of: March 2016Date Created: April 20, 2016Monthly Competitive Set Data Excludes Subject Property

Market Scale: Pennsylvania South Central Independents

Revenue Per Rooms Available													Percent Change (%)													Ranking			
Current Month		Room			F&B			Other			Total (TrevPAR**)			Room			F&B			Other			Total (TrevPAR**)			My Prop vs. Comp Set			
		My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	My Prop	Comp Set	Market Scale	Room	F&B	Other	Total
2014	Oct	43.90	103.39	65.26			38.17			3.36			106.79	29.8	11.9	17.2			15.3			155.3			18.5	6 of 6			
	Nov	17.69	62.02	40.97			32.81			0.21			74.00	8.4	-2.6	11.0			34.1			-80.7			18.5	6 of 6			
	Dec	1.04	24.86	23.20			23.09			1.85			48.14	-68.3	-1.3	-2.1			-29.3			-5.2			-17.4	6 of 6			
2015	Jan	5.21	30.42	24.80	0.00		12.43	0.00		1.54	5.21		38.77	-6.8	21.6	25.6			-39.2			18.4			-6.6	6 of 6			
	Feb	8.58	39.80	30.83	0.00		14.92	0.00		0.47	8.58		46.22	39.9	7.7	22.9			-28.1			-85.3			-5.8	6 of 6			
	Mar	19.94	49.99	38.26	0.00		17.63	0.00		1.02	19.94		56.91	3.4	-1.8	9.1			-28.3			-49.2			-7.7	6 of 6			
	Apr	22.21	84.63	51.50			30.10			1.22			82.81	-4.2	-3.8	8.5			-5.8			-26.6			2.1	6 of 6			
	May	35.20	102.20	57.35	0.00		18.62	0.00		0.63	35.20		76.60	9.5	2.2	1.3			-37.7			-71.5			-13.7	6 of 6			
	Jun	26.54	111.35	62.82	0.00		21.37	0.00		0.73	26.54		84.93	-25.7	4.7	3.4	0.0		13.1	0.0		-47.2	-25.7		4.8	6 of 6			
	Jul	30.66	109.00	76.35			12.41			0.75			89.51	33.9	5.2	12.5			-45.7			-60.9			-3.4	6 of 6			
	Aug	26.55	103.95	69.18			29.32			1.17			99.68	10.9	13.4	-2.3			44.5			-74.1			4.2	6 of 6			
	Sep	26.69	94.22	60.34			37.49			1.28			99.11	-38.4	2.2	8.5			75.9			-10.5			26.5	6 of 6			
	Oct	33.18	112.25	64.70			29.19			0.90			94.79	-24.4	8.6	-0.9			-23.5			-73.3			-11.2	6 of 6			
	Nov	13.26	60.84	45.54			25.55			0.82			71.91	-25.0	-1.9	11.1			-22.1			289.3			-2.8	6 of 6			
	Dec	2.11	29.69	29.88			20.14			0.59			50.61	102.8	19.4	28.8			-12.8			-68.2			5.1	6 of 6			
2016	Jan	12.76	27.61	28.14	12.76		16.29	0.00		0.35	25.52		44.78	144.9	-9.2	13.5	0.0		31.0	0.0		-77.0	389.8		15.5	6 of 6			
	Feb	6.65	39.40	33.23			10.25			0.69			44.18	-22.5	-1.0	7.8			-31.3			46.1			-4.4	6 of 6			
	Mar	14.88	50.53	44.26			15.48			0.12			59.86	-25.4	1.1	15.7			-12.2			-88.0			5.2	6 of 6			

Year To Date																													
2014		10.47	37.66	26.77			21.99			2.15			50.90	-27.6	6.4	1.4			2.4			75.2			3.7	6 of 6			
2015		11.33	40.08	31.29	0.00		14.99	0.00		1.03	11.33		47.31	8.2	6.4	16.9			-31.8			-52.0			-7.1	6 of 6			
2016		11.53	39.17	35.28			14.13			0.38			49.79	1.8	-2.3	12.7			-5.7			-63.1			5.2	6 of 6			

Running 3 Month																													
2014		10.47	37.66	26.77			21.99			2.15			50.90	-27.6	6.4	1.4			2.4			75.2			3.7	6 of 6			
2015		11.33	40.08	31.29	0.00		14.99	0.00		1.03	11.33		47.31	8.2	6.4	16.9			-31.8			-52.0			-7.1	6 of 6			
2016		11.53	39.17	35.28			14.13			0.38			49.79	1.8	-2.3	12.7			-5.7			-63.1			5.2	6 of 6			

Running 12 Month																													
2014		25.73	75.15	44.00			27.01			1.52			72.53	3.2	13.0	5.7			-10.5			-21.9			-1.7	6 of 6			
2015		23.17	74.50	48.61			23.71			1.82			74.13	-9.9	-0.9	10.5			-12.2			19.2			2.2	6 of 6			
2016		20.95	77.33	52.23			22.25			0.77			75.26	-9.6	3.8	7.5			-6.1			-57.5			1.5	6 of 6			

** TrevPAR = Total revenue per available room (sum of Room, F&B, and Other revenue divided by total available rooms).

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Tab 18 - Segmentation Response Report

Eisenhower Hotel 2634 Emmitsburg Rd Gettysburg, PA 17325-7197 Phone: (717) 334-8121
STR # 3043 ChainID: MgtCo: None Owner: None
For the Month of: March 2016 Date Created: April 20, 2016

This Year

Mar 17th - St. Patrick's Day
Mar 25th - Good Friday
Mar 27th - Easter

March 2016 (This Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

March 2015 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Last Year

Mar 17th - St. Patrick's Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
3043	Eisenhower Hotel	Gettysburg, PA	17325-7197	(717) 334-8121	307	197306
7449	Gettysburg Hotel Est 1797	Gettysburg, PA	17325-2205	(717) 337-2000	119	179706
33296	Hampton Inn Gettysburg	Gettysburg, PA	17325-7562	(717) 338-9121	79	199607
52839	Hilton Garden Inn Gettysburg	Gettysburg, PA	17325-7510	(717) 334-2040	88	200407
53879	Courtyard Gettysburg	Gettysburg, PA	17325-8398	(717) 334-5600	152	200603
54355	Wyndham Gateway Gettysburg	Gettysburg, PA	17325-8397	(717) 339-0020	248	200609
					993	

2014								2015												2016			
Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	B			s		s	s	s	B	B	B	s	B	B	s	s	s	s	s	s	B	s	s
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B

Data received:
s = Segmentation (Transient, Group, Contract) Only
r = Additional Revenue Only
B = Both Segmentation & Additional Revenue

Tab 19 - Submit Data

Independent STAR Program

STR Code:

Name of Property: Eisenhower Hotel

Contact: Joe Spadolini

Please enter your latest data on this form, then submit via email or fax.
If you are entering data using the STR web site, please disregard this form.

	April 2016	April 2015
Rooms Available:		
Rooms Sold:		
Room Revenue:		
Total:	0	0
Currency:	USD	

Please check the response tab for any incomplete months and submit missing data. Do NOT include complimentary rooms in your numbers.

Submit to us by:

Ways to submit data:

Online at: www.str.com

or

Email to: data@str.com

or

Fax to: +1 (615) 338-3536

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Tab 20 - Help

Definitions

ADR (Average Daily Rate) - Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Competitive (Comp) Set - A peer group of competitive hotels selected by hotel management to benchmark the subject property's performance.

Contract - Rooms sold/revenue from bookings sold at rates stipulated by contracts including airline crews and permanent guests.

Exchange Rate - The factor used to convert revenue from US Dollars to the local currency. Reports display the monthly exchange rates (the rate on the last day of the month) and the daily exchange rates on the Daily by Month pages. STR obtains exchange rate data from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Fiscal Year To Date (YTD) - Custom fiscal year as specified by individual hotel or hotel group, if a non-calendar Fiscal Year to Date calculation is more applicable (e.g. July – June) to coincide with hotel/hotel groups operations and financial reporting.

Food & Beverage Revenue (F&B) - Revenue derived from food and beverage sales.

Group - Rooms sold/revenue from bookings sold simultaneously in blocks of ten (10) or more.

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100. Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market Class - Class is an industry categorization which includes chain-affiliated and independent hotels. The class for a chain-affiliated hotel is the same as its chain scale. An independent hotel is assigned a class based on its ADR, relative to that of the chain hotels in their geographic proximity. There are six (6) class groups: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale and Economy.

Market Class Combined (or Collapsed) – If a single class segment is insufficient for reporting, classes are combined. There are three combined class segments: Luxury and Upper Upscale, Upscale and Upper Midscale, and Midscale and Economy.

Market Scale - Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are seven (7) scale groups: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy and Independent.

Market Scale (Collapsed) – Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are two (2) market scale (collapsed) groups: Upscale (includes Luxury, Upper Upscale, Upscale, Independent) and Midscale/Economy (includes Upper Midscale, Midscale and Economy).

MTD (Month to Date) - If a month ends during the current week, the MTD number would represent the month that ended.

Occupancy - Rooms sold divided by rooms available multiplied by 100. Occupancy is always displayed as a percentage of rooms occupied.

Other Revenue - All hotel revenue other than room and food and beverage revenue.

Percent Change (% Chg) - Amount of growth – up, down or flat – this period versus same period last year (day, week, running 28 days, running month-to-date). Calculated as $((TY-LY)/LY)*100$.

Percent Change Rank (Occupancy, ADR, RevPar) - The percent change for the property is compared to the percent change of each hotel in the comp set.

Rank (Occupancy, ADR, RevPar) - Property performance ranked versus hotels in the competitive set (e.g. a "3 of 6" ADR ranking means the subject hotel's absolute ADR is third highest of the six competitors).

RevPAR (Revenue per Available Room) - Room revenue divided by rooms available

Room Revenue - Revenue derived from guestroom rental.

Segmented Data - Rooms sold and revenue data broken down by Transient, Group, and Contract.

Tract Scale – Hotels located in the subject property's tract and classified in the subject property's STR chain scale segment. There are four (4) tract scale groups: Upscale (includes Luxury, Upper Upscale, Upscale), Midscale (includes Upper Midscale and Midscale), Economy and Independent.

Transient - Rooms sold/revenue from guests with reservations at Rack, Corporate, Corporate Negotiated, Package, Government or foreign traveler rates.

Planning - The project will go out for bids, construction will start within 4 months, or an architect/engineer has been selected for the project and plans are underway.

Under Construction - Ground has been broken or the owner is finalizing bids on the prime (general) contract.

FAQ

How is my hotel performing versus competition?

The monthly STAR report provides timely occupancy, average room rate, revenue per available room benchmarking of your hotel's performance versus your own selected competitors and an STR defined industry segment.

Is my hotel's data included in the competitive numbers?

It depends on your preference. Check the summary page to see if your hotel's data is included or excluded in the competitive set numbers.

How does STR determine currency and exchange rates?

Currency is user-defined and is displayed at the top of the report. STR obtains exchange rate data from Oanda.com.

How are percentage changes computed?

Hotel and competitive performance changes are measured against same period prior year.

Why do my percentage change numbers have such a large range?

The data for this year vs. the same period last year may vary greatly. Consider if you sold 2294 rooms this year vs. 743 last year, the percent change would be 208.7% $((2294-743)/743)*100$.

What is an index?

An index is an easy way to compare your hotel's performance versus competition. An index of 100 or higher means your hotel's absolute performance is the same or better than competition.

What does the "Rank" information mean?

Your hotel's performance is ranked against the other properties in your competitive set. If your hotel's RevPAR rank is "2 of 6", that means your hotel's RevPAR was second highest of the six hotels in your competitive set.

What does "running 28 days" mean?

The most recent 28 days historical performance. The running 28 day numbers are based on the most current 28-day period, ending with the last day included in the weekly report.

What does "run MTD" mean?

Running month-to-date. The MTD numbers are based on a calendar month and include all days of the same month, through the most recent calendar day included in the report. If the most recent week's reporting includes data in two calendar months, the MTD numbers only include data from the recently ended month.

What if there are blanks in my competitive set numbers?

Your competitive set did not include sufficient data for reporting. A minimum of three (3) hotels excluding the subject property must report data in order for STR to provide competitive set performance.

What if there are blanks in my competitive set percentage change?

Your competitive set did not include sufficient data for reporting prior year data.

What is "Pipeline" on the Summary Tab?

Pipeline data is generated based on the STR/McGraw-Hill Construction Dodge Supply Pipeline database and details hotels that are being planned but not yet open. Every month STR receives data feeds from its hotel clients and Dodge Construction to create the definitive database for hotels in planning, pre-planning or under construction. The data is widely used by investment banks, development groups and hotel owners to estimate future nationwide supply growth and track supply changes in the market.

Who can I contact if I have more questions?

Check out the glossary and FAQ at www.str.com or e-mail support@str.com

If I'm an all-inclusive hotel, how can I benchmark my package rate?

In order to benchmark your package rate, you'll need to participate in the Segmentation program which will break out your revenues by Rooms, F&B, & Other.

This will provide you with a TrevPAR which is the total revenue per available room and is the same as an all-inclusive package rate.

Demand Generators



Known for its significant role in the Civil War, Gettysburg, Pennsylvania is a hugely popular destination filled with interesting history and much more. The three-day epic Battle of Gettysburg, fought here in July 1863, was a turning point in the Civil War. It was the Union victory that ended General Robert E. Lee's second and most ambitious invasion of the North. Often referred to as the "High Water Mark of the Rebellion", Gettysburg was the Civil War's bloodiest battle with over 50,000 soldiers killed, and was the inspiration for President Abraham Lincoln's immortal "Gettysburg Address".

From Civil War battlefield at Gettysburg National Military Park and the thrill of nighttime ghost walks to fun kids' activities, shopping, and nightlife, Gettysburg offers visitors a unique vacation experience no matter what their age or interest. **Millions of people from around the world visit Gettysburg and Adams County each year** for its rich Civil War history, breathtaking countryside, outdoor recreation, family fun and the dozens of national events taking place in all corners of the region. **Below are some of the most popular attractions in Gettysburg, all within a few miles of the Eisenhower Hotel.**

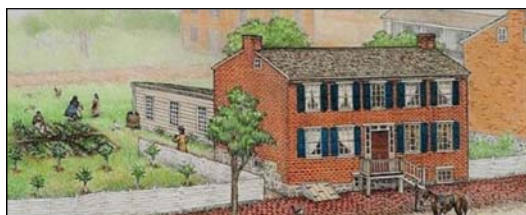
HISTORICAL

Gettysburg Heritage Center (formerly the American Civil War Museum)

All new in 2014, the Gettysburg Heritage Center is an educational and entertaining experience for families and tour groups of all ages. Visitors learn what the Battle of Gettysburg meant to the people who lived here during the war. Utilizing artifacts, historical documents, interactive displays, and 3-D productions, visitors gain a better understanding of the events that took place in the town before, during and after the battle. They can find out how the people reacted to the invasion of the town – freeze, flee or fight, and hear accounts of ordinary people doing extraordinary things in a time when their home was in turmoil.

Shriver House Museum

Once home to George and Hettie Shriver, this historic 1860's house features knowledgeable guides dressed in period costumes who recount the history of the Shrivvers, their roles during the Civil War, and the seizure and use of their home by Confederate soldiers during the Battle of Gettysburg.



Demand Generators

Eisenhower National Historic Site



Located adjacent to the Gettysburg Battlefield, this former home and farm of President Dwight D. Eisenhower was a favorite as a weekend retreat for the President and a sacred meeting place for world leaders. With its peaceful setting and view of South Mountain, it was a much needed respite from Washington and a backdrop for

efforts to reduce Cold War tensions. Visitors can tour the house, explore the farm and grounds, and enjoy ranger-guided programs. This attraction is about five miles from the Eisenhower Hotel.

Farnsworth House Civil War Mourning Theater



Visitors will see a classic 19th-century Victorian viewing parlor and enjoy stories of Gettysburg Battlefield hauntings by candlelight at this unique attraction where period-dressed guides transport visitors through the parlor by lantern light.

General Lee's Headquarters

This historic Headquarters of Confederate General Robert E. Lee is now a museum where visitors can tour exhibits highlighting Lee's military planning sessions, collections of artifacts from the Battle of Gettysburg and items from the Civil War.

Gettysburg Diorama at Artillery Ridge

This popular attraction highlights the Gettysburg Battlefield in three-dimensional miniature. Visitors can listen to the story of the historic, three-day battle and see how it progressed through docent narration, lights and sound effects.

Gettysburg Ghost Tours



Gettysburg and many of its historic homes and inns around the county have been featured on popular paranormal television series. Dozens of teams have conducted investigations on fields, homes, and taverns; discovering spirits left behind from the Civil War and other periods. Visitors are invited to explore historic Gettysburg by candlelight on a guided evening walking tour ghost hunt that takes them on a journey through the dark alleys, through locations known for paranormal activity and past reportedly haunted city areas.

Jennie Wade House Museum



Built more than 100 years ago, this historic house once housed Jennie Wade, the only civilian killed during the Battle of Gettysburg. When the battle was raging, Jennie went to stay here at her sister's house, because she thought it would be safer. Ironically, she died in this house while baking bread for the Union soldiers, being hit by a Confederate bullet that came through the front door. Battered and bruised during the three-day battle, the home survived and now features authentic period furnishings and serves as a museum highlighting life during the Civil War.

Demand Generators

Gettysburg National Military Park



This 60,000-acre historic battlefield was the site of the infamous Battle of Gettysburg during the Civil War, and is dedicated to the soldiers who fought there. Guided walks are offered on the battlefield and through Soldiers National Cemetery, and visitors can enjoy a full calendar of summer events including Civil War reenactments, artillery firing demonstrations, concerts and more. Every year from July 3-5, volunteers reen-

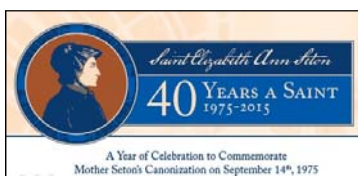
act the Battle of Gettysburg. Each day re-enactors display a different part of the battle as well as commentary regarding the hardships of the battles. The battles are narrated by the battlefield guides of the Gettysburg National Military Park. **The Gettysburg Battlefield is a few minutes drive from the Eisenhower Hotel.**

National Civil War Museum



This enlightening museum depicts the emotion and struggles Americans faced during the Civil War and features a complete time line of the Civil War, beginning from the complex issues straining the nation to the battles at Bull Run and Gettysburg through the war's final days at the Appomattox Court House.

National Shrine of Saint Elizabeth Ann Seton



This unique shrine pays homage to the very first American saint. The shrine museum highlights the life and accomplishments of Elizabeth Seton and includes artifacts, history and details about her canonization. It offers masses, tours, special events and more throughout the year. The historically preserved buildings and cemetery are on beautiful, peaceful grounds, as well as the Basilica, museum, and new Seton Legacy Garden. Together they convey the heroic faith of Mother Seton

to Shrine pilgrims.

David Wills House



Once home to a lawyer and Soldiers National Cemetery founder, David Wills, this historic home played host to President Lincoln the night before he delivered his famous Gettysburg Address. It is now a National Park Service museum dedicated to the memory of President Abraham Lincoln's Gettysburg Address and the remarkable recovery of a town devastated by war. The David Wills House features five museum galleries and two recreated rooms,

the David Wills Law Office and the Lincoln Bedroom. The museum guides you through the days, weeks and months after the battle of Gettysburg. It illustrates President Lincoln's historic visit to the devastated town, the immortal words of the Gettysburg Address and the legacy of hope and healing that they brought, and continue to bring, to our nation.

Demand Generators

FAMILY FUN

Gettysburg Family Amusement

Activities such as arcade games, billiards, an indoor soccer & volleyball arena, laser tag, flight simulator, miniature golf, go-karts, and a basketball court and more family fun activities are all available at the All Star Events Complex, **adjacent to and part of the Eisenhower Hotel.**

Land of Little Horses Farm Park

Just 8 miles from the Eisenhower Hotel, visitors enjoy horse races, performances and entertaining shows featuring miniature horses and other animals at this fun, family friendly attraction. Shows, displays and special events are available.

The Outlet Shoppes at Gettysburg



Consumers can shop at a host of top brand name outlet stores, including Brooks Brothers, Gap, Dress Barn, Jones New York and Adidas. The center also features a 10-screen movie theater and a food court. These outlet shoppes are a very popular destination for bus tours.

OUTDOOR ADVENTURES

The Links at Gettysburg

This fantastic course is rated one of the "best places to play" by Golf Digest. It has an 18-hole course featuring fabulous views, elevated tee boxes, natural rock formations, and sloping greens which add up to a fun day of world-class golf for golfers of every skill level.

CULTURAL

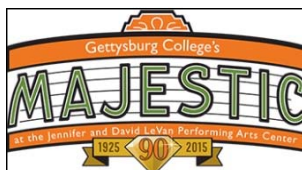
Adams County Winery, Gettysburg Vineyards

This award-winning winery is the country's oldest continuously operating winery and offers complimentary wine tasting, free winery tours, live concerts and wine-related gifts. The winery hosts numerous special events and festivals throughout the year.



Majestic Theater

This landmark theater features a range of live music and theatrical performances and a full schedule of independent and popular films throughout the year. The Majestic hosted the North American movie premiere of Federico Fellini's masterpiece, *Satyricon*, in 1970, and the world premiere of Ted Turner's Civil War epic, *Gettysburg*, in 1993. In November 2005, the Majestic now beautifully restored to its original grandeur, once again welcomed audiences with an extraordinary showcase of the performing arts and cinema.





Area Information



Gettysburg is a borough in Cumberland Township and the county seat of Adams County in south central Pennsylvania. The town was founded in 1786, named for Samuel Gettys, who settled at the Shippensburg–Baltimore and Philadelphia–Pittsburgh crossroads with a 1761 tavern where soldiers and traders came to rest. The confluence of ten major roads of the period caused it to be attractive to travelers and settlers alike. By 1860, the borough had approximately 450 buildings which housed carriage manufacturing, shoemakers, and tanneries.

During the Civil War, for three days in July of 1863, a costly battle raged between the Union and Confederate armies in and around Gettysburg. Over 51,000 casualties occurred during this battle. Although the Civil War continued two years following this engagement, this battle is viewed as the turning point of the war. The Battle of Gettysburg and President Abraham Lincoln's Gettysburg Address are named for this town.

Every year from July 3-5, volunteers reenact the Battle of Gettysburg. Each day re-enactors display a different part of the battle as well as commentary regarding the hardships of the battles. The battles are narrated by the battlefield guides of the Gettysburg National Military Park.

Gettysburg experiences hot, humid summers and cool winters. On average, January is the coldest month, with an average temperature of 30 °F. Winters range from cool to moderately cold, with relatively frequent snowfalls. July is the warmest month, with an average temperature of 74.5 °F, and June is the wettest month.

The town itself is made up of houses, hotels and taverns dating back several centuries, but Gettysburg offers more modern travel and leisure activities as well. As of the 2010 census, the borough had a population of 7,620 people. The borough covers 1.7 sq. miles, all land.

The top industry of Gettysburg is tourism. Millions of people from around the world visit Gettysburg and Adams County each year for its rich Civil War history, breathtaking countryside, outdoor recreation, family fun and the dozens of national events taking place in all corners of the region. The borough is marketed as a premier travel destination, producing a positive economic impact. Recent recognitions include:

- ♦ In May of 2015 TripAdvisor, the world's largest travel website, named Gettysburg, Pennsylvania, the top "Historical Family Vacation Spots You Can Afford," in a recent ranking of U.S. destinations as part of TripAdvisor's Vacation Rentals blog.
- ♦ Gettysburg was also recently ranked the second most popular destination in the Northeast United States by Family Fun Magazine, and a top destination for group travel by Byways Magazine earlier this year.
- ♦ Gettysburg is in the running for "Best Destination for History Buffs" through an online contest by USA Today and 10Best.com, two leading travel industry media outlets.
- ♦ In August, 2015 FlipKey, a top travel website for vacation rentals, named Gettysburg, PA the top destination in the state for vacation rentals. The website evaluated the past 18 months of customer reviews on their site and the average score (1-5) for destinations in the U.S. (with a minimum of 20 reviews). In Pennsylvania, the top destination was Gettysburg with a 4.91 rating.



Area Information

Gettysburg Times

Tourism's best years are ahead in Adams County

By Carl Whitehill

Director of Communications, Destination Gettysburg

November 2014

There was a time when the staff at Destination Gettysburg, along with a few others in the tourism community, wondered what life would be like after the 150th Anniversary in 2013. So many years had gone into the planning and preparations for visitors and journalists that we knew life would be different—we just couldn't exactly envision it.



A year ago this month, the final event of the 150th Anniversary commemoration had wrapped up, putting an end to an incredible year in Gettysburg where close to 4 million visitors had traveled to be part of the memorable anniversary.

Today, we are a good 10 months into our post-2013 lives and moving quicker than ever. Nobody's putting their feet up, relaxing and watching the world go by. In fact, there's few in the tourism community who are still looking back.

All eyes are on the future — and Destination Gettysburg — as big as the 150th Anniversary was, believes that our best years are ahead. Destination Gettysburg stated several years ago, that the 150th Anniversary was not the end, but the beginning of something new in Adams County. It would be a catalyst, rather than a climax, to visitation well into the future. It was that strategy that positioned the organization and tourism in Adams County for life after 2013.

Earlier this year, as a follow-up to the anniversary in 2013, Destination Gettysburg (at the time known as the Gettysburg Convention & Visitors Bureau), announced a series of changes — in its name, its look and marketing strategy — all aimed at capturing younger visitors for longer periods of time. We wouldn't, and haven't, turned a blind eye to our loyal visitor base, but we do realize — through research, — that our visitors are getting older and in order to sustain the tourism industry in Adams County, we must find younger visitors. Additionally, we would promote a wealth of experiences beyond Civil War history as a way to extend daytrips or one-night getaways into multiple-night vacations.

As we put the finishing touches on our marketing strategy for 2015, we are convinced more than ever that this new marketing approach is only beginning. We saw success in 2014, but are driven to achieve even greater success into next year, as well as far into the future. Destination Gettysburg is committed to developing the strategies — all based on research — necessary to keep tourism as the top industry in our county.



Area Information

Gettysburg Times

Tourism supporting thousands of local jobs

By Carl Whitehill

Director of Communications, Destination Gettysburg

February 2, 2015

When presenting the economic benefits of tourism, sometimes attention turns directly to the money brought into our community through visitor spending. After all, we know that visitors are spending money on accommodations, shopping, entertainment, gasoline and more. That spending, according to a recent study of local tourism impact in 2013, equates to \$671 million for Adams County.

That money is put into the hands of local businesses and the citizens of Adams County through the estimated \$130 million in federal, state and local taxes.



But what is sometimes forgotten is tourism's impact on the employment of our local citizens. The number of jobs in Adams County that are affected by tourism is large — 7,612, according to that same economic study of 2013.

A majority of those jobs are directly within the tourism industry itself — whether it be employment with hotels, restaurants, attractions, tours or stores patronized by visitors. The remainder of those jobs are those that are affected by tourism — whether it be workers at convenience stores, gas stations, retail shops and other companies.

But wait — there's more. Think about the jobs, for a minute, that don't initially seem to have any relationship with tourism. With these jobs, there is little, if any, interaction with visitors. These jobs are classified in an entirely different sector of employment.

Take, for example, a painter. The job of a painter is seldom, if ever, associated with tourism — people taking vacations, dining at restaurants, touring the battlefield or driving the countryside. That is until that painter is hired by one of those hotels, one of those restaurants, or hired by someone who works within the tourism industry that hires that painter at home.

That employment is immeasurable. The impact, we can say with certainty, is far reaching in Adams County. That painter could also be an electrician, a plumber, a barber or a clerk at the local grocery store or any number of other trades.

Tourism money, once it comes into our community, is spread throughout the region and into the hands of many who would never believe that their lives are impacted by tourism. It's highly likely that we all know somebody who works in the tourism industry. Maybe it's not a direct impact, but somebody whose job is affected by the millions of visitors who travel to Adams County every year and spend money in our community. Or that somebody is you.

Tourism is an industry that required investment — investment financially, investment with our time, and investment among our community and its citizens to foster a hospitable destination. The return on that investment is extraordinarily valuable to each and every one of us.



Area Information

Blue~Gray Cup Soccer Tournament – late May

The Blue Gray Cup is held Memorial Day weekend every year at sites in and around historic Gettysburg, PA. The tournament is a major regional tournament for competitive boys and girls club teams.

Hope for the City - June

Hosted on the Gateway Gettysburg grounds, Hope for the City is a free community event sponsored by churches in Central Pennsylvania from all denominations. It is a fun time for the whole family, with local performing groups and speakers throughout the afternoon and evening, plus giveaways.

Annual Gettysburg Fest - June



Gettysburg Fest is a highly anticipated event, which has established itself as a vibrant festival the residents and visitors alike enjoy. The Fest is a high energy five-day showcase of the best performing, visual and culinary arts from Gettysburg and throughout the Mid-Atlantic, as well as film, theater and children's events. There are over fifty live performances plus seven art shows.

Annual Gettysburg Civil War Battle Reenactment - July

One of Gettysburg's visitor favorite feature events of the year! The festivities are held on the beautiful Gettysburg Movie Site. Re-enactors, visitors and staff all love this site that sits beside Gettysburg National Military Park, with its pastoral terrain and magnificent views that overlook the historic Sachs Mill Covered Bridge, the Eisenhower National Historic Site and The Roundtops.

Gettysburg Bike Week – July



Whether visitors ride themselves or just enjoy the excitement or beauty of motorcycles, they have a blast at Gettysburg Bike Week. The festivities take place day to night and include poker runs, tattoo contests, bike games, swap meet, bike build-off, a large array of live band (Tesla, Kentucky Headhunters & Great Train Robbery), and much more.

Annual Adams County Irish Festival – July

Festival takes place at Gettysburg Moose Park. This event is a full day of Irish music, dancers, food, merchandise, and more. The Adams County Irish Festival is produced and presented by the Irish Heritage Foundation of Gettysburg, an all-volunteer non-profit organization.

Battlefield Blast Soccer Tournament – August

The Battlefield Blast tournament features both boys and girls competitive club teams in which each registered team will play a combination of mini-games and full-games.

Area Information

Annual Gettysburg Brew Fest - August



With spectacular views of the Gettysburg Battlefield and South Mountains, set against the backdrop of the new Seminary Ridge Museum — arguably one of most historic and recognizable structures in Gettysburg—this event delivers a distinctive sampling experience. Attendees begin their experience with an impressive cannonade, then enjoy the finest craft beers and hard ciders ever assembled in Gettysburg! Attendees are treated to a truly unforgettable experience

with the sounding of Taps from the Seminary Ridge Museum cupola by world-renown bugler, Jari Villanueva.

Annual Gettysburg Wine & Music Festival - September



This rain or shine event is right in the Gateway Gettysburg Complex. The festival feature wines from over 20 Pennsylvania wineries and a variety of live music; country, 80's hits, classic rock, and other favorites.

Annual National Apple Harvest Festival – early October



This local favorite is held at South Mountain Fairgrounds on Route 234 near Arendtsville, PA. This festival has been celebrating beautiful crafts, great music, and wonderful food for over 50 years! With something for everyone, this festival is an event the whole family can enjoy and draws huge crowds to the Gettysburg area.

Colleges and Universities — Although known primarily for its proximity to the battlefield and its historical significance, Gettysburg is also known for its institutions of higher learning:



The Lutheran Theological Seminary was founded in 1826 and is the oldest continuing seminary in the U.S. It has 268 post graduate students and an academic staff of 18. The campus consists of 25 buildings on 52 acres. The seminary hosts several art exhibits and concerts that are free to the public.



Gettysburg College was established in 1832, and is a private, four-year liberal arts institution. Its 225-acre campus is adjacent to the famous Gettysburg Battlefield. This college has about 2,700 students and an academic staff of 225. In 2015, Princeton Review ranked it 11th in its list of Best Schools for Internships. It consistently rates as one of the most beautiful campuses in the U.S.



Harrisburg Area Community College also has a campus just outside of Gettysburg. This campus has 2,339 FT undergraduates, 1,086 PT undergraduate students, and 19 FT academic faculty members. It is a public community college offering associate degrees and vocational certificate programs. **These three colleges employ thousands of people in the borough.**

Economic Overview —The unemployment rate in Gettysburg, Pennsylvania, is 3.80%, with job growth of 2.20%. Future job growth over the next ten years is predicted to be 40.60%. The income per capita is \$17,989, which includes all adults and children. The median household income is \$38,274.



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