

**CITY COUNCIL  
MEETING**

**MAY 6, 2025**

**DOCUMENTS  
RECEIVED AFTER  
PUBLISHED AGENDA**

**Item #13**

**LB 25-021**

**Transient  
Occupancy  
Tax (TOT)**

**From:**

**Sent:** Monday, May 5, 2025 8:55 AM

**To:** List-Mayor-Council ; Crissy Mello ; Joel Resplandor ; Michael Barnes

**Subject:** Hayward Hotel TOT Increase Dispute

**CAUTION:**This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hello Counsel Members.

I am a partner at the Best Western PLUS Inn of Hayward, we have been doing business in Hayward for the past 40 years. I have been in the Hotel Business over 35 years. We understand that Occupancy Tax Increase was passed in 2020 however with the current times we like you to postpone the Tax increase for the following Reason:

I have included Costar Reports(STR) Reports which is a data organization that all Major Hotel Chains are required to submit Business data. Attached you will find the reports, click on Comp so you can see details on our hotel as well as our COMP sets which include Laquinta Inn, Hampton Inn, Comfort Inn and other Select Service Hotels. I have noted in yellow the 3 year data on each of the reports.

In Summary you will see from 2019 the Hotel Occupancy is down nearly 20%, Hotel Average Rates are down nearly 30%, rates are where we charged guest nearly 25 years ago.. In this Economy we cannot push Hotel Rate Rates, guest are very Rate Sensitive.

***Hotel(Comp Set) in 2019 had occupancy of 82% NOW 2025 - has Occupancy of ONLY 59%, 2019 Average Rate was 144.52 and 2025 NOW 100.23. You can see the LARGE Decrease of Occupancy and Average Rate!***

***Based on the STR Report, If a hotel had 80 rooms 2019 Revenue would be \$ 3,460,386.00 and now in 2025 Revenue would be \$ 1,726,762.00, our business has decreased nearly 50% Less than 2019.***

Our Operating expenses and Payroll have **INCREASED** over 30% That is why the TOT City Taxes collected are nearly 500,000.00 less in Revenue( from your Staff Report) due to the hotel business which is struggling, actual dollar of course if we have less business we have less taxes collected.

I am sure you have read recent articles on the Hotel Business we have hotels closing and even new hotels that are bank owned, like the NEW Holiday Inn Express in Hayward.

Hotel business has been really tough since COVID Pandemic.

Keep in mind the 14% increase plus the Excise Tax of 2% will put us at TOT Tax of 16% which is higher than any other Major Cities. Excise tax(2%)is a mandatory tax that we collect from the guest and pay with our city TOT taxes.

We need to keep business in Hayward not loose business to other Major Cities. When a guest stays at a hotel they shop and eat in the area which helps with taxes collected. At 16% TOT our guest will stay in other cities nearby. Hayward is a Secondary Market when it comes to Hotel Business.

**Our Business is suffering Revenues are down Nearly 50% as of 2025 versus 2019.**

Our business will get better in time but now is not the time to raise the taxes to 16% which will have domino effect not only on our business but other associated businesses. In time we can make the tax changes.

If you have any questions I can be reached at      cell.

Thank You

Sajit Khatri  
GM/Partner  
Hayward Ca.

STR # 1969 / Created January 19, 2022

# Monthly STAR Report : Best Western Plus Inn Of Hayward

For the Month of: December 2021

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

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: December 2021 Date Created: January 19, 2022 Monthly Competitive Set Data Excludes Subject Property

### December 2021

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	51.6	75.4	68.5	93.75	101.45	92.4	48.39	76.49	63.3
Year To Date	63.4	77.6	81.7	94.67	101.17	93.6	60.03	78.55	76.4
Running 3 Month	58.3	79.0	73.9	100.57	105.74	95.1	58.66	83.50	70.3
Running 12 Month	63.4	77.6	81.7	94.67	101.17	93.6	60.03	78.55	76.4

### December 2021 vs. 2020 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	26.3	35.2	-6.6	10.6	10.6	0.0	39.7	49.6	-6.6
Year To Date	36.7	26.1	8.4	-6.0	-4.9	-1.1	28.5	19.8	7.2
Running 3 Month	28.5	28.3	0.2	8.7	9.9	-1.1	39.7	41.0	-0.9
Running 12 Month	36.7	26.1	8.4	-6.0	-4.9	-1.1	28.5	19.8	7.2

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

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: December 2021 Date Created: January 19, 2022 Monthly Competitive Set Data Excludes Subject Property

	Occupancy (%)							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Best Western Plus Inn Of Hayward	51.6	26.3	63.4	36.7	58.3	28.5	63.4	36.7
Market: Oakland, CA	56.4	37.4	59.6	19.7	60.7	27.6	59.6	19.7
Market Class: Upper Midscale Class	58.6	26.4	63.7	20.0	63.5	19.1	63.7	20.0
Submarket: Oakland/Berkeley/Hayward, CA	56.0	33.8	59.8	20.6	59.8	24.6	59.8	20.6
Submarket Scale: Midscale Chains	65.5	32.2	67.6	24.0	68.3	23.8	67.6	24.0
Competitive Set: Competitors	75.4	35.2	77.6	26.1	79.0	28.3	77.6	26.1

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
19.2	1.4	5.7	1.4
3.3	2.6	1.5	2.6
6.4	2.8	4.2	2.8
5.6	2.9	3.1	2.9
10.4	5.8	6.8	5.8
0.0	0.0	0.0	0.0

	Average Daily Rate							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Best Western Plus Inn Of Hayward	93.75	10.6	94.67	-6.0	100.57	8.7	94.67	-6.0
Market: Oakland, CA	124.09	23.1	121.79	3.0	129.39	22.7	121.79	3.0
Market Class: Upper Midscale Class	120.87	18.3	120.15	2.0	127.14	18.0	120.15	2.0
Submarket: Oakland/Berkeley/Hayward, CA	126.29	24.9	124.99	3.6	132.94	24.5	124.99	3.6
Submarket Scale: Midscale Chains	116.29	17.0	115.62	1.5	121.64	17.0	115.62	1.5
Competitive Set: Competitors	101.45	10.6	101.17	-4.9	105.74	9.9	101.17	-4.9

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
50.6	38.6	35.9	38.6
41.9	22.7	29.5	22.7
34.5	23.4	24.0	23.4
41.2	24.1	28.5	24.1
45.9	31.2	32.2	31.2
35.2	26.1	28.3	26.1

	RevPAR							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Best Western Plus Inn Of Hayward	48.39	39.7	60.03	28.5	58.66	39.7	60.03	28.5
Market: Oakland, CA	69.98	69.2	72.54	23.2	78.53	56.5	72.54	23.2
Market Class: Upper Midscale Class	70.85	49.5	76.54	22.4	80.79	40.5	76.54	22.4
Submarket: Oakland/Berkeley/Hayward, CA	70.68	67.1	74.72	25.0	79.50	55.2	74.72	25.0
Submarket Scale: Midscale Chains	76.19	54.6	78.22	25.9	83.09	44.9	78.22	25.9
Competitive Set: Competitors	76.49	49.6	78.55	19.8	83.50	41.0	78.55	19.8

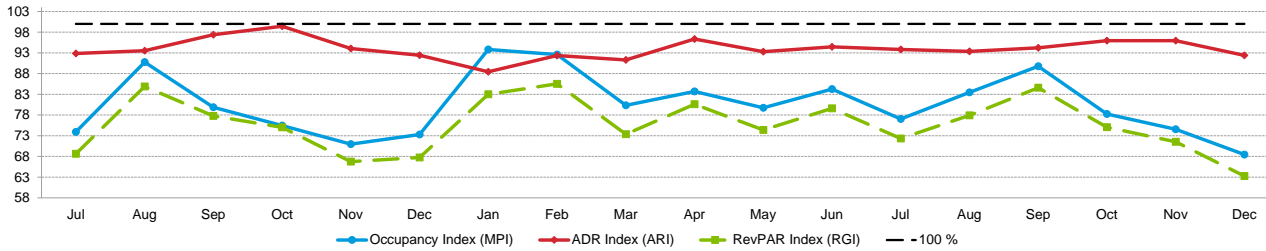
Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
66.5	30.3	47.7	30.3
74.8	26.4	58.8	26.4
59.1	25.9	46.4	25.9
76.4	28.6	60.0	28.6
70.7	33.2	54.7	33.2
49.6	19.8	41.0	19.8

	Census/Sample - Properties & Rooms				
	Census		Sample		Sample %
	Properties	Rooms	Properties	Rooms	Rooms
Market: Oakland, CA	229	20672	139	17049	82.5
Market Class: Upper Midscale Class	37	3504	34	3418	97.5
Submarket: Oakland/Berkeley/Hayward, CA	122	10248	66	8050	78.6
Submarket Scale: Midscale Chains	25	2243	24	2144	95.6
Competitive Set: Competitors	4	360	4	360	100.0

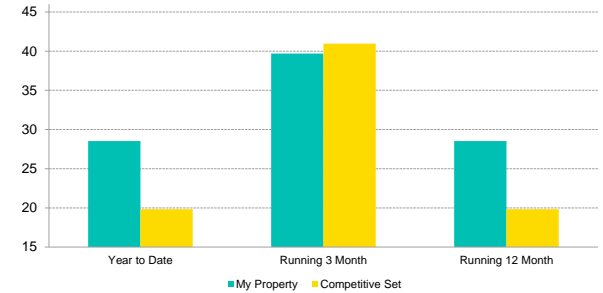
Tab 4 - Competitive Set Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2021 Date Created: January 19, 2022 Monthly Competitive Set Data Excludes Subject Property

Monthly Indexes



RevPAR Percent Change



Occupancy (%)	2020						2021												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	2019	2020	2021
My Property	49.7	65.7	56.0	50.9	43.6	40.9	51.6	58.5	60.2	66.0	64.8	73.8	66.3	72.1	72.2	63.6	59.8	51.6	68.4	46.4	63.4	66.0	45.4	58.3	68.4	46.4	63.4
Competitive Set	67.2	72.3	70.2	67.5	61.4	55.8	55.0	63.2	74.9	78.9	81.3	87.6	86.1	86.5	80.5	81.3	80.3	75.4	81.7	61.6	77.6	79.8	61.6	79.0	81.7	61.6	77.6
Index (MPI)	73.9	90.8	79.9	75.5	71.0	73.3	93.8	92.6	80.3	83.7	79.7	84.3	77.1	83.4	89.8	78.2	74.5	68.5	83.7	75.3	81.7	82.6	73.7	73.9	83.7	75.3	81.7
Rank	4 of 5	4 of 5	4 of 5	4 of 5	5 of 5	4 of 5	3 of 5	4 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	4 of 5	5 of 5	5 of 5	5 of 5	4 of 5	4 of 5	5 of 5	4 of 5	5 of 5	5 of 5	4 of 5	4 of 5	5 of 5

% Chg	2020						2021												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	2019	2020	2021
My Property	-23.9	-19.8	-27.8	-32.7	-35.8	-24.9	-1.0	-6.4	67.6	191.1	80.7	77.7	33.5	9.9	28.9	24.8	37.2	26.3	-2.7	-32.1	36.7	0.0	-31.2	28.5	-2.7	-32.1	36.7
Competitive Set	-15.7	-12.9	-18.5	-18.8	-23.9	-26.4	-24.0	-21.2	49.1	129.5	62.6	49.6	28.0	19.5	14.7	20.4	30.7	35.2	-0.2	-24.6	26.1	-0.9	-22.9	28.3	-0.2	-24.6	26.1
Index (MPI)	-9.8	-7.9	-11.3	-17.1	-15.7	2.0	30.3	18.8	12.4	26.8	11.2	18.7	4.2	-8.1	12.4	3.7	5.0	-6.6	-2.5	-10.0	8.4	0.9	-10.8	0.2	-2.5	-10.0	8.4
Rank	4 of 5	4 of 5	4 of 5	5 of 5	5 of 5	2 of 5	2 of 5	1 of 5	2 of 5	2 of 5	3 of 5	3 of 5	3 of 5	4 of 5	3 of 5	3 of 5	3 of 5	4 of 5	4 of 5	5 of 5	3 of 5	3 of 5	4 of 5	3 of 5	4 of 5	5 of 5	3 of 5

ADR	2020						2021												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	2019	2020	2021
My Property	90.64	92.70	99.15	99.13	90.78	84.76	81.70	83.39	81.96	90.27	91.10	96.45	98.94	100.99	103.71	105.60	101.13	93.75	132.98	100.68	94.67	131.15	92.50	100.57	132.98	100.68	94.67
Competitive Set	97.61	99.13	101.82	99.69	96.51	91.72	92.37	90.28	89.78	93.70	97.63	102.11	105.44	108.17	110.07	110.06	105.38	101.45	144.52	106.43	101.17	140.87	96.22	105.74	144.52	106.43	101.17
Index (ARI)	92.9	93.5	97.4	99.4	94.1	92.4	88.4	92.4	91.3	96.3	93.3	94.5	93.8	93.4	94.2	95.9	96.0	92.4	92.0	94.6	93.6	93.1	96.1	95.1	92.0	94.6	93.6
Rank	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	4 of 5	3 of 5	4 of 5	4 of 5	3 of 5	4 of 5	4 of 5	3 of 5	4 of 5	4 of 5

% Chg	2020						2021												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	2019	2020	2021
My Property	-37.4	-28.7	-28.1	-25.5	-33.6	-30.3	-34.6	-30.5	-26.3	-7.7	-2.2	4.2	9.2	8.9	4.6	6.5	11.4	10.6	-0.9	-24.3	-6.0	2.5	-29.5	8.7	-0.9	-24.3	-6.0
Competitive Set	-34.4	-31.0	-31.1	-32.2	-34.3	-28.3	-30.8	-32.7	-24.5	-0.7	3.8	0.6	8.0	9.1	8.1	10.4	9.2	10.6	1.4	-26.4	-4.9	1.7	-31.7	9.9	1.4	-26.4	-4.9
Index (ARI)	-4.6	3.3	4.3	9.9	1.1	-2.9	-5.5	3.3	-2.3	-7.1	-5.8	3.6	1.0	-0.2	-3.2	-3.5	2.0	0.0	-2.3	2.8	-1.1	0.8	3.3	-1.1	-2.3	2.8	-1.1
Rank	4 of 5	2 of 5	3 of 5	2 of 5	3 of 5	3 of 5	4 of 5	3 of 5	3 of 5	5 of 5	4 of 5	2 of 5	1 of 5	1 of 5	3 of 5	5 of 5	1 of 5	2 of 5	5 of 5	3 of 5	3 of 5	2 of 5	3 of 5	2 of 5	5 of 5	3 of 5	3 of 5

RevPAR	2020						2021												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	2019	2020	2021
My Property	45.05	60.88	55.57	50.49	39.57	34.64	42.14	48.80	49.33	59.58	59.06	71.19	65.62	72.85	74.91	67.15	60.49	48.39	90.90	46.71	60.03	86.53	41.99	58.66	90.90	46.71	60.03
Competitive Set	65.62	71.71	71.44	67.30	59.27	51.13	50.78	57.05	67.26	73.91	79.39	89.44	90.74	93.52	88.58	89.47	84.57	76.49	118.00	65.54	78.55	112.47	59.24	83.50	118.00	65.54	78.55
Index (RGI)	68.6	84.9	77.8	75.0	66.8	67.7	83.0	85.5	73.3	80.6	74.4	79.6	72.3	77.9	84.6	75.1	71.5	63.3	77.0	71.3	76.4	76.9	70.9	70.3	77.0	71.3	76.4
Rank	5 of 5	4 of 5	5 of 5	5 of 5	5 of 5	5 of 5	4 of 5	4 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	4 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5	5 of 5

% Chg	2020						2021												Year To Date			Running 3 Month			Running 12 Month		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019	2020	2021	2019	2020	2021	2019	2020	2021
My Property	-52.4	-42.8	-48.1	-49.9	-57.4	-47.7	-35.3	-34.9	23.6	168.8	76.8	85.2	45.7	19.7	34.8	33.0	52.9	39.7	-3.6	-48.6	28.5	2.5	-51.5	39.7	-3.6	-48.6	28.5
Competitive Set	-44.7	-39.9	-43.9	-45.0	-50.0	-47.2	-47.4	-47.0	12.5	128.0	68.8	50.5	38.3	30.4	24.0	32.9	42.7	49.6	1.2	-44.5	19.8	0.8	-47.3	41.0	1.2	-44.5	19.8
Index (RGI)	-13.9	-4.9	-7.5	-8.9	-14.8	-1.0	23.0	22.7	9.8	17.9	4.7	23.1	5.3	-8.2	8.7	0.0	7.2	-6.6	-4.7	-7.5	7.2	1.7	-7.9	-0.9	-4.7	-7.5	7.2
Rank	4 of 5	4 of 5	4 of 5	4 of 5	5 of 5	2 of 5	2 of 5	1 of 5	3 of 5	2 of 5	3 of 5	3 of 5	3 of 5	3 of 5	4 of 5	3 of 5	3 of 5	4 of 5	5 of 5	4 of 5	3 of 5	3 of 5	4 of 5	3 of 5	5 of 5	4 of 5	3 of 5



# Tab 5 - Response Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2021 Date Created: January 19, 2022

## This Year

Dec 24th - Christmas Eve  
 Dec 25th - Christmas Day  
 Dec 26th - First Day of Kwanzaa  
 Dec 31st - New Year's Eve

## Last Year

Dec 11th - First Day of Hanukkah  
 Dec 24th - Christmas Eve  
 Dec 25th - Christmas Day  
 Dec 26th - First Day of Kwanzaa  
 Dec 31st - New Year's Eve

## December 2021 (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	

## December 2020 (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		

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
1969	Best Western Plus Inn Of Hayward	Hayward, CA	94541	(510) 785-8700	91	198306
21280	Comfort Inn Castro Valley	Castro Valley, CA	94546	(510) 538-9501	60	198705
28649	La Quinta Inns & Suites Oakland - Hayward	Hayward, CA	94541	(510) 732-6300	146	199007
39269	Hampton by Hilton Inn Oakland-Hayward	Hayward, CA	94544	(510) 247-1555	70	200004
42320	Fairfield Inn & Suites Oakland Hayward	Hayward, CA	94545	(510) 782-5000	84	200108
					451	

2020												2021											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

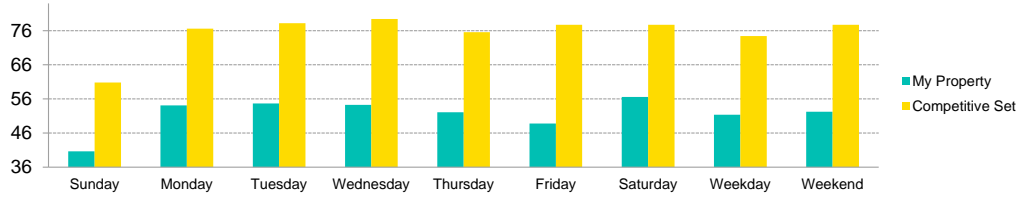
Data received:

- = Monthly Only
- = Monthly & Daily

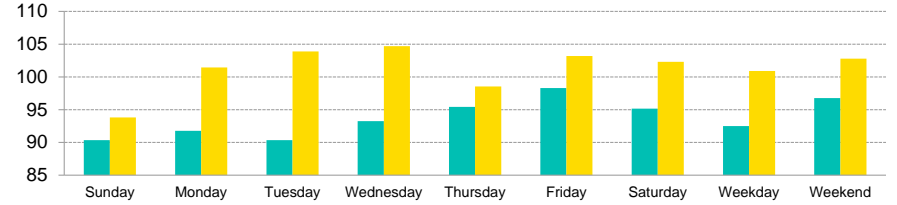
# Tab 6 - Day of Week and Weekday/Weekend Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2021 Date Created: January 19, 2022 Monthly Competitive Set Data Excludes Subject Property

### Current Month Occupancy



### Current Month ADR



Day of Week	Time Period	Occupancy (%)						Average Daily Rate						RevPAR					
		My Property		Competitive Set		Index (MPI)		My Property		Competitive Set		Index (ARI)		My Property		Competitive Set		Index (RGI)	
			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	40.7	35.8	60.8	32.5	66.8	2.5	90.34	10.1	93.80	6.3	96.3	3.6	36.73	49.6	57.06	40.9	64.4	6.2
	Year To Date	49.9	39.1	65.5	25.5	76.1	10.9	89.99	-3.2	95.87	-1.3	93.9	-1.9	44.87	34.7	62.80	23.8	71.4	8.8
	Running 3 Month	42.8	35.7	63.5	23.3	67.4	10.1	95.22	4.1	98.89	5.2	96.3	-1.0	40.73	41.3	62.80	29.7	64.9	8.9
	Running 12 Month	49.9	39.1	65.5	25.5	76.1	10.9	89.99	-3.2	95.87	-1.3	93.9	-1.9	44.87	34.7	62.80	23.8	71.4	8.8
Monday	Current Month	54.1	21.9	76.6	32.4	70.7	-8.0	91.78	9.3	101.45	11.0	90.5	-1.5	49.67	33.2	77.71	47.0	63.9	-9.4
	Year To Date	61.0	24.0	75.9	21.7	80.3	1.9	93.45	-11.4	100.18	-10.1	93.3	-1.4	56.96	9.9	76.08	9.4	74.9	0.5
	Running 3 Month	57.7	19.0	78.2	23.5	73.7	-3.7	97.63	4.8	104.02	8.1	93.9	-3.1	56.28	24.7	81.33	33.5	69.2	-6.6
	Running 12 Month	61.0	24.0	75.9	21.7	80.3	1.9	93.45	-11.4	100.18	-10.1	93.3	-1.4	56.96	9.9	76.08	9.4	74.9	0.5
Tuesday	Current Month	54.7	25.1	78.2	28.4	69.9	-2.5	90.36	5.6	103.88	11.9	87.0	-5.6	49.40	32.2	81.23	43.8	60.8	-8.0
	Year To Date	66.1	24.8	80.2	20.3	82.5	3.7	94.73	-11.7	103.02	-12.1	92.0	0.5	62.64	10.2	82.62	5.8	75.8	4.2
	Running 3 Month	62.2	22.4	81.5	21.6	76.4	0.7	99.81	8.2	107.16	9.3	93.1	-1.0	62.09	32.5	87.29	33.0	71.1	-0.4
	Running 12 Month	66.1	24.8	80.2	20.3	82.5	3.7	94.73	-11.7	103.02	-12.1	92.0	0.5	62.64	10.2	82.62	5.8	75.8	4.2
Wednesday	Current Month	54.3	22.8	79.4	31.9	68.3	-6.9	93.24	11.9	104.70	12.7	89.0	-0.7	50.62	37.4	83.18	48.7	60.8	-7.6
	Year To Date	63.8	24.4	81.0	24.4	78.8	0.0	94.46	-11.6	103.05	-11.4	91.7	-0.2	60.26	9.9	83.46	10.2	72.2	-0.2
	Running 3 Month	57.9	14.8	82.2	28.1	70.4	-10.4	99.59	8.4	107.11	9.3	93.0	-0.9	57.67	24.4	88.05	40.1	65.5	-11.2
	Running 12 Month	63.8	24.4	81.0	24.4	78.8	0.0	94.46	-11.6	103.05	-11.4	91.7	-0.2	60.26	9.9	83.46	10.2	72.2	-0.2
Thursday	Current Month	52.1	15.8	75.6	26.3	68.9	-8.3	95.41	10.4	98.53	7.9	96.8	2.4	49.70	27.8	74.44	36.2	66.8	-6.2
	Year To Date	63.7	33.8	79.1	27.5	80.5	5.0	93.73	-6.4	101.61	-2.2	92.2	-4.2	59.71	25.3	80.41	24.6	74.3	0.5
	Running 3 Month	57.1	13.5	80.9	26.3	70.6	-10.2	100.95	8.6	104.84	9.4	96.3	-0.7	57.60	23.3	84.79	38.2	67.9	-10.8
	Running 12 Month	63.7	33.8	79.1	27.5	80.5	5.0	93.73	-6.4	101.61	-2.2	92.2	-4.2	59.71	25.3	80.41	24.6	74.3	0.5
Friday	Current Month	48.8	38.6	77.7	53.9	62.8	-10.0	98.30	11.5	103.18	11.0	95.3	0.4	47.96	54.6	80.20	71.0	59.8	-9.6
	Year To Date	65.5	59.7	79.2	31.3	82.7	21.6	96.90	2.5	101.09	3.2	95.9	-0.7	63.44	63.6	80.02	35.5	79.3	20.7
	Running 3 Month	61.5	53.7	82.4	37.9	74.6	11.4	104.74	11.3	107.68	13.4	97.3	-1.8	64.37	71.0	88.77	56.4	72.5	9.4
	Running 12 Month	65.5	59.7	79.2	31.3	82.7	21.6	96.90	2.5	101.09	3.2	95.9	-0.7	63.44	63.6	80.02	35.5	79.3	20.7
Saturday	Current Month	56.6	35.5	77.7	50.4	72.8	-9.9	95.15	12.3	102.30	12.1	93.0	0.2	53.85	52.2	79.50	68.6	67.7	-9.8
	Year To Date	74.0	57.9	82.4	32.6	89.9	19.0	97.62	4.8	102.46	4.6	95.3	0.2	72.27	65.4	84.41	38.7	85.6	19.2
	Running 3 Month	69.0	49.0	83.7	37.3	82.5	8.5	103.54	12.7	108.84	13.3	95.1	-0.5	71.42	67.9	91.05	55.6	78.4	7.9
	Running 12 Month	74.0	57.9	82.4	32.6	89.9	19.0	97.62	4.8	102.46	4.6	95.3	0.2	72.27	65.4	84.41	38.7	85.6	19.2
<b>Weekday/Weekend</b>																			
Weekday (Sun-Thu)	Current Month	51.3	22.8	74.4	29.7	69.0	-5.3	92.49	9.4	100.89	10.1	91.7	-0.6	47.49	34.4	75.10	42.9	63.2	-5.9
	Year To Date	60.9	28.5	76.4	23.7	79.7	3.8	93.43	-9.5	100.94	-8.1	92.6	-1.5	56.89	16.3	77.07	13.8	73.8	2.3
	Running 3 Month	55.5	19.8	77.2	24.5	71.9	-3.8	98.84	7.0	104.67	8.5	94.4	-1.4	54.87	28.2	80.85	35.1	67.9	-5.1
	Running 12 Month	60.9	28.5	76.4	23.7	79.7	3.8	93.43	-9.5	100.94	-8.1	92.6	-1.5	56.89	16.3	77.07	13.8	73.8	2.3
Weekend (Fri-Sat)	Current Month	52.3	35.8	77.7	52.2	67.2	-10.8	96.78	12.2	102.79	11.6	94.2	0.5	50.58	52.3	79.88	69.9	63.3	-10.3
	Year To Date	69.7	58.6	80.8	31.9	86.3	20.2	97.28	3.7	101.78	3.9	95.6	-0.2	67.81	64.4	82.19	37.1	82.5	20.0
	Running 3 Month	65.1	50.8	83.0	37.6	78.4	9.7	104.13	12.1	108.24	13.3	96.2	-1.1	67.77	69.1	89.87	55.9	75.4	8.4
	Running 12 Month	69.7	58.6	80.8	31.9	86.3	20.2	97.28	3.7	101.78	3.9	95.6	-0.2	67.81	64.4	82.19	37.1	82.5	20.0
Total	Current Month	51.6	26.3	75.4	35.2	68.5	-6.6	93.75	10.6	101.45	10.6	92.4	0.0	48.39	39.7	76.49	49.6	63.3	-6.6
	Year To Date	63.4	36.7	77.6	26.1	81.7	8.4	94.67	-6.0	101.17	-4.9	93.6	-1.1	60.03	28.5	78.55	19.8	76.4	7.2
	Running 3 Month	58.3	28.5	79.0	28.3	73.9	0.2	100.57	8.7	105.74	9.9	95.1	-1.1	58.66	39.7	83.50	41.0	70.3	-0.9
	Running 12 Month	63.4	36.7	77.6	26.1	81.7	8.4	94.67	-6.0	101.17	-4.9	93.6	-1.1	60.03	28.5	78.55	19.8	76.4	7.2

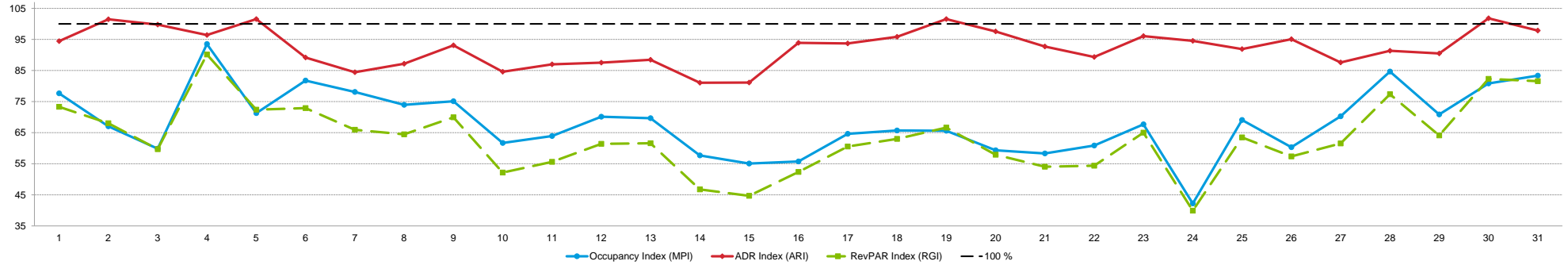
Tab 7 - Daily Data for the Month

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: December 2021 Date Created: January 19, 2022 Daily Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of December



Occupancy (%)	December																														
	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
My Property	69.2	54.9	45.1	71.4	44.0	68.1	67.0	65.9	65.9	50.5	52.7	42.9	54.9	47.3	41.8	45.1	53.8	53.8	38.5	42.9	40.7	41.8	42.9	29.7	48.4	37.4	50.5	63.7	52.7	51.6	64.8
Competitive Set	89.2	81.9	75.3	76.4	61.7	83.3	85.8	89.2	87.8	81.9	82.5	61.1	78.9	81.9	75.8	80.8	83.3	81.9	58.6	72.2	69.7	68.6	63.3	70.3	70.0	61.9	71.9	75.3	74.4	63.9	77.8
Index (MPI)	77.6	67.1	59.9	93.5	71.3	81.8	78.1	73.9	75.1	61.7	63.9	70.1	69.6	57.7	55.1	55.7	64.6	65.7	65.6	59.3	58.3	60.9	67.7	42.2	69.1	60.3	70.3	84.7	70.9	80.8	83.4

% Chg	December																														
	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
My Property	34.0	35.1	0.0	32.7	122.2	47.6	45.2	71.4	42.9	70.4	20.0	34.5	28.2	10.3	-5.0	-6.8	32.4	40.0	12.9	8.3	0.0	0.0	5.4	-10.0	25.7	-5.6	-13.2	13.7	-5.9	-17.5	28.3
Competitive Set	30.0	34.1	37.6	59.9	44.2	48.5	29.3	39.0	54.9	63.9	54.7	27.2	35.2	38.5	24.1	33.5	60.4	49.7	22.7	22.1	27.4	40.3	32.6	55.2	37.7	37.7	24.5	32.8	27.6	-12.5	22.8
Index (MPI)	3.1	0.8	-27.3	-17.0	54.2	-0.6	12.3	23.4	-7.8	4.0	-22.4	5.8	-5.2	-20.4	-23.4	-30.2	-17.5	-6.5	-8.0	-11.2	-21.5	-28.7	-20.5	-42.0	-8.7	-31.4	-30.3	-14.4	-26.3	-5.7	4.4

ADR	December																														
	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
My Property	100.09	100.56	98.64	98.18	96.71	93.23	91.42	95.29	94.34	87.04	91.11	83.64	92.56	87.89	87.34	96.21	97.26	98.27	90.33	94.32	90.98	89.94	91.71	90.52	91.58	90.55	86.85	90.67	88.97	93.69	111.27
Competitive Set	106.00	99.10	98.89	101.84	95.24	104.55	108.28	109.32	101.32	102.90	104.75	95.55	104.63	108.42	107.65	102.46	103.78	102.53	88.96	96.67	98.14	100.68	95.46	95.75	99.65	95.23	99.15	99.24	98.32	92.04	113.71
Index (ARI)	94.4	101.5	99.7	96.4	101.5	89.2	84.4	87.2	93.1	84.6	87.0	87.5	88.5	81.1	81.1	93.9	93.7	95.8	101.5	97.6	92.7	89.3	96.1	94.5	91.9	95.1	87.6	91.4	90.5	101.8	97.8

% Chg	December																														
	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
My Property	16.9	17.7	11.8	13.0	7.6	4.7	2.7	11.0	11.2	-0.9	2.2	0.5	7.0	-0.1	3.4	16.8	10.2	20.0	11.0	18.3	11.1	11.0	16.7	11.9	21.9	21.2	13.7	18.5	18.1	5.8	44.9
Competitive Set	12.8	7.4	3.6	9.6	7.4	13.0	15.0	8.7	10.8	11.9	13.8	6.6	10.0	9.4	9.1	6.8	12.0	13.5	3.2	8.8	11.8	21.3	10.4	5.0	11.0	7.6	11.3	13.6	15.1	2.3	31.3
Index (ARI)	3.6	9.6	7.9	3.1	0.1	-7.4	-10.7	2.1	0.4	-11.5	-10.2	-5.7	-2.7	-8.7	-5.2	9.4	-1.6	5.8	7.5	8.7	-0.6	-8.5	5.7	6.7	9.9	12.6	2.2	4.3	2.6	3.4	10.3

RevPAR	December																														
	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
My Property	69.29	55.25	44.44	70.13	42.51	63.52	61.28	62.83	62.20	44.00	48.06	35.85	50.85	41.53	36.47	43.35	52.37	52.92	34.74	40.42	36.99	37.56	39.31	26.86	44.28	33.83	43.90	57.79	46.93	48.39	72.14
Competitive Set	94.52	81.20	74.44	77.79	58.73	87.13	92.94	97.48	88.94	84.32	86.42	58.39	82.54	88.85	81.64	82.82	86.48	84.02	52.14	69.82	68.43	69.08	60.46	67.29	69.76	58.99	71.33	74.70	73.20	58.80	88.44
Index (RGI)	73.3	68.0	59.7	90.2	72.4	72.9	65.9	64.5	69.9	52.2	55.6	61.4	61.6	46.7	44.7	52.3	60.6	63.0	66.6	57.9	54.1	54.4	65.0	39.9	63.5	57.4	61.5	77.4	64.1	82.3	81.6

% Chg	December																														
	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
My Property	56.7	59.1	11.8	49.8	139.0	54.5	49.2	90.3	58.9	68.8	22.6	35.2	37.2	10.1	-1.8	8.8	46.0	68.0	25.3	28.1	11.1	11.0	23.0	0.8	53.3	14.5	-1.3	34.8	11.1	-12.7	85.8
Competitive Set	46.6	44.0	42.5	75.2	54.8	67.8	48.7	51.1	71.6	83.4	76.1	35.6	48.8	51.5	35.4	42.6	79.7	69.9	26.6	32.8	42.4	70.3	46.4	62.9	52.8	48.1	38.6	50.9	46.9	-10.5	61.3
Index (RGI)	6.9	10.4	-21.5	-14.5	54.3	-7.9	0.3	25.9	-7.4	-8.0	-30.4	-0.3	-7.8	-27.3	-27.5	-23.7	-18.8	-1.1	-1.1	-3.5	-22.0	-34.8	-16.0	-38.2	0.3	-22.7	-28.8	-10.7	-24.4	-2.5	15.2

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STR # 1969 / Created January 22, 2025



# Monthly STAR Report : Best Western Plus Inn Of Hayward

For the Month of: December 2024

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

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

### December 2024

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	40.6	60.6	67.0	98.64	101.61	97.1	40.07	61.60	65.1
Year To Date	54.2	69.4	78.0	101.07	105.86	95.5	54.76	73.51	74.5
Running 3 Month	44.6	64.4	69.2	101.49	104.76	96.9	45.23	67.44	67.1
Running 12 Month	54.2	69.4	78.0	101.07	105.86	95.5	54.76	73.51	74.5

### December 2024 vs. 2023 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	-9.1	-7.4	-1.9	0.9	2.3	-1.4	-8.3	-5.2	-3.3
Year To Date	-5.3	-3.7	-1.7	0.0	-1.4	1.4	-5.3	-5.0	-0.3
Running 3 Month	-15.0	-6.4	-9.1	0.9	1.0	-0.1	-14.2	-5.5	-9.2
Running 12 Month	-5.3	-3.7	-1.7	0.0	-1.4	1.4	-5.3	-5.0	-0.3

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

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

	Occupancy (%)								Supply			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Best Western Plus Inn Of Hayward	40.6	-9.1	54.2	-5.3	44.6	-15.0	54.2	-5.3	0.0	0.3	0.0	0.3
Market: Oakland, CA	53.0	-2.3	63.0	-2.5	59.3	-1.5	63.0	-2.5	-1.7	0.5	-1.2	0.5
Market Class: Upper Midscale Class	52.3	-2.0	62.4	-3.2	57.5	-3.7	62.4	-3.2	3.6	3.5	2.7	3.5
Submarket: Oakland/Berkeley/Hayward, CA	52.2	-2.9	62.7	-2.3	59.0	-1.8	62.7	-2.3	-5.4	-2.4	-4.7	-2.4
Submarket Scale: Midscale Chains	55.5	-1.8	64.6	-3.5	60.4	-2.7	64.6	-3.5	-2.8	0.4	-1.2	0.4
Competitive Set: Competitors	60.6	-7.4	69.4	-3.7	64.4	-6.4	69.4	-3.7	0.0	0.0	0.0	0.0

	Average Daily Rate								Demand			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Best Western Plus Inn Of Hayward	98.64	0.9	101.07	0.0	101.49	0.9	101.07	0.0	-9.1	-5.0	-15.0	-5.0
Market: Oakland, CA	127.39	-0.9	140.47	-2.7	136.79	-1.7	140.47	-2.7	-3.9	-2.0	-2.7	-2.0
Market Class: Upper Midscale Class	117.69	-3.3	128.45	-4.7	124.43	-4.1	128.45	-4.7	1.5	0.1	-1.1	0.1
Submarket: Oakland/Berkeley/Hayward, CA	125.43	-1.4	141.17	-4.3	137.20	-2.8	141.17	-4.3	-8.1	-4.7	-6.3	-4.7
Submarket Scale: Midscale Chains	112.72	-0.9	121.84	-6.6	118.49	-4.3	121.84	-6.6	-4.5	-3.1	-3.8	-3.1
Competitive Set: Competitors	101.61	2.3	105.86	-1.4	104.76	1.0	105.86	-1.4	-7.4	-3.7	-6.4	-3.7

	RevPAR								Revenue			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Best Western Plus Inn Of Hayward	40.07	-8.3	54.76	-5.3	45.23	-14.2	54.76	-5.3	-8.3	-5.0	-14.2	-5.0
Market: Oakland, CA	67.53	-3.1	88.55	-5.2	81.17	-3.2	88.55	-5.2	-4.8	-4.7	-4.3	-4.7
Market Class: Upper Midscale Class	61.60	-5.2	80.09	-7.8	71.60	-7.7	80.09	-7.8	-1.9	-4.6	-5.2	-4.6
Submarket: Oakland/Berkeley/Hayward, CA	65.45	-4.3	88.47	-6.5	80.98	-4.5	88.47	-6.5	-9.4	-8.7	-8.9	-8.7
Submarket Scale: Midscale Chains	62.56	-2.7	78.76	-9.9	71.58	-6.9	78.76	-9.9	-5.4	-9.6	-8.0	-9.6
Competitive Set: Competitors	61.60	-5.2	73.51	-5.0	67.44	-5.5	73.51	-5.0	-5.2	-5.0	-5.5	-5.0

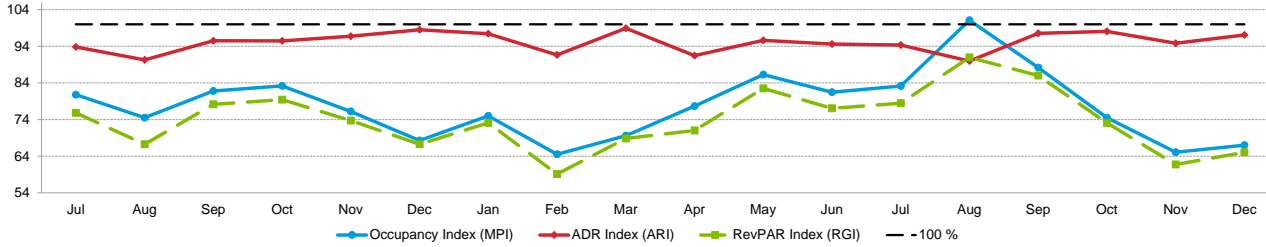
  

	Census/Sample - Properties & Rooms					
	Census		Sample		Sample %	
	Properties	Rooms	Properties	Rooms	Rooms	
Market: Oakland, CA	233	21252	150	18248	85.9	
Market Class: Upper Midscale Class	46	4372	41	4181	95.6	
Submarket: Oakland/Berkeley/Hayward, CA	120	10225	66	8193	80.1	
Submarket Scale: Midscale Chains	26	2368	26	2368	100.0	
Competitive Set: Competitors	5	411	5	411	100.0	

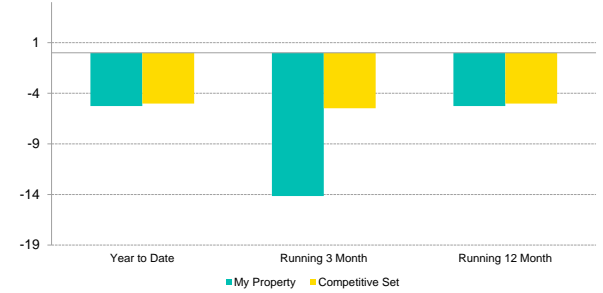
# Tab 4 - Competitive Set Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

## Monthly Indexes



## RevPAR Percent Change



Occupancy (%)	2023						2024												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
My Property	63.0	57.7	63.1	60.7	51.8	44.7	47.5	46.1	52.7	54.5	64.5	62.7	61.0	65.4	61.7	53.3	39.6	40.6	
Competitive Set	78.0	77.5	77.1	73.0	67.9	65.5	63.3	71.4	75.7	70.2	74.7	77.0	73.4	64.7	70.0	71.5	60.9	60.6	
Index (MPI)	80.8	74.5	81.8	83.2	76.2	68.3	75.0	64.5	69.6	77.7	86.3	81.5	83.2	101.1	88.2	74.5	65.1	67.0	
Rank	6 of 6	5 of 6	5 of 6	5 of 6	6 of 6	6 of 6	6 of 6	6 of 6	5 of 6	5 of 6	5 of 6	5 of 6	5 of 6	5 of 6	4 of 6	4 of 6	5 of 6	6 of 6	5 of 6

% Chg		2023						2024											
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
My Property		-16.8	-19.9	-14.5	-0.5	-5.8	-11.3	-6.9	-18.8	-1.1	-7.3	4.3	-1.9	-3.1	13.3	-2.1	-12.3	-23.4	-9.1
Competitive Set		-6.0	-7.1	-7.4	-3.9	4.5	2.4	1.0	5.5	2.8	-3.6	0.1	3.8	-5.9	-16.5	-9.2	-2.0	-10.4	-7.4
Index (MPI)		-11.4	-13.8	-7.7	3.6	-9.8	-13.4	-7.8	-23.1	-3.8	-3.9	4.2	-5.5	2.9	35.7	7.8	-10.4	-14.6	-1.9
Rank		5 of 6	5 of 6	5 of 6	2 of 6	5 of 6	6 of 6	3 of 6	6 of 6	4 of 6	4 of 6	3 of 6	5 of 6	3 of 6	1 of 6	3 of 6	5 of 6	6 of 6	4 of 6

Year To Date			Running 3 Month			Running 12 Month		
2022	2023	2024	2022	2023	2024	2022	2023	2024
65.1	57.2	54.2	55.5	52.4	44.6	65.1	57.2	54.2
75.0	72.1	69.4	68.3	68.8	64.4	75.0	72.1	69.4
86.7	79.4	78.0	81.2	76.2	69.2	86.7	79.4	78.0
5 of 6	5 of 6	5 of 6	6 of 6	5 of 6	5 of 6	5 of 6	5 of 6	5 of 6

Year To Date			Running 3 Month			Running 12 Month		
2022	2023	2024	2022	2023	2024	2022	2023	2024
2.6	-12.1	-5.3	-4.9	-5.5	-15.0	2.6	-12.1	-5.3
4.3	-3.9	-3.7	2.5	0.7	-6.4	4.3	-3.9	-3.7
-1.6	-8.5	-1.7	-7.3	-6.2	-9.1	-1.6	-8.5	-1.7
5 of 6	6 of 6	4 of 6	4 of 6	4 of 6	4 of 6	5 of 6	6 of 6	4 of 6

ADR	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
My Property	104.25	102.90	105.02	101.56	101.77	97.80	96.67	93.85	96.63	94.42	101.51	101.39	104.07	104.71	110.79	104.25	100.67	98.64
Competitive Set	111.11	113.96	109.95	106.36	105.18	99.29	99.23	102.41	97.68	103.25	106.15	107.17	110.33	116.38	113.59	106.29	106.16	101.61
Index (ARI)	93.8	90.3	95.5	95.5	96.8	98.5	97.4	91.6	98.9	91.4	95.6	94.6	94.3	90.0	97.5	98.1	94.8	97.1
Rank	3 of 6	4 of 6	3 of 6	3 of 6	3 of 6	3 of 6	3 of 6	4 of 6	3 of 6	4 of 6	3 of 6	3 of 6	4 of 6	3 of 6	3 of 6	3 of 6	3 of 6	3 of 6

% Chg		2023						2024											
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
My Property		-4.0	-8.2	-4.8	0.3	2.2	3.4	0.9	-6.3	-0.3	-5.0	-1.7	0.0	-0.2	1.8	5.5	2.6	-1.1	0.9
Competitive Set		1.5	3.4	-1.4	-2.9	1.6	-2.8	-4.3	-1.3	-5.9	-4.0	-4.5	-2.4	-0.7	2.1	3.3	-0.1	0.9	2.3
Index (ARI)		-5.4	-11.2	-3.4	3.3	0.5	6.4	5.4	-5.1	6.0	-1.1	3.0	2.5	0.5	-0.4	2.1	2.7	-2.0	-1.4
Rank		5 of 6	5 of 6	6 of 6	1 of 6	3 of 6	2 of 6	1 of 6	5 of 6	2 of 6	4 of 6	2 of 6	2 of 6	3 of 6	2 of 6	1 of 6	1 of 6	4 of 6	4 of 6

Year To Date			Running 3 Month			Running 12 Month		
2022	2023	2024	2022	2023	2024	2022	2023	2024
101.37	101.06	101.07	98.68	100.55	101.49	101.37	101.06	101.07
103.42	107.38	105.86	105.34	103.71	104.76	103.42	107.38	105.86
98.0	94.1	95.5	93.7	96.9	96.9	98.0	94.1	95.5
3 of 6	3 of 6	3 of 6	3 of 6	3 of 6	3 of 6	3 of 6	3 of 6	3 of 6

Year To Date			Running 3 Month			Running 12 Month		
2022	2023	2024	2022	2023	2024	2022	2023	2024
7.1	-0.3	0.0	-1.9	1.9	0.9	7.1	-0.3	0.0
7.9	3.8	-1.4	6.7	-1.5	1.0	7.9	3.8	-1.4
-0.7	-4.0	1.4	-8.0	3.5	-0.1	-0.7	-4.0	1.4
5 of 6	5 of 6	1 of 6	5 of 6	1 of 6	2 of 6	5 of 6	5 of 6	1 of 6

RevPAR	2023						2024											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
My Property	65.71	59.42	66.25	61.67	52.68	43.72	45.88	43.24	50.94	51.50	65.45	63.58	63.53	68.52	68.38	55.54	39.90	40.07
Competitive Set	86.66	88.31	84.77	77.64	71.43	64.99	62.79	73.14	73.98	72.52	79.33	82.48	80.98	75.32	79.51	76.00	64.63	61.60
Index (RGI)	75.8	67.3	78.1	79.4	73.7	67.3	73.1	59.1	68.8	71.0	82.5	77.1	78.4	91.0	86.0	73.1	61.7	65.1
Rank	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	6 of 6	4 of 6	4 of 6	5 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	6 of 6	4 of 6

% Chg		2023						2024											
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
My Property		-20.1	-26.4	-18.6	-0.2	-3.7	-8.3	-6.1	-24.0	-1.4	-12.0	2.6	-1.9	-3.3	15.3	3.2	-9.9	-24.3	-8.3
Competitive Set		-4.6	-4.0	-8.7	-6.7	6.2	-0.4	-3.4	4.1	-3.3	-7.5	-4.5	1.3	-6.6	-14.7	-6.2	-2.1	-9.5	-5.2
Index (RGI)		-16.3	-23.4	-10.8	7.0	-9.4	-7.9	-2.8	-27.0	2.0	-4.9	7.4	-3.2	3.5	35.2	10.1	-8.0	-16.3	-3.3
Rank		6 of 6	6 of 6	5 of 6	2 of 6	5 of 6	3 of 6	2 of 6	5 of 6	3 of 6	4 of 6	1 of 6	4 of 6	3 of 6	1 of 6	1 of 6	4 of 6	6 of 6	3 of 6

Year To Date			Running 3 Month			Running 12 Month		
2022	2023	2024	2022	2023	2024	2022	2023	2024
65.96	57.81	54.76	54.73	52.69	45.23	65.96	57.81	54.76
77.58	77.40	73.51	71.97	71.35	67.44	77.58	77.40	73.51
85.0	74.7	74.5	76.0	73.8	67.1	85.0	74.7	74.5
4 of 6	4 of 6	4 of 6	5 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6

Year To Date			Running 3 Month			Running 12 Month		
2022	2023	2024	2022	2023	2024	2022	2023	2024
9.9	-12.4	-5.3	-6.7	-3.7	-14.2	9.9	-12.4	-5.3
12.5	-0.2	-5.0	9.4	-0.9	-5.5	12.5	-0.2	-5.0
-2.3	-12.2	-0.3	-14.7	-2.9	-9.2	-2.3	-12.2	-0.3
6 of 6	6 of 6	4 of 6	6 of 6	3 of 6	4 of 6	6 of 6	6 of 6	4 of 6



# Tab 5 - Response Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2024 Date Created: January 22, 2025

## This Year

- Dec 24th - Christmas Eve
- Dec 25th - Christmas Day
- Dec 26th - First Day of Kwanzaa
- Dec 26th - First Day of Hanukkah
- Dec 31st - New Year's Eve

## Last Year

- Dec 8th - First Day of Hanukkah
- Dec 24th - Christmas Eve
- Dec 25th - Christmas Day
- Dec 26th - First Day of Kwanzaa
- Dec 31st - New Year's Eve

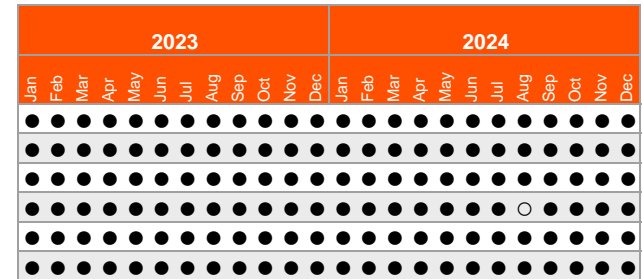
## December 2024 (This Year)

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				

## December 2023 (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						

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
1969	Best Western Plus Inn Of Hayward	Hayward, CA	94541	(510) 785-8700	91	198306
3939	Quality Inn Hayward	Hayward, CA	94544	(510) 538-4466	62	198508
21280	Comfort Inn Castro Valley	Castro Valley, CA	94546	(341) 202-4562	60	198705
23394	Comfort Inn Hayward	Hayward, CA	94544	(510) 491-2430	73	199206
28649	La Quinta Inns & Suites Oakland - Hayward	Hayward, CA	94541	(510) 732-6300	146	199007
39269	Hampton by Hilton Inn Oakland-Hayward	Hayward, CA	94544	(510) 247-1555	70	200004
					502	



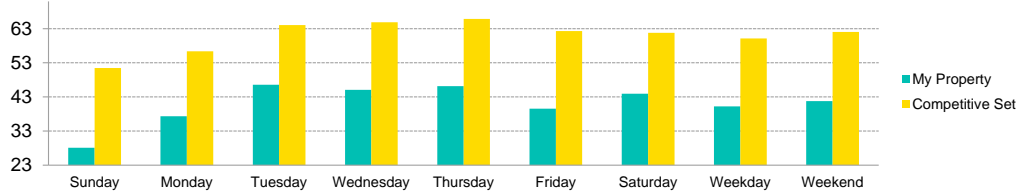
Data received:

- = Monthly Only
- = Monthly & Daily

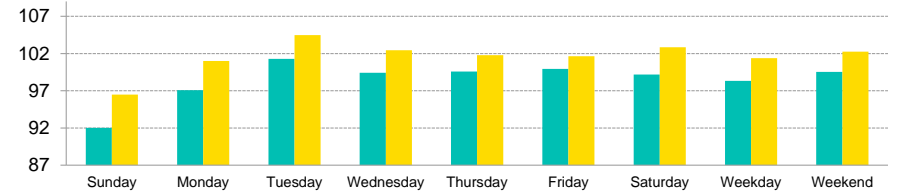
# Tab 6 - Day of Week and Weekday/Weekend Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

### Current Month Occupancy



### Current Month ADR

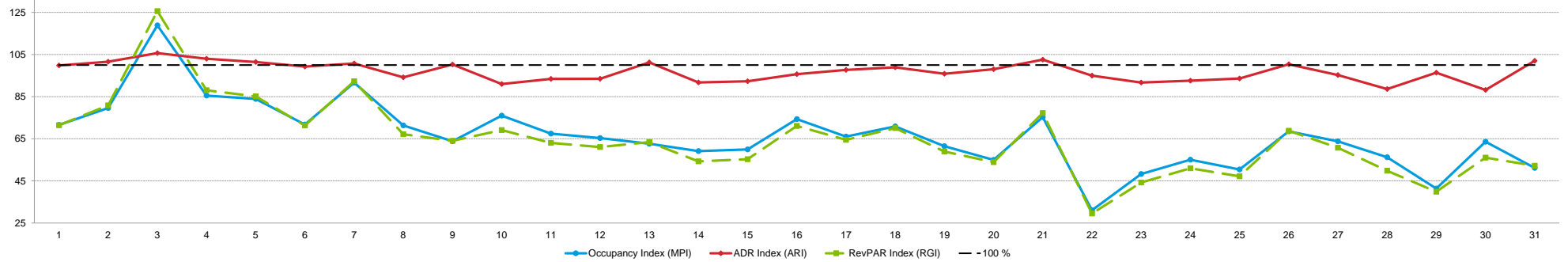


Day of Week	Time Period	Occupancy (%)			Average Daily Rate			RevPAR											
		My Property	Competitive Set	Index (MPI)	My Property	Competitive Set	Index (ARI)	My Property	Competitive Set	Index (RGI)									
Sunday	Current Month	28.1	-30.8	51.5	-12.3	54.6	-21.1	92.00	-6.5	96.47	-1.9	95.4	-4.7	25.88	-35.3	49.67	-13.9	52.1	-24.8
	Year To Date	42.0	0.8	58.1	-7.1	72.3	8.4	91.75	-1.7	98.75	-3.3	92.9	1.7	38.53	-0.9	57.33	-10.2	67.2	10.3
	Running 3 Month	33.6	-15.8	51.8	-13.7	64.9	-2.4	94.83	0.1	98.95	0.4	95.8	-0.3	31.90	-15.7	51.30	-13.3	62.2	-2.7
	Running 12 Month	42.0	0.8	58.1	-7.1	72.3	8.4	91.75	-1.7	98.75	-3.3	92.9	1.7	38.53	-0.9	57.33	-10.2	67.2	10.3
Monday	Current Month	37.4	-21.8	56.4	-15.1	66.2	-7.9	97.08	-2.5	100.99	0.1	96.1	-2.6	36.27	-23.8	56.96	-15.0	63.7	-10.3
	Year To Date	51.8	-5.7	66.8	-4.8	77.5	-1.0	100.62	-0.6	104.65	-2.6	96.1	2.1	52.09	-6.3	69.91	-7.3	74.5	1.0
	Running 3 Month	44.7	-19.1	60.8	-9.4	73.6	-10.8	100.84	-0.4	103.07	-1.5	97.8	1.2	45.09	-19.4	62.62	-10.7	72.0	-9.7
	Running 12 Month	51.8	-5.7	66.8	-4.8	77.5	-1.0	100.62	-0.6	104.65	-2.6	96.1	2.1	52.09	-6.3	69.91	-7.3	74.5	1.0
Tuesday	Current Month	46.6	-4.7	64.1	-6.9	72.7	2.4	101.28	2.6	104.46	4.5	97.0	-1.8	47.19	-2.2	66.95	-2.7	70.5	0.5
	Year To Date	59.7	-6.6	71.9	-4.8	83.0	-1.9	102.65	-0.8	107.36	-1.7	95.6	0.9	61.23	-7.4	77.16	-6.4	79.4	-1.1
	Running 3 Month	52.6	-11.5	67.5	-6.4	77.9	-5.5	102.22	-1.0	106.91	0.7	95.6	-1.7	53.76	-12.4	72.16	-5.7	74.5	-7.1
	Running 12 Month	59.7	-6.6	71.9	-4.8	83.0	-1.9	102.65	-0.8	107.36	-1.7	95.6	0.9	61.23	-7.4	77.16	-6.4	79.4	-1.1
Wednesday	Current Month	45.1	-15.0	64.9	-7.8	69.4	-7.9	99.42	2.5	102.44	3.2	97.0	-0.7	44.79	-12.9	66.49	-4.8	67.4	-8.5
	Year To Date	58.8	-7.7	73.1	-4.9	80.4	-2.9	103.00	0.0	107.57	-1.0	95.8	1.1	60.58	-7.6	78.66	-5.8	77.0	-1.9
	Running 3 Month	49.8	-13.8	68.8	-5.2	72.3	-9.0	102.83	-0.7	106.58	0.8	96.5	-1.5	51.20	-14.4	73.35	-4.5	69.8	-10.4
	Running 12 Month	58.8	-7.7	73.1	-4.9	80.4	-2.9	103.00	0.0	107.57	-1.0	95.8	1.1	60.58	-7.6	78.66	-5.8	77.0	-1.9
Thursday	Current Month	46.2	7.7	65.9	0.8	70.1	6.8	99.59	0.7	101.78	5.3	97.8	-4.4	45.96	8.4	67.05	6.2	68.6	2.1
	Year To Date	52.9	-7.9	70.0	-5.1	75.5	-3.0	101.58	-0.4	105.29	-1.0	96.5	0.7	53.69	-8.3	73.72	-6.1	72.8	-2.4
	Running 3 Month	44.5	-13.2	65.8	-5.0	67.7	-8.6	101.65	-0.6	104.47	1.9	97.3	-2.5	45.28	-13.7	68.77	-3.1	65.9	-10.9
	Running 12 Month	52.9	-7.9	70.0	-5.1	75.5	-3.0	101.58	-0.4	105.29	-1.0	96.5	0.7	53.69	-8.3	73.72	-6.1	72.8	-2.4
Friday	Current Month	39.6	7.8	62.3	-0.9	63.5	8.7	99.94	3.0	101.64	1.9	98.3	1.1	39.54	11.0	63.31	1.0	62.4	9.9
	Year To Date	52.9	-5.6	71.2	0.8	74.2	-6.4	102.13	2.2	107.09	-0.7	95.4	2.8	54.00	-3.6	76.28	0.1	70.8	-3.7
	Running 3 Month	38.7	-17.9	66.4	-4.2	58.3	-14.3	103.40	4.1	105.97	2.1	97.6	1.9	40.03	-14.5	70.35	-2.1	56.9	-12.7
	Running 12 Month	52.9	-5.6	71.2	0.8	74.2	-6.4	102.13	2.2	107.09	-0.7	95.4	2.8	54.00	-3.6	76.28	0.1	70.8	-3.7
Saturday	Current Month	44.0	-3.8	61.8	-8.5	71.1	5.1	99.17	3.8	102.85	2.9	96.4	0.9	43.59	-0.2	63.56	-5.9	68.6	6.1
	Year To Date	61.3	-2.9	75.0	-0.5	81.7	-2.5	103.06	1.2	108.69	-0.4	94.8	1.6	63.14	-1.7	81.51	-0.8	77.5	-0.9
	Running 3 Month	47.3	-16.8	69.2	-3.7	68.4	-13.6	102.84	5.0	105.67	1.5	97.3	3.5	48.68	-12.6	73.17	-2.2	66.5	-10.6
	Running 12 Month	61.3	-2.9	75.0	-0.5	81.7	-2.5	103.06	1.2	108.69	-0.4	94.8	1.6	63.14	-1.7	81.51	-0.8	77.5	-0.9
<b>Weekday/Weekend</b>																			
Weekday (Sun-Thu)	Current Month	40.2	-13.2	60.1	-8.3	66.9	-5.4	98.32	-0.2	101.38	2.4	97.0	-2.5	39.55	-13.4	60.96	-6.1	64.9	-7.7
	Year To Date	53.0	-5.7	68.0	-5.2	78.0	-0.6	100.40	-0.7	104.98	-1.8	95.6	1.2	53.25	-6.4	71.37	-6.9	74.6	0.6
	Running 3 Month	45.2	-14.0	63.0	-7.4	71.7	-7.1	100.89	-0.4	104.32	0.7	96.7	-1.1	45.57	-14.4	65.74	-6.8	69.3	-8.1
	Running 12 Month	53.0	-5.7	68.0	-5.2	78.0	-0.6	100.40	-0.7	104.98	-1.8	95.6	1.2	53.25	-6.4	71.37	-6.9	74.6	0.6
Weekend (Fri-Sat)	Current Month	41.8	1.3	62.0	-4.8	67.3	6.5	99.54	3.5	102.24	2.4	97.4	1.1	41.56	4.9	63.44	-2.6	65.5	7.6
	Year To Date	57.1	-4.2	73.1	0.1	78.1	-4.3	102.63	1.7	107.91	-0.5	95.1	2.2	58.57	-2.6	78.89	-0.4	74.2	-2.2
	Running 3 Month	43.0	-17.3	67.8	-3.9	63.4	-13.9	103.09	4.6	105.82	1.8	97.4	2.7	44.36	-13.5	71.76	-2.2	61.8	-11.5
	Running 12 Month	57.1	-4.2	73.1	0.1	78.1	-4.3	102.63	1.7	107.91	-0.5	95.1	2.2	58.57	-2.6	78.89	-0.4	74.2	-2.2
Total	Current Month	40.6	-9.1	60.6	-7.4	67.0	-1.9	98.64	0.9	101.61	2.3	97.1	-1.4	40.07	-8.3	61.60	-5.2	65.1	-3.3
	Year To Date	54.2	-5.3	69.4	-3.7	78.0	-1.7	101.07	0.0	105.86	-1.4	95.5	1.4	54.76	-5.3	73.51	-5.0	74.5	-0.3
	Running 3 Month	44.6	-15.0	64.4	-6.4	69.2	-9.1	101.49	0.9	104.76	1.0	96.9	-0.1	45.23	-14.2	67.44	-5.5	67.1	-9.2
	Running 12 Month	54.2	-5.3	69.4	-3.7	78.0	-1.7	101.07	0.0	105.86	-1.4	95.5	1.4	54.76	-5.3	73.51	-5.0	74.5	-0.3

Tab 7 - Daily Data for the Month

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2024 Date Created: January 22, 2025 Daily Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of December



Occupancy (%)	December																														
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu
My Property	31.9	44.0	65.9	58.2	57.1	45.1	62.6	39.6	44.0	60.4	50.5	49.5	41.8	36.3	28.6	42.9	41.8	44.0	35.2	30.8	42.9	14.3	24.2	33.0	27.5	42.9	40.7	34.1	26.4	31.9	31.9
Competitive Set	44.5	55.2	55.5	68.1	68.1	62.8	68.4	55.5	68.9	79.6	74.9	75.7	66.7	61.3	47.7	57.7	63.3	62.0	57.2	56.0	56.9	46.0	50.1	59.9	54.5	62.5	63.7	60.6	63.7	50.1	62.3
Index (MPI)	71.6	79.6	118.9	85.5	83.9	71.8	91.6	71.3	63.8	76.0	67.5	65.4	62.6	59.1	59.9	74.3	66.0	70.8	61.5	55.0	75.3	31.1	48.2	55.1	50.4	68.5	63.8	56.2	41.4	63.6	51.2
% Chg																															
My Property	7.4	-24.5	17.6	-8.6	33.3	36.7	18.7	-2.7	-27.3	-1.8	-17.9	-8.2	5.6	-19.5	-27.8	0.0	-7.3	-13.0	-11.1	-6.7	5.4	-61.8	-18.5	0.0	-24.2	21.9	0.0	-13.9	-52.9	16.0	-29.3
Competitive Set	-27.7	-29.7	-32.9	-18.8	-11.7	-11.6	-11.6	-5.4	-11.3	1.2	-2.5	6.1	3.8	-11.0	10.1	10.2	9.7	0.0	10.3	1.8	-6.8	-24.4	-12.3	6.0	-7.1	2.4	1.9	0.0	-7.7	9.0	24.3
Index (MPI)	48.5	7.4	75.4	12.6	51.0	54.7	34.4	2.8	-18.0	-3.0	-15.7	-13.5	1.7	-9.6	-34.4	-9.3	-15.5	-13.0	-19.4	-8.3	13.1	-49.4	-7.0	-5.7	-18.5	19.0	-1.9	-13.9	-49.0	6.4	-43.1

ADR	December																														
	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
My Property	95.43	99.62	102.98	100.30	101.24	96.82	100.35	90.46	102.99	99.51	101.22	99.22	104.76	96.59	88.86	96.43	95.73	95.53	94.13	101.59	104.82	92.92	94.14	100.17	100.46	102.28	97.20	92.66	93.09	88.53	109.56
Competitive Set	95.64	98.08	97.45	97.40	99.78	97.51	99.63	96.06	102.72	109.38	108.35	106.15	103.48	105.29	96.27	100.79	97.99	96.57	98.21	103.63	102.20	97.83	102.66	108.18	107.31	101.91	102.05	104.61	96.58	100.41	107.44
Index (ARI)	99.8	101.6	105.7	103.0	101.5	99.3	100.7	94.2	100.3	91.0	93.4	93.5	101.2	91.7	92.3	95.7	97.7	98.9	95.8	98.0	102.6	95.0	91.7	92.6	93.6	100.4	95.2	88.6	96.4	88.2	102.0
% Chg																															
My Property	-9.4	-5.7	-4.8	-2.5	-1.8	-8.4	-1.1	-4.7	0.0	-3.0	1.3	-2.0	5.2	-1.1	-1.0	3.2	7.7	4.8	0.7	7.6	10.3	-5.0	5.4	12.6	11.7	6.0	4.2	2.1	-10.3	-2.4	9.9
Competitive Set	0.5	-0.3	-3.1	-2.0	1.4	-0.8	-0.1	0.6	-0.5	3.3	6.7	9.3	1.9	6.6	3.0	1.9	1.5	-1.5	3.6	5.3	1.5	-3.3	-0.3	14.7	10.3	6.8	1.3	3.8	-7.3	0.0	5.0
Index (ARI)	-9.9	-5.4	-1.7	-0.5	-3.1	-7.7	-1.0	-5.3	0.5	-6.1	-5.1	-10.4	3.3	-7.2	-3.8	1.3	6.1	6.4	-2.8	2.2	8.6	-1.8	5.7	-1.8	1.3	-0.7	2.9	-1.6	-3.2	-2.4	4.7

RevPAR	December																														
	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
My Property	30.41	43.79	67.90	58.42	57.85	43.62	62.86	35.79	45.27	60.14	51.16	49.07	43.75	35.03	25.39	41.33	39.98	41.99	33.10	31.26	44.92	13.27	22.76	33.02	27.60	43.84	39.52	31.56	24.55	28.21	34.92
Competitive Set	42.58	54.17	54.06	66.35	67.98	61.21	68.12	53.29	70.73	87.02	81.20	80.33	68.99	64.56	45.91	58.12	61.99	59.92	56.16	57.99	58.18	44.99	51.46	64.75	58.49	63.73	65.06	63.38	61.57	50.33	66.92
Index (RGI)	71.4	80.8	125.6	88.0	85.1	71.3	92.3	67.2	64.0	69.1	63.0	61.1	63.4	54.3	55.3	71.1	64.5	70.1	58.9	53.9	77.2	29.5	44.2	51.0	47.2	68.8	60.7	49.8	39.9	56.1	52.2
% Chg																															
My Property	-2.7	-28.9	12.0	-10.9	31.0	25.2	17.5	-7.3	-27.3	-4.7	-16.8	-10.0	11.1	-20.4	-28.5	3.2	-0.2	-8.8	-10.5	0.4	16.2	-63.7	-14.1	12.6	-15.4	29.2	4.2	-12.1	-57.8	13.2	-22.2
Competitive Set	-27.3	-29.9	-35.0	-20.5	-10.4	-12.3	-11.7	-4.8	-11.7	4.6	4.0	16.0	5.8	-5.1	13.4	12.3	11.3	-1.5	14.3	7.1	-5.4	-26.9	-12.6	21.6	2.5	9.4	3.3	3.8	-14.5	9.0	30.4
Index (RGI)	33.8	1.5	72.4	12.0	46.3	42.7	33.0	-2.6	-17.6	-8.9	-20.0	-22.5	5.0	-16.2	-36.9	-8.1	-10.3	-7.5	-21.7	-6.2	22.8	-50.3	-1.7	-7.4	-17.5	18.2	0.9	-15.3	-50.6	3.9	-40.4

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# Tab 8 - Segmentation at a Glance - My Property vs. Competitive Set

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

## December 2024

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
<b>Occupancy (%)</b>	My Property	40.3	-9.9	My Property	0.4	0.0	My Property	0.0	0.0	My Property	40.6	-9.1
	Comp set			Comp set			Comp set			Comp set	60.6	-7.4
	Index (MPI)			Index (MPI)			Index (MPI)			Index (MPI)	67.0	-1.9
<b>ADR</b>	My Property	98.41	0.6	My Property	124.90	0.0	My Property	0.00	0.0	My Property	98.64	0.9
	Comp set			Comp set			Comp set			Comp set	101.61	2.3
	Index (ARI)			Index (ARI)			Index (ARI)			Index (ARI)	97.1	-1.4
<b>RevPAR</b>	My Property	39.63	-9.3	My Property	0.44	0.0	My Property	0.00	0.0	My Property	40.07	-8.3
	Comp set			Comp set			Comp set			Comp set	61.60	-5.2
	Index (RGI)			Index (RGI)			Index (RGI)			Index (RGI)	65.1	-3.3

## Year To Date

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
<b>Occupancy (%)</b>	My Property	53.3	-5.1	My Property	0.9	-15.0	My Property	0.0	0.0	My Property	54.2	-5.3
	Comp set			Comp set			Comp set			Comp set	69.4	-3.7
	Index (MPI)			Index (MPI)			Index (MPI)			Index (MPI)	78.0	-1.7
<b>ADR</b>	My Property	101.03	0.1	My Property	103.67	-3.8	My Property	0.00	0.0	My Property	101.07	0.0
	Comp set			Comp set			Comp set			Comp set	105.86	-1.4
	Index (ARI)			Index (ARI)			Index (ARI)			Index (ARI)	95.5	1.4
<b>RevPAR</b>	My Property	53.83	-5.0	My Property	0.93	-18.3	My Property	0.00	0.0	My Property	54.76	-5.3
	Comp set			Comp set			Comp set			Comp set	73.51	-5.0
	Index (RGI)			Index (RGI)			Index (RGI)			Index (RGI)	74.5	-0.3

# Tab 9 - Segmentation Occupancy Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

		Occupancy (%)											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
2023	Jul	60.3		64.6	2.7		3.9	0.0		0.0	63.0	78.0	68.4			-5.6			-13.8			0.0	-16.8	-6.0	-6.1
	Aug	57.7		66.2	0.0		2.5	0.0		0.0	57.7	77.5	68.7			-4.3			-37.0			0.0	-19.9	-7.1	-6.1
	Sep	62.7		63.8	0.3		3.1	0.0		0.0	63.1	77.1	66.9			-6.8			-8.5			0.0	-14.5	-7.4	-6.9
	Oct	60.7		61.3	0.0		5.7	0.0		0.8	60.7	73.0	67.8			-2.4			25.5			0.0	-0.5	-3.9	0.7
	Nov	47.5		53.9	4.2		3.2	0.0		1.1	51.8	67.9	58.2			-13.5	-6.1	0.0	110.2	0.0		0.0	-5.8	4.5	-1.2
	Dec	44.7		50.5	0.0		1.7	0.0		1.1	44.7	65.5	53.4			-11.3	-6.6	0.0	45.1	0.0		0.0	-11.3	2.4	-3.4
2024	Jan	46.2		50.2	1.3		2.0	0.0		0.9	47.5	63.3	53.1			-6.4	-13.1	-21.7	85.0	0.0		0.0	-6.9	1.0	-9.7
	Feb	46.1		52.7	0.0		3.2	0.0		0.8	46.1	71.4	56.6			-18.8	-13.4	0.0	-15.2	0.0		259.5	-18.8	5.5	-12.6
	Mar	49.6		55.6	3.1		4.7	0.0		0.6	52.7	75.7	60.9			-7.0	-10.7	0.0	41.8	0.0		0.0	-1.1	2.8	-7.2
	Apr	52.4		59.6	2.2		3.1	0.0		0.4	54.5	70.2	63.1			-5.9	-5.5	-33.0	1.4	0.0		0.0	-7.3	-3.6	-4.6
	May	64.2		65.8	0.2		3.0	0.0		0.5	64.5	74.7	69.2			4.9	4.4	-56.2	-50.0	0.0		0.0	4.3	0.1	0.4
	Jun	61.1		66.8	1.6		3.1	0.0		0.6	62.7	77.0	70.6			-4.4	4.2	0.0	-41.3	0.0		0.0	-1.9	3.8	1.6
	Jul	60.3		62.8	0.7		5.5	0.0		1.1	61.0	73.4	69.4			0.0	-2.7	-73.7	41.4	0.0		0.0	-3.1	-5.9	1.4
	Aug	64.2		62.7	1.3		4.1	0.0		1.6	65.4	64.7	68.3			11.1	-5.4	0.0	65.4	0.0		0.0	13.3	-16.5	-0.5
	Sep	61.7		62.3	0.0		4.0	0.0		1.7	61.7	70.0	68.0			-1.6	-2.4	-100.0	29.1	0.0		0.0	-2.1	-9.2	1.6
	Oct	53.3		60.1	0.0		3.8	0.0		1.3	53.3	71.5	65.2			-12.3	-2.0	0.0	-33.7	0.0		54.2	-12.3	-2.0	-3.9
	Nov	39.6		52.5	0.0		2.2	0.0		1.2	39.6	60.9	55.8			-16.6	-2.6	-100.0	-32.7	0.0		6.0	-23.4	-10.4	-4.1
	Dec	40.3		50.5	0.4		1.0	0.0		1.2	40.6	60.6	52.8			-9.9	0.0	0.0	-43.0	0.0		9.6	-9.1	-7.4	-1.2

Year To Date													
2022				63.1			3.0			0.0	65.1	75.0	66.1
2023		56.1		60.9	1.1		3.5	0.0		0.3	57.2	72.1	64.7
2024		53.3		58.5	0.9		3.3	0.0		1.0	54.2	69.4	62.8

											3.7		-10.1			-100.0	2.6	4.3	3.0
											-3.5		19.8			0.0	-12.1	-3.9	-2.1
											-5.1	-4.0	-15.0	-7.0	0.0	256.0	-5.3	-3.7	-3.1

Running 3 Month													
2022		52.6		58.1	0.0		2.4	0.0		0.0	55.5	68.3	60.5
2023		51.0		55.3	1.4		3.6	0.0		1.0	52.4	68.8	59.8
2024		44.4		54.4	0.1		2.3	0.0		1.2	44.6	64.4	57.9

											-2.4		-42.4			0.0	-4.9	2.5	-5.1
											-3.1	-4.9	0.0	46.1	0.0	0.0	-5.5	0.7	-1.2
											-12.9	-1.6	-91.4	-34.9	0.0	20.7	-15.0	-6.4	-3.2

Running 12 Month													
2022				63.1			3.0			0.0	65.1	75.0	66.1
2023		56.1		60.9	1.1		3.5	0.0		0.3	57.2	72.1	64.7
2024		53.3		58.5	0.9		3.3	0.0		1.0	54.2	69.4	62.8

											3.7		-10.1			-100.0	2.6	4.3	3.0
											-3.5		19.8			0.0	-12.1	-3.9	-2.1
											-5.1	-4.0	-15.0	-7.0	0.0	256.0	-5.3	-3.7	-3.1

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# Tab 10 - Segmentation ADR Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 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	
2023	Jul	104.21	135.66		105.21	146.85		0.00	0.00		104.25	111.11	136.30													
	Aug	102.90	139.88		0.00	138.60		0.00	0.00		102.90	113.96	139.83													
	Sep	105.00	142.23		109.00	171.10		0.00	0.00		105.02	109.95	143.57													
	Oct	101.56	138.50		0.00	160.61		0.00	108.12		101.56	106.36	139.99													
	Nov	101.13	132.37		108.91	139.49		0.00	113.50		101.77	105.18	132.40													
	Dec	97.80	125.01		0.00	122.06		0.00	106.56		97.80	99.29	124.53													
2024	Jan	96.57	128.18		100.36	128.57		0.00	109.32		96.67	99.23	127.88													
	Feb	93.85	127.81		0.00	120.18		0.00	113.15		93.85	102.41	127.18													
	Mar	95.93	128.40		107.81	125.26		0.00	120.45		96.63	97.68	128.09													
	Apr	93.93	133.99		106.29	138.67		0.00	124.99		94.42	103.25	134.16													
	May	101.55	134.34		91.00	133.19		0.00	128.77		101.51	106.15	134.26													
	Jun	101.54	132.17		95.79	124.13		0.00	112.24		101.39	107.17	131.64													
	Jul	104.09	134.70		102.40	126.93		0.00	112.86		104.07	110.33	133.75													
	Aug	104.82	133.61		99.22	124.20		0.00	114.29		104.71	116.38	132.60													
	Sep	110.79	139.58		0.00	133.66		0.00	112.98		110.79	113.59	138.56													
	Oct	104.25	130.98		0.00	133.17		0.00	110.02		104.25	106.29	130.70													
	Nov	100.67	126.65		0.00	120.68		0.00	113.01		100.67	106.16	126.14													
	Dec	98.41	119.02		124.90	122.93		0.00	110.98		98.64	101.61	118.90													

Year To Date												
2022			135.60			134.25		0.00		101.37	103.42	135.54
2023		100.93	137.23	107.74	148.34	0.00	108.34	101.06	107.38	137.72		
2024		101.03	131.13	103.67	128.05	0.00	113.68	101.07	105.86	130.70		

			13.4			14.0		-100.0		7.1	7.9	13.5
			1.2			10.5		0.0		-0.3	3.8	1.6
		0.1	-4.4	-3.8	-13.7	0.0	4.9	0.0	-1.4	-5.1		

Running 3 Month										
2022		97.15	135.52	0.00	139.49	0.00	0.00	98.68	105.34	135.68
2023		100.32	132.39	108.91	148.03	0.00	109.43	100.55	103.71	132.93
2024		101.43	125.88	124.90	127.89	0.00	111.27	101.49	104.76	125.65

			7.6			5.7		0.0		-1.9	6.7	7.4
		3.3	-2.3	0.0	6.1	0.0	0.0	1.9	-1.5	-2.0		
		1.1	-4.9	14.7	-13.6	0.0	1.7	0.9	1.0	-5.5		

Running 12 Month												
2022			135.60			134.25		0.00		101.37	103.42	135.54
2023		100.93	137.23	107.74	148.34	0.00	108.34	101.06	107.38	137.72		
2024		101.03	131.13	103.67	128.05	0.00	113.68	101.07	105.86	130.70		

			13.4			14.0		-100.0		7.1	7.9	13.5
			1.2			10.5		0.0		-0.3	3.8	1.6
		0.1	-4.4	-3.8	-13.7	0.0	4.9	0.0	-1.4	-5.1		

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# Tab 11 - Segmentation RevPAR Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

		RevPAR											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	
2023	Jul	62.87		87.57	2.83		5.72	0.00		0.00	65.71		86.66	93.29												
	Aug	59.42		92.66	0.00		3.42	0.00		0.00	59.42		88.31	96.09												
	Sep	65.89		90.78	0.36		5.31	0.00		0.00	66.25		84.77	96.09												
	Oct	61.67		84.89	0.00		9.16	0.00		0.91	61.67		77.64	94.96												
	Nov	48.05		71.37	4.63		4.48	0.00		1.24	52.68		71.43	77.09												
	Dec	43.72		63.16	0.00		2.13	0.00		1.19	43.72		64.99	66.48												
2024	Jan	44.60		64.31	1.28		2.62	0.00		0.98	45.88		62.79	67.91												
	Feb	43.24		67.30	0.00		3.83	0.00		0.88	43.24		73.14	72.01												
	Mar	47.57		71.42	3.36		5.92	0.00		0.67	50.94		73.98	78.02												
	Apr	49.20		79.81	2.30		4.31	0.00		0.51	51.50		72.52	84.63												
	May	65.23		88.33	0.23		3.94	0.00		0.61	65.45		79.33	92.88												
	Jun	62.07		88.31	1.51		3.88	0.00		0.69	63.58		82.48	92.88												
	Jul	62.80		84.63	0.73		6.99	0.00		1.21	63.53		80.98	92.83												
	Aug	67.25		83.77	1.27		5.08	0.00		1.79	68.52		75.32	90.63												
	Sep	68.38		86.96	0.00		5.35	0.00		1.94	68.38		79.51	94.24												
	Oct	55.54		78.72	0.00		5.04	0.00		1.42	55.54		76.00	85.18												
	Nov	39.90		66.48	0.00		2.61	0.00		1.31	39.90		64.63	70.40												
	Dec	39.63		60.15	0.44		1.22	0.00		1.36	40.07		61.60	62.74												

Year To Date														
2022				85.60			3.98			0.00	65.96		77.58	89.58
2023		56.67		83.59		1.14	5.26		0.00	0.30	57.81		77.40	89.15
2024		53.83		76.67		0.93	4.23		0.00	1.12	54.76		73.51	82.01

											17.7		2.6		-100.0	9.9	12.5	16.9			
											-2.4		32.4		0.0	-12.4	-0.2	-0.5			
											-5.0		-8.3		-18.3	-19.7	0.0	273.6	-5.3	-5.0	-8.0

Running 3 Month														
2022		51.14		78.74		0.00	3.40		0.00	0.00	54.73		71.97	82.14
2023		51.18		73.16		1.51	5.27		0.00	1.11	52.69		71.35	79.54
2024		45.08		68.48		0.15	2.96		0.00	1.37	45.23		67.44	72.80

											5.0		-39.1		0.0	-6.7	9.4	2.0			
											0.1		-7.1		0.0	55.1	0.0	0.0	-3.7	-0.9	-3.2
											-11.9		-6.4		-90.1	-43.8	0.0	22.7	-14.2	-5.5	-8.5

Running 12 Month														
2022				85.60			3.98			0.00	65.96		77.58	89.58
2023		56.67		83.59		1.14	5.26		0.00	0.30	57.81		77.40	89.15
2024		53.83		76.67		0.93	4.23		0.00	1.12	54.76		73.51	82.01

											17.7		2.6		-100.0	9.9	12.5	16.9			
											-2.4		32.4		0.0	-12.4	-0.2	-0.5			
											-5.0		-8.3		-18.3	-19.7	0.0	273.6	-5.3	-5.0	-8.0

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# Tab 12 - Segmentation Index Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

Current Month	Indexes												Percent Change (%)												
	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				
2023	Jul										80.8	93.8	75.8										-11.4	-5.4	-16.3
	Aug										74.5	90.3	67.3										-13.8	-11.2	-23.4
	Sep										81.8	95.5	78.1										-7.7	-3.4	-10.8
	Oct										83.2	95.5	79.4										3.6	3.3	7.0
	Nov										76.2	96.8	73.7										-9.8	0.5	-9.4
	Dec										68.3	98.5	67.3										-13.4	6.4	-7.9
2024	Jan										75.0	97.4	73.1										-7.8	5.4	-2.8
	Feb										64.5	91.6	59.1										-23.1	-5.1	-27.0
	Mar										69.6	98.9	68.8										-3.8	6.0	2.0
	Apr										77.7	91.4	71.0										-3.9	-1.1	-4.9
	May										86.3	95.6	82.5										4.2	3.0	7.4
	Jun										81.5	94.6	77.1										-5.5	2.5	-3.2
	Jul										83.2	94.3	78.4										2.9	0.5	3.5
	Aug										101.1	90.0	91.0										35.7	-0.4	35.2
	Sep										88.2	97.5	86.0										7.8	2.1	10.1
	Oct										74.5	98.1	73.1										-10.4	2.7	-8.0
	Nov										65.1	94.8	61.7										-14.6	-2.0	-16.3
	Dec										67.0	97.1	65.1										-1.9	-1.4	-3.3

Year To Date						
2022				86.7	98.0	85.0
2023				79.4	94.1	74.7
2024				78.0	95.5	74.5

			-1.6	-0.7	-2.3
			-8.5	-4.0	-12.2
			-1.7	1.4	-0.3

Running 3 Month						
2022				81.2	93.7	76.0
2023				76.2	96.9	73.8
2024				69.2	96.9	67.1

			-7.3	-8.0	-14.7
			-6.2	3.5	-2.9
			-9.1	-0.1	-9.2

Running 12 Month						
2022				86.7	98.0	85.0
2023				79.4	94.1	74.7
2024				78.0	95.5	74.5

			-1.6	-0.7	-2.3
			-8.5	-4.0	-12.2
			-1.7	1.4	-0.3



# Tab 13 - Segmentation Ranking Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

Current Month	Ranking												Percent Change (%)													
	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		
2023	Jul											6 of 6	3 of 6	4 of 6										5 of 6	5 of 6	6 of 6
	Aug											5 of 6	4 of 6	4 of 6										5 of 6	5 of 6	6 of 6
	Sep											5 of 6	3 of 6	4 of 6										5 of 6	6 of 6	5 of 6
	Oct											5 of 6	3 of 6	4 of 6										2 of 6	1 of 6	2 of 6
	Nov											6 of 6	3 of 6	4 of 6										5 of 6	3 of 6	5 of 6
	Dec											6 of 6	3 of 6	6 of 6										6 of 6	2 of 6	3 of 6
2024	Jan											6 of 6	3 of 6	4 of 6										3 of 6	1 of 6	2 of 6
	Feb											6 of 6	4 of 6	4 of 6										6 of 6	5 of 6	5 of 6
	Mar											5 of 6	3 of 6	5 of 6										4 of 6	2 of 6	3 of 6
	Apr											5 of 6	4 of 6	4 of 6										4 of 6	4 of 6	4 of 6
	May											5 of 6	3 of 6	4 of 6										3 of 6	2 of 6	1 of 6
	Jun											5 of 6	3 of 6	4 of 6										5 of 6	2 of 6	4 of 6
	Jul											5 of 6	4 of 6	4 of 6										3 of 6	3 of 6	3 of 6
	Aug											4 of 6	3 of 6	4 of 6										1 of 6	2 of 6	1 of 6
	Sep											4 of 6	3 of 6	4 of 6										3 of 6	1 of 6	1 of 6
	Oct											5 of 6	3 of 6	4 of 6										5 of 6	1 of 6	4 of 6
	Nov											6 of 6	3 of 6	6 of 6										6 of 6	4 of 6	6 of 6
	Dec											5 of 6	3 of 6	4 of 6										4 of 6	4 of 6	3 of 6

Year To Date																										
2022												5 of 6	3 of 6	4 of 6										5 of 6	5 of 6	6 of 6
2023												5 of 6	3 of 6	4 of 6										6 of 6	5 of 6	6 of 6
2024												5 of 6	3 of 6	4 of 6										4 of 6	1 of 6	4 of 6

Running 3 Month																										
2022												6 of 6	3 of 6	5 of 6										4 of 6	5 of 6	6 of 6
2023												5 of 6	3 of 6	4 of 6										4 of 6	1 of 6	3 of 6
2024												5 of 6	3 of 6	4 of 6										4 of 6	2 of 6	4 of 6

Running 12 Month																										
2022												5 of 6	3 of 6	4 of 6										5 of 6	5 of 6	6 of 6
2023												5 of 6	3 of 6	4 of 6										6 of 6	5 of 6	6 of 6
2024												5 of 6	3 of 6	4 of 6										4 of 6	1 of 6	4 of 6

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# Tab 14 - Segmentation Day Of Week - Current Month

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 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	My Prop	Comp Set	Market Scale	
<b>Occupancy (%)</b>																									
Sunday	28.1	39.9		0.0	0.3		0.0	0.8		28.1	51.5		41.0	-30.8	-10.3		0.0	-59.4		0.0	198.7	-30.8	-12.3		-9.8
Monday	37.4	49.3		0.0	0.9		0.0	1.6		37.4	56.4		51.9	-21.8	-9.4		0.0	-25.5		0.0	41.9	-21.8	-15.1		-8.7
Tuesday	46.6	56.7		0.0	1.1		0.0	1.1		46.6	64.1		58.9	-4.7	1.5		0.0	-58.2		0.0	-27.2	-4.7	-6.9		-1.8
Wednesday	45.1	58.7		0.0	1.1		0.0	1.3		45.1	64.9		61.0	-15.0	4.7		0.0	-49.0		0.0	-23.1	-15.0	-7.8		2.1
Thursday	46.2	52.7		0.0	1.6		0.0	1.8		46.2	65.9		56.1	7.7	5.1		0.0	-14.5		0.0	13.6	7.7	0.8		4.7
Weekday	40.2	51.1		0.0	1.0		0.0	1.3		40.2	60.1		53.4	-13.2	-1.4		0.0	-42.2		0.0	9.6	-13.2	-8.3		-2.4
Friday	36.8	47.5		2.7	1.8		0.0	1.6		39.6	62.3		50.8	0.3	1.3		0.0	-4.8		0.0	6.1	7.8	-0.9		1.2
Saturday	44.0	49.4		0.0	1.1		0.0	0.7		44.0	61.8		51.2	-3.8	0.8		0.0	-27.2		0.0	30.9	-3.8	-8.5		0.3
Weekend	40.4	48.4		1.4	1.4		0.0	1.1		41.8	62.0		51.0	-2.0	1.0		0.0	-14.8		0.0	12.5	1.3	-4.8		0.7
Total	40.3	50.5		0.4	1.0		0.0	1.2		40.6	60.6		52.8	-9.9	0.0		0.0	-43.0		0.0	9.6	-9.1	-7.4		-1.2
<b>ADR</b>																									
Sunday	92.00	109.68		0.00	107.74		0.00	121.96		92.00	96.47		109.90	-6.5	-8.4		0.0	-17.4		0.0	0.9	-6.5	-1.9		-8.4
Monday	97.08	120.24		0.00	116.06		0.00	109.48		97.08	100.99		119.82	-2.5	-7.3		0.0	-5.1		0.0	6.1	-2.5	0.1		-7.1
Tuesday	101.28	126.90		0.00	117.66		0.00	108.66		101.28	104.46		126.38	2.6	-5.0		0.0	-5.0		0.0	1.3	2.6	4.5		-4.6
Wednesday	99.42	125.65		0.00	137.11		0.00	110.91		99.42	102.44		125.54	2.5	-4.3		0.0	7.8		0.0	5.6	2.5	3.2		-3.8
Thursday	99.59	118.87		0.00	133.84		0.00	107.06		99.59	101.78		118.92	0.7	-3.5		0.0	13.2		0.0	3.0	0.7	5.3		-2.8
Weekday	98.32	120.89		0.00	125.13		0.00	110.68		98.32	101.38		120.71	-0.2	-5.2		0.0	0.9		0.0	4.6	-0.2	2.4		-5.0
Friday	98.22	113.85		123.00	114.75		0.00	108.68		99.94	101.64		113.72	1.2	-4.4		0.0	-1.1		0.0	3.5	3.0	1.9		-4.1
Saturday	99.17	112.87		0.00	123.28		0.00	120.91		99.17	102.85		113.20	3.8	-5.4		0.0	1.9		0.0	3.3	3.8	2.9		-5.1
Weekend	98.74	113.35		123.00	118.01		0.00	112.36		99.54	102.24		113.46	2.7	-4.9		0.0	-0.2		0.0	3.9	3.5	2.4		-4.6
Total	98.41	119.02		124.90	122.93		0.00	110.98		98.64	101.61		118.90	0.6	-4.8		0.0	0.7		0.0	4.1	0.9	2.3		-4.5
<b>RevPAR</b>																									
Sunday	25.88	43.78		0.00	0.33		0.00	0.99		25.88	49.67		45.11	-35.3	-17.8		0.0	-66.5		0.0	201.4	-35.3	-13.9		-17.4
Monday	36.27	59.33		0.00	1.04		0.00	1.77		36.27	56.96		62.14	-23.8	-16.0		0.0	-29.2		0.0	50.5	-23.8	-15.0		-15.2
Tuesday	47.19	72.00		0.00	1.25		0.00	1.25		47.19	66.95		74.50	-2.2	-3.5		0.0	-60.3		0.0	-26.2	-2.2	-2.7		-6.3
Wednesday	44.79	73.72		0.00	1.53		0.00	1.39		44.79	66.49		76.64	-12.9	0.2		0.0	-45.0		0.0	-18.8	-12.9	-4.8		-1.8
Thursday	45.96	62.68		0.00	2.08		0.00	1.90		45.96	67.05		66.66	8.4	1.5		0.0	-3.2		0.0	17.0	8.4	6.2		1.7
Weekday	39.55	61.79		0.00	1.20		0.00	1.44		39.55	60.96		64.43	-13.4	-6.6		0.0	-41.7		0.0	14.6	-13.4	-6.1		-7.2
Friday	36.16	54.04		3.38	2.05		0.00	1.69		39.54	63.31		57.78	1.5	-3.2		0.0	-5.9		0.0	9.9	11.0	1.0		-3.0
Saturday	43.59	55.79		0.00	1.36		0.00	0.81		43.59	63.56		57.96	-0.2	-4.6		0.0	-25.9		0.0	35.2	-0.2	-5.9		-4.8
Weekend	39.88	54.91		1.69	1.70		0.00	1.25		41.56	63.44		57.87	0.6	-3.9		0.0	-15.0		0.0	17.0	4.9	-2.6		-3.9
Total	39.63	60.15		0.44	1.22		0.00	1.36		40.07	61.60		62.74	-9.3	-4.8		0.0	-42.6		0.0	14.1	-8.3	-5.2		-5.6

# Tab 15 - Segmentation Day Of Week - Year to Date

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 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	My Prop	Comp Set	Market Scale	
<b>Occupancy (%)</b>																									
Sunday	41.7	46.9	0.3	2.0	0.0	0.6	42.0	58.1	49.5	1.1	-3.6	-28.7	-14.6	0.0	361.3	0.8	-7.1	-3.1							
Monday	51.4	57.4	0.4	3.2	0.0	1.1	51.8	66.8	61.7	-5.3	-5.5	-43.0	8.5	0.0	201.2	-5.7	-4.8	-3.7							
Tuesday	59.0	64.5	0.6	2.9	0.0	1.2	59.7	71.9	68.6	-5.5	-4.6	-54.6	-16.2	0.0	228.2	-6.6	-4.8	-3.9							
Wednesday	58.5	64.6	0.3	3.1	0.0	1.2	58.8	73.1	68.9	-6.2	-4.7	-77.8	-15.9	0.0	274.5	-7.7	-4.9	-4.1							
Thursday	51.9	58.7	1.0	3.5	0.0	1.1	52.9	70.0	63.4	-7.4	-4.6	-29.2	-10.2	0.0	235.8	-7.9	-5.1	-3.8							
Weekday	52.5	58.4	0.5	2.9	0.0	1.0	53.0	68.0	62.4	-4.9	-4.5	-50.2	-9.9	0.0	246.2	-5.7	-5.2	-3.7							
Friday	50.5	56.9	2.4	4.2	0.0	1.1	52.9	71.2	62.3	-7.5	-2.0	62.9	-6.8	0.0	225.2	-5.6	0.8	-1.1							
Saturday	60.0	60.4	1.3	3.8	0.0	0.6	61.3	75.0	64.9	-3.9	-2.9	77.1	-1.7	0.0	583.6	-2.9	-0.5	-2.0							
Weekend	55.2	58.7	1.9	4.0	0.0	0.9	57.1	73.1	63.6	-5.5	-2.5	67.6	-4.5	0.0	301.1	-4.2	0.1	-1.6							
Total	53.3	58.5	0.9	3.3	0.0	1.0	54.2	69.4	62.8	-5.1	-4.0	-15.0	-7.0	0.0	256.0	-5.3	-3.7	-3.1							
<b>ADR</b>																									
Sunday	91.66	119.59	105.42	124.28	0.00	120.94	91.75	98.75	119.79	-1.8	-5.0	13.7	-18.0	0.0	-2.4	-1.7	-3.3	-5.7							
Monday	100.51	135.29	115.51	123.15	0.00	113.97	100.62	104.65	134.29	-0.7	-3.9	13.6	-19.9	0.0	4.6	-0.6	-2.6	-4.9							
Tuesday	102.60	139.94	107.42	131.85	0.00	111.15	102.65	107.36	139.09	-0.8	-5.2	-2.1	-13.4	0.0	5.3	-0.8	-1.7	-5.8							
Wednesday	103.04	138.40	95.00	132.44	0.00	109.79	103.00	107.57	137.65	0.2	-4.8	-12.4	-12.5	0.0	5.0	0.0	-1.0	-5.4							
Thursday	101.56	128.95	102.56	130.24	0.00	110.45	101.58	105.29	128.71	-0.2	-4.1	-8.6	-12.5	0.0	2.4	-0.4	-1.0	-4.8							
Weekday	100.36	133.24	105.15	128.70	0.00	112.50	100.40	104.98	132.69	-0.6	-4.6	-2.3	-15.0	0.0	3.8	-0.7	-1.8	-5.3							
Friday	101.95	125.80	105.89	124.55	0.00	113.95	102.13	107.09	125.50	2.2	-3.9	-2.6	-12.6	0.0	5.3	2.2	-0.7	-4.6							
Saturday	103.05	126.05	103.61	125.98	0.00	124.39	103.06	108.69	126.03	1.3	-4.0	-2.6	-12.2	0.0	4.8	1.2	-0.4	-4.5							
Weekend	102.55	125.93	105.08	125.23	0.00	117.72	102.63	107.91	125.77	1.7	-3.9	-2.7	-12.4	0.0	6.6	1.7	-0.5	-4.6							
Total	101.03	131.13	103.67	128.05	0.00	113.68	101.07	105.86	130.70	0.1	-4.4	-3.8	-13.7	0.0	4.9	0.0	-1.4	-5.1							
<b>RevPAR</b>																									
Sunday	38.22	56.11	0.31	2.43	0.00	0.77	38.53	57.33	59.31	-0.8	-8.4	-18.9	-29.9	0.0	350.1	-0.9	-10.2	-8.6							
Monday	51.66	77.67	0.43	3.88	0.00	1.24	52.09	69.91	82.79	-6.0	-9.3	-35.3	-13.1	0.0	215.2	-6.3	-7.3	-8.5							
Tuesday	60.54	90.24	0.69	3.88	0.00	1.33	61.23	77.16	95.45	-6.3	-9.5	-55.5	-27.4	0.0	245.4	-7.4	-6.4	-9.5							
Wednesday	60.29	89.40	0.28	4.14	0.00	1.28	60.58	78.66	94.82	-6.0	-9.2	-80.5	-26.4	0.0	293.3	-7.6	-5.8	-9.2							
Thursday	52.69	75.75	1.00	4.60	0.00	1.19	53.69	73.72	81.55	-7.6	-8.5	-35.3	-21.4	0.0	244.0	-8.3	-6.1	-8.4							
Weekday	52.71	77.88	0.54	3.79	0.00	1.16	53.25	71.37	82.83	-5.5	-8.9	-51.4	-23.4	0.0	259.4	-6.4	-6.9	-8.7							
Friday	51.45	71.64	2.55	5.25	0.00	1.29	54.00	76.28	78.17	-5.4	-5.8	58.6	-18.5	0.0	242.6	-3.6	0.1	-5.7							
Saturday	61.78	76.19	1.36	4.76	0.00	0.79	63.14	81.51	81.74	-2.6	-6.8	72.5	-13.7	0.0	616.5	-1.7	-0.8	-6.5							
Weekend	56.62	73.91	1.95	5.00	0.00	1.04	58.57	78.89	79.96	-3.9	-6.3	63.2	-16.3	0.0	327.7	-2.6	-0.4	-6.1							
Total	53.83	76.67	0.93	4.23	0.00	1.12	54.76	73.51	82.01	-5.0	-8.3	-18.3	-19.7	0.0	273.6	-5.3	-5.0	-8.0							

# Tab 16 - Segmentation Day Of Week - Running 3 Month

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 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	My Prop	Comp Set	Market Scale	
<b>Occupancy (%)</b>																									
Sunday	33.6	42.9		0.0	1.0		0.0	0.9		33.6	51.8		44.8	-15.8	-4.1		0.0	-59.0		0.0	103.9	-15.8	-13.7		-5.9
Monday	44.7	52.7		0.0	2.1		0.0	1.6		44.7	60.8		56.4	-19.1	-7.2		0.0	-27.2		0.0	25.4	-19.1	-9.4		-7.5
Tuesday	52.6	60.3		0.0	2.3		0.0	1.4		52.6	67.5		64.0	-6.7	-1.7		-100.0	-39.1		0.0	8.7	-11.5	-6.4		-3.6
Wednesday	49.8	60.6		0.0	2.7		0.0	1.2		49.8	68.8		64.5	-9.0	-1.6		-100.0	-34.0		0.0	21.3	-13.8	-5.2		-3.2
Thursday	44.5	55.4		0.0	3.0		0.0	1.4		44.5	65.8		59.8	-7.7	-1.7		-100.0	-21.4		0.0	28.6	-13.2	-5.0		-2.4
Weekday	45.2	54.5		0.0	2.2		0.0	1.3		45.2	63.0		58.0	-11.0	-2.7		-100.0	-34.5		0.0	29.2	-14.0	-7.4		-4.0
Friday	37.9	53.0		0.8	2.9		0.0	1.5		38.7	66.4		57.4	-18.5	1.4		25.0	-33.1		0.0	19.3	-17.9	-4.2		-0.8
Saturday	47.3	55.0		0.0	2.5		0.0	0.7		47.3	69.2		58.2	-16.8	-1.1		0.0	-20.1		0.0	155.4	-16.8	-3.7		-1.3
Weekend	42.6	54.0		0.4	2.7		0.0	1.1		43.0	67.8		57.8	-17.6	0.1		25.0	-27.6		0.0	45.3	-17.3	-3.9		-1.1
Total	44.4	54.4		0.1	2.3		0.0	1.2		44.6	64.4		57.9	-12.9	-1.6		-91.4	-34.9		0.0	20.7	-15.0	-6.4		-3.2
<b>ADR</b>																									
Sunday	94.83	114.79		0.00	120.31		0.00	121.88		94.83	98.95		115.04	0.1	-5.9		0.0	-23.6		0.0	-1.7	0.1	0.4		-7.1
Monday	100.84	127.87		0.00	123.02		0.00	109.93		100.84	103.07		127.19	-0.4	-5.7		0.0	-24.5		0.0	0.2	-0.4	-1.5		-6.8
Tuesday	102.22	133.68		0.00	127.65		0.00	109.61		102.22	106.91		132.94	-0.7	-5.8		-100.0	-16.0		0.0	2.6	-1.0	0.7		-6.3
Wednesday	102.83	132.40		0.00	132.78		0.00	110.45		102.83	106.58		131.99	-0.4	-5.3		-100.0	-13.1		0.0	5.7	-0.7	0.8		-5.7
Thursday	101.65	124.64		0.00	129.95		0.00	108.01		101.65	104.47		124.53	-0.1	-4.1		-100.0	-14.3		0.0	0.2	-0.6	1.9		-4.9
Weekday	100.89	127.55		0.00	127.95		0.00	111.21		100.89	104.32		127.20	-0.2	-5.1		-100.0	-17.3		0.0	2.1	-0.4	0.7		-5.9
Friday	102.96	122.13		123.00	123.90		0.00	108.97		103.40	105.97		121.88	3.8	-3.6		14.1	-13.0		0.0	0.9	4.1	2.1		-4.4
Saturday	102.84	121.39		0.00	125.49		0.00	117.51		102.84	105.67		121.53	5.0	-4.1		0.0	-3.7		0.0	-0.1	5.0	1.5		-4.1
Weekend	102.89	121.75		123.00	124.64		0.00	111.83		103.09	105.82		121.71	4.5	-3.9		14.1	-9.2		0.0	1.8	4.6	1.8		-4.2
Total	101.43	125.88		124.90	127.89		0.00	111.27		101.49	104.76		125.65	1.1	-4.9		14.7	-13.6		0.0	1.7	0.9	1.0		-5.5
<b>RevPAR</b>																									
Sunday	31.90	49.25		0.00	1.21		0.00	1.11		31.90	51.30		51.57	-15.7	-9.7		0.0	-68.7		0.0	100.5	-15.7	-13.3		-12.6
Monday	45.09	67.38		0.00	2.59		0.00	1.72		45.09	62.62		71.69	-19.4	-12.5		0.0	-45.0		0.0	25.7	-19.4	-10.7		-13.7
Tuesday	53.76	80.65		0.00	2.94		0.00	1.50		53.76	72.16		85.09	-7.4	-7.4		-100.0	-48.8		0.0	11.5	-12.4	-5.7		-9.7
Wednesday	51.20	80.24		0.00	3.53		0.00	1.36		51.20	73.35		85.13	-9.4	-6.8		-100.0	-42.7		0.0	28.2	-14.4	-4.5		-8.8
Thursday	45.28	69.09		0.00	3.90		0.00	1.49		45.28	68.77		74.48	-7.8	-5.7		-100.0	-32.6		0.0	28.8	-13.7	-3.1		-7.1
Weekday	45.57	69.50		0.00	2.84		0.00	1.44		45.57	65.74		73.77	-11.1	-7.7		-100.0	-45.8		0.0	32.0	-14.4	-6.8		-9.6
Friday	38.99	64.77		1.04	3.55		0.00	1.60		40.03	70.35		69.92	-15.4	-2.3		42.7	-41.8		0.0	20.4	-14.5	-2.1		-5.2
Saturday	48.68	66.79		0.00	3.13		0.00	0.87		48.68	73.17		70.79	-12.6	-5.1		0.0	-23.1		0.0	155.1	-12.6	-2.2		-5.4
Weekend	43.84	65.78		0.52	3.34		0.00	1.24		44.36	71.76		70.36	-13.9	-3.8		42.7	-34.3		0.0	47.9	-13.5	-2.2		-5.3
Total	45.08	68.48		0.15	2.96		0.00	1.37		45.23	67.44		72.80	-11.9	-6.4		-90.1	-43.8		0.0	22.7	-14.2	-5.5		-8.5

# Tab 17 - Segmentation Day Of Week - Running 12 Month

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 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	My Prop	Comp Set	Market Scale		
<b>Occupancy (%)</b>																										
Sunday	41.7	46.9	0.3	2.0	0.0	0.6	42.0	58.1	49.5	1.1	-3.6	-28.7	-14.6	0.0	361.3	0.8	-7.1	-3.1								
Monday	51.4	57.4	0.4	3.2	0.0	1.1	51.8	66.8	61.7	-5.3	-5.5	-43.0	8.5	0.0	201.2	-5.7	-4.8	-3.7								
Tuesday	59.0	64.5	0.6	2.9	0.0	1.2	59.7	71.9	68.6	-5.5	-4.6	-54.6	-16.2	0.0	228.2	-6.6	-4.8	-3.9								
Wednesday	58.5	64.6	0.3	3.1	0.0	1.2	58.8	73.1	68.9	-6.2	-4.7	-77.8	-15.9	0.0	274.5	-7.7	-4.9	-4.1								
Thursday	51.9	58.7	1.0	3.5	0.0	1.1	52.9	70.0	63.4	-7.4	-4.6	-29.2	-10.2	0.0	235.8	-7.9	-5.1	-3.8								
Weekday	52.5	58.4	0.5	2.9	0.0	1.0	53.0	68.0	62.4	-4.9	-4.5	-50.2	-9.9	0.0	246.2	-5.7	-5.2	-3.7								
Friday	50.5	56.9	2.4	4.2	0.0	1.1	52.9	71.2	62.3	-7.5	-2.0	62.9	-6.8	0.0	225.2	-5.6	0.8	-1.1								
Saturday	60.0	60.4	1.3	3.8	0.0	0.6	61.3	75.0	64.9	-3.9	-2.9	77.1	-1.7	0.0	583.6	-2.9	-0.5	-2.0								
Weekend	55.2	58.7	1.9	4.0	0.0	0.9	57.1	73.1	63.6	-5.5	-2.5	67.6	-4.5	0.0	301.1	-4.2	0.1	-1.6								
Total	53.3	58.5	0.9	3.3	0.0	1.0	54.2	69.4	62.8	-5.1	-4.0	-15.0	-7.0	0.0	256.0	-5.3	-3.7	-3.1								
<b>ADR</b>																										
Sunday	91.66	119.59	105.42	124.28	0.00	120.94	91.75	98.75	119.79	-1.8	-5.0	13.7	-18.0	0.0	-2.4	-1.7	-3.3	-5.7								
Monday	100.51	135.29	115.51	123.15	0.00	113.97	100.62	104.65	134.29	-0.7	-3.9	13.6	-19.9	0.0	4.6	-0.6	-2.6	-4.9								
Tuesday	102.60	139.94	107.42	131.85	0.00	111.15	102.65	107.36	139.09	-0.8	-5.2	-2.1	-13.4	0.0	5.3	-0.8	-1.7	-5.8								
Wednesday	103.04	138.40	95.00	132.44	0.00	109.79	103.00	107.57	137.65	0.2	-4.8	-12.4	-12.5	0.0	5.0	0.0	-1.0	-5.4								
Thursday	101.56	128.95	102.56	130.24	0.00	110.45	101.58	105.29	128.71	-0.2	-4.1	-8.6	-12.5	0.0	2.4	-0.4	-1.0	-4.8								
Weekday	100.36	133.24	105.15	128.70	0.00	112.50	100.40	104.98	132.69	-0.6	-4.6	-2.3	-15.0	0.0	3.8	-0.7	-1.8	-5.3								
Friday	101.95	125.80	105.89	124.55	0.00	113.95	102.13	107.09	125.50	2.2	-3.9	-2.6	-12.6	0.0	5.3	2.2	-0.7	-4.6								
Saturday	103.05	126.05	103.61	125.98	0.00	124.39	103.06	108.69	126.03	1.3	-4.0	-2.6	-12.2	0.0	4.8	1.2	-0.4	-4.5								
Weekend	102.55	125.93	105.08	125.23	0.00	117.72	102.63	107.91	125.77	1.7	-3.9	-2.7	-12.4	0.0	6.6	1.7	-0.5	-4.6								
Total	101.03	131.13	103.67	128.05	0.00	113.68	101.07	105.86	130.70	0.1	-4.4	-3.8	-13.7	0.0	4.9	0.0	-1.4	-5.1								
<b>RevPAR</b>																										
Sunday	38.22	56.11	0.31	2.43	0.00	0.77	38.53	57.33	59.31	-0.8	-8.4	-18.9	-29.9	0.0	350.1	-0.9	-10.2	-8.6								
Monday	51.66	77.67	0.43	3.88	0.00	1.24	52.09	69.91	82.79	-6.0	-9.3	-35.3	-13.1	0.0	215.2	-6.3	-7.3	-8.5								
Tuesday	60.54	90.24	0.69	3.88	0.00	1.33	61.23	77.16	95.45	-6.3	-9.5	-55.5	-27.4	0.0	245.4	-7.4	-6.4	-9.5								
Wednesday	60.29	89.40	0.28	4.14	0.00	1.28	60.58	78.66	94.82	-6.0	-9.2	-80.5	-26.4	0.0	293.3	-7.6	-5.8	-9.2								
Thursday	52.69	75.75	1.00	4.60	0.00	1.19	53.69	73.72	81.55	-7.6	-8.5	-35.3	-21.4	0.0	244.0	-8.3	-6.1	-8.4								
Weekday	52.71	77.88	0.54	3.79	0.00	1.16	53.25	71.37	82.83	-5.5	-8.9	-51.4	-23.4	0.0	259.4	-6.4	-6.9	-8.7								
Friday	51.45	71.64	2.55	5.25	0.00	1.29	54.00	76.28	78.17	-5.4	-5.8	58.6	-18.5	0.0	242.6	-3.6	0.1	-5.7								
Saturday	61.78	76.19	1.36	4.76	0.00	0.79	63.14	81.51	81.74	-2.6	-6.8	72.5	-13.7	0.0	616.5	-1.7	-0.8	-6.5								
Weekend	56.62	73.91	1.95	5.00	0.00	1.04	58.57	78.89	79.96	-3.9	-6.3	63.2	-16.3	0.0	327.7	-2.6	-0.4	-6.1								
Total	53.83	76.67	0.93	4.23	0.00	1.12	54.76	73.51	82.01	-5.0	-8.3	-18.3	-19.7	0.0	273.6	-5.3	-5.0	-8.0								

# Tab 18 - Additional Revenue ADR Analysis (TrevPOR)

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

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	
	2023	Jul	104.25	111.11	136.30					1.22				137.52	-4.0	1.5	-4.0												
	Aug	102.90	113.96	139.83										-8.2	3.4	-4.3													4 of 6
	Sep	105.02	109.95	143.57					0.67				144.24	-4.8	-1.4	-4.5													3 of 6
	Oct	101.56	106.36	139.99					0.97				140.96	0.3	-2.9	-2.2													3 of 6
	Nov	101.77	105.18	132.40					0.47				132.87	2.2	1.6	-1.5													3 of 6
	Dec	97.80	99.29	124.53					0.64				125.17	3.4	-2.8	-2.6													3 of 6
2024	Jan	96.67	99.23	127.88					1.01				128.88	0.9	-4.3	-3.1		0.0			-72.1								3 of 6
	Feb	93.85	102.41	127.18					0.87				128.05	-6.3	-1.3	-6.9													4 of 6
	Mar	96.63	97.68	128.09					1.09				129.17	-0.3	-5.9	-7.7													3 of 6
	Apr	94.42	103.25	134.16					0.99				135.15	-5.0	-4.0	-4.2													4 of 6
	May	101.51	106.15	134.26					1.05				135.31	-1.7	-4.5	-7.8													3 of 6
	Jun	101.39	107.17	131.64					1.53				133.16	0.0	-2.4	-5.1		0.0			102.4								3 of 6
	Jul	104.07	110.33	133.75					1.25				135.00	-0.2	-0.7	-1.9		0.0			2.3								4 of 6
	Aug	104.71	116.38	132.60					1.30				133.90	1.8	2.1	-5.2													3 of 6
	Sep	110.79	113.59	138.56					0.55				139.11	5.5	3.3	-3.5		0.0			-18.0								3 of 6
	Oct	104.25	106.29	130.70					0.93				131.63	2.6	-0.1	-6.6		0.0			-4.0								3 of 6
	Nov	100.67	106.16	126.14					0.69				126.82	-1.1	0.9	-4.7		0.0			46.7								3 of 6
	Dec	98.64	101.61	118.90					0.87				119.77	0.9	2.3	-4.5		0.0			34.5								3 of 6

Year To Date																														
2022		101.37	103.42	135.54										7.1	7.9	13.5														3 of 6
2023		101.06	107.38	137.72					0.00				138.89	-0.3	3.8	1.6														3 of 6
2024		101.07	105.86	130.70					0.00				131.72	0.0	-1.4	-5.1		0.0			-12.8									3 of 6

Running 3 Month																														
2022		98.68	105.34	135.68										-1.9	6.7	7.4														3 of 6
2023		100.55	103.71	132.93					0.00				133.65	1.9	-1.5	-2.0														3 of 6
2024		101.49	104.76	125.65					0.00				126.48	0.9	1.0	-5.5		0.0			17.0									3 of 6

Running 12 Month																														
2022		101.37	103.42	135.54										7.1	7.9	13.5														3 of 6
2023		101.06	107.38	137.72					0.00				138.89	-0.3	3.8	1.6														3 of 6
2024		101.07	105.86	130.70					0.00				131.72	0.0	-1.4	-5.1		0.0			-12.8									3 of 6

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

## Tab 19 - Additional Revenue RevPAR Analysis (TrevPAR)

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: December 2024 Date Created: January 22, 2025 Monthly Competitive Set Data Excludes Subject Property

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
2023	Jul	65.71	86.66	93.29					0.00			0.84			94.13	-20.1	-4.6	-9.9										4 of 6
	Aug	59.42	88.31	96.09												-26.4	-4.0	-10.1										4 of 6
	Sep	66.25	84.77	96.09					0.00			0.45			96.54	-18.6	-8.7	-11.1										4 of 6
	Oct	61.67	77.64	94.96					0.00			0.66			95.62	-0.2	-6.7	-1.5										4 of 6
	Nov	52.68	71.43	77.09					0.00			0.27			77.37	-3.7	6.2	-2.7										4 of 6
	Dec	43.72	64.99	66.48					0.00			0.34			66.82	-8.3	-0.4	-5.9										6 of 6
2024	Jan	45.88	62.79	67.91					0.00			0.54			68.45	-6.1	-3.4	-12.5			0.0			-74.8				4 of 6
	Feb	43.24	73.14	72.01					0.00			0.49			72.51	-24.0	4.1	-18.6										4 of 6
	Mar	50.94	73.98	78.02					0.00			0.66			78.68	-1.4	-3.3	-14.3										5 of 6
	Apr	51.50	72.52	84.63					0.00			0.62			85.26	-12.0	-7.5	-8.5										4 of 6
	May	65.45	79.33	92.88					0.00			0.73			93.61	2.6	-4.5	-7.4										4 of 6
	Jun	63.58	82.48	92.88					0.00			1.08			93.96	-1.9	1.3	-3.6			0.0			105.6				4 of 6
	Jul	63.53	80.98	92.83					0.00			0.87			93.69	-3.3	-6.6	-0.5			0.0			3.8				4 of 6
	Aug	68.52	75.32	90.63					0.00			0.89			91.52	15.3	-14.7	-5.7										4 of 6
	Sep	68.38	79.51	94.24					0.00			0.37			94.62	3.2	-6.2	-1.9			0.0			-16.6				4 of 6
	Oct	55.54	76.00	85.18					0.00			0.61			85.79	-9.9	-2.1	-10.3			0.0			-7.8				4 of 6
	Nov	39.90	64.63	70.40					0.00			0.38			70.79	-24.3	-9.5	-8.7			0.0			40.7				6 of 6
	Dec	40.07	61.60	62.74					0.00			0.46			63.19	-8.3	-5.2	-5.6			0.0			32.9				4 of 6

Year To Date																												
2022		65.96	77.58	89.58												9.9	12.5	16.9										4 of 6
2023		57.81	77.40	89.15					0.00			0.76			89.91	-12.4	-0.2	-0.5										4 of 6
2024		54.76	73.51	82.01					0.00			0.64			82.65	-5.3	-5.0	-8.0			0.0			-15.5				4 of 6

Running 3 Month																												
2022		54.73	71.97	82.14												-6.7	9.4	2.0										5 of 6
2023		52.69	71.35	79.54					0.00			0.43			79.96	-3.7	-0.9	-3.2										4 of 6
2024		45.23	67.44	72.80					0.00			0.48			73.29	-14.2	-5.5	-8.5			0.0			13.3				4 of 6

Running 12 Month																												
2022		65.96	77.58	89.58												9.9	12.5	16.9										4 of 6
2023		57.81	77.40	89.15					0.00			0.76			89.91	-12.4	-0.2	-0.5										4 of 6
2024		54.76	73.51	82.01					0.00			0.64			82.65	-5.3	-5.0	-8.0			0.0			-15.5				4 of 6

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

# Tab 20 - Segmentation Response Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: December 2024 Date Created: January 22, 2025

## This Year

- Dec 24th - Christmas Eve
- Dec 25th - Christmas Day
- Dec 26th - First Day of Kwanzaa
- Dec 26th - First Day of Hanukkah
- Dec 31st - New Year's Eve

## Last Year

- Dec 8th - First Day of Hanukkah
- Dec 24th - Christmas Eve
- Dec 25th - Christmas Day
- Dec 26th - First Day of Kwanzaa
- Dec 31st - New Year's Eve

## December 2024 (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				

## December 2023 (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						

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
1969	Best Western Plus Inn Of Hayward	Hayward, CA	94541	(510) 785-8700	91	198306
3939	Quality Inn Hayward	Hayward, CA	94544	(510) 538-4466	62	198508
21280	Comfort Inn Castro Valley	Castro Valley, CA	94546	(341) 202-4562	60	198705
23394	Comfort Inn Hayward	Hayward, CA	94544	(510) 491-2430	73	199206
28649	La Quinta Inns & Suites Oakland - Hayward	Hayward, CA	94541	(510) 732-6300	146	199007
39269	Hampton by Hilton Inn Oakland-Hayward	Hayward, CA	94544	(510) 247-1555	70	200004
					<b>502</b>	

2023												2024											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s
s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s
s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s

Data received:

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





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STR # 1969 / Created February 19, 2025



# Monthly STAR Report : Best Western Plus Inn Of Hayward

For the Month of: January 2025

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

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

### January 2025

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	45.8	59.9	76.5	95.30	100.23	95.1	43.65	59.99	72.7
Year To Date	45.8	59.9	76.5	95.30	100.23	95.1	43.65	59.99	72.7
Running 3 Month	42.0	60.4	69.6	98.04	102.64	95.5	41.22	62.05	66.4
Running 12 Month	54.0	69.2	78.2	100.98	105.97	95.3	54.57	73.27	74.5

### January 2025 vs. 2024 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	-3.5	-5.4	2.0	-1.4	1.0	-2.4	-4.9	-4.4	-0.4
Year To Date	-3.5	-5.4	2.0	-1.4	1.0	-2.4	-4.9	-4.4	-0.4
Running 3 Month	-12.3	-7.7	-4.9	-0.8	1.4	-2.1	-13.0	-6.5	-6.9
Running 12 Month	-5.0	-4.1	-0.9	-0.2	-1.0	0.9	-5.2	-5.1	-0.1

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

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

Occupancy (%)								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Best Western Plus Inn Of Hayward	45.8	-3.5	45.8	-3.5	42.0	-12.3	54.0	-5.0
Market: Oakland, CA	54.7	0.4	54.7	0.4	55.3	-1.0	63.1	-1.8
Market Class: Upper Midscale Class	55.0	4.1	55.0	4.1	54.9	0.1	63.0	-2.1
Submarket: Oakland/Berkeley/Hayward, CA	55.1	1.6	55.1	1.6	55.2	-0.8	62.8	-1.6
Submarket Scale: Midscale Chains	58.8	2.2	58.8	2.2	57.4	-0.8	64.7	-2.8
Competitive Set: Competitors	59.9	-5.4	59.9	-5.4	60.4	-7.7	69.2	-4.1

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	0.0	0.0	0.3
-1.5	-1.5	-1.3	0.3
5.7	5.7	4.4	3.9
-4.6	-4.6	-4.7	-2.8
0.6	0.6	-1.6	0.4
0.0	0.0	0.0	0.0

Best Western Plus Inn Of Hayward
Market: Oakland, CA
Market Class: Upper Midscale Class
Submarket: Oakland/Berkeley/Hayward, CA
Submarket Scale: Midscale Chains
Competitive Set: Competitors

Average Daily Rate								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Best Western Plus Inn Of Hayward	95.30	-1.4	95.30	-1.4	98.04	-0.8	100.98	-0.2
Market: Oakland, CA	135.96	-0.9	135.96	-0.9	132.64	-1.5	140.38	-2.8
Market Class: Upper Midscale Class	123.23	-2.5	123.23	-2.5	122.40	-3.5	129.49	-5.0
Submarket: Oakland/Berkeley/Hayward, CA	140.62	3.4	140.62	3.4	133.50	-0.8	141.50	-3.9
Submarket Scale: Midscale Chains	119.46	4.4	119.46	4.4	117.24	-0.6	122.21	-5.9
Competitive Set: Competitors	100.23	1.0	100.23	1.0	102.64	1.4	105.97	-1.0

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-3.5	-3.5	-12.3	-4.8
-1.1	-1.1	-2.3	-1.5
10.1	10.1	4.5	1.8
-3.1	-3.1	-5.4	-4.4
2.8	2.8	-2.4	-2.4
-5.4	-5.4	-7.7	-4.1

Best Western Plus Inn Of Hayward
Market: Oakland, CA
Market Class: Upper Midscale Class
Submarket: Oakland/Berkeley/Hayward, CA
Submarket Scale: Midscale Chains
Competitive Set: Competitors

RevPAR								
Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	
Best Western Plus Inn Of Hayward	43.65	-4.9	43.65	-4.9	41.22	-13.0	54.57	-5.2
Market: Oakland, CA	74.32	-0.5	74.32	-0.5	73.32	-2.5	88.53	-4.5
Market Class: Upper Midscale Class	67.74	1.5	67.74	1.5	67.26	-3.5	81.59	-7.0
Submarket: Oakland/Berkeley/Hayward, CA	77.50	5.1	77.50	5.1	73.65	-1.6	88.84	-5.4
Submarket Scale: Midscale Chains	70.22	6.7	70.22	6.7	67.34	-1.4	79.13	-8.5
Competitive Set: Competitors	59.99	-4.4	59.99	-4.4	62.05	-6.5	73.27	-5.1

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-4.9	-4.9	-13.0	-4.9
-2.0	-2.0	-3.8	-4.2
7.3	7.3	0.8	-3.3
0.2	0.2	-6.2	-8.0
7.3	7.3	-3.0	-8.1
-4.4	-4.4	-6.5	-5.1

Best Western Plus Inn Of Hayward
Market: Oakland, CA
Market Class: Upper Midscale Class
Submarket: Oakland/Berkeley/Hayward, CA
Submarket Scale: Midscale Chains
Competitive Set: Competitors

Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Rooms	
Market: Oakland, CA	234	21302	147	18113	85.0
Market Class: Upper Midscale Class	45	4279	39	4005	93.6
Submarket: Oakland/Berkeley/Hayward, CA	121	10307	63	8091	78.5
Submarket Scale: Midscale Chains	27	2450	24	2292	93.6
Competitive Set: Competitors	5	411	5	411	100.0

Market: Oakland, CA
Market Class: Upper Midscale Class
Submarket: Oakland/Berkeley/Hayward, CA
Submarket Scale: Midscale Chains
Competitive Set: Competitors

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# Tab 5 - Response Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: January 2025 Date Created: February 19, 2025

## This Year

Jan 1st - New Year's Day  
 Jan 20th - Martin Luther King Day

## January 2025 (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	

## January 2024 (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

Jan 1st - New Year's Day  
 Jan 15th - Martin Luther King Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
1969	Best Western Plus Inn Of Hayward	Hayward, CA	94541	(510) 785-8700	91	198306
3939	Quality Inn Hayward	Hayward, CA	94544	(510) 538-4466	62	198508
21280	Comfort Inn Castro Valley	Castro Valley, CA	94546	(341) 202-4562	60	198705
23394	Comfort Inn Hayward	Hayward, CA	94544	(510) 491-2430	73	199206
28649	La Quinta Inns & Suites Oakland - Hayward	Hayward, CA	94541	(510) 732-6300	146	199007
39269	Hampton by Hilton Inn Oakland-Hayward	Hayward, CA	94544	(510) 247-1555	70	200004
					502	

2023												2024											
Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Data received:

- = Monthly Only
- = Monthly & Daily



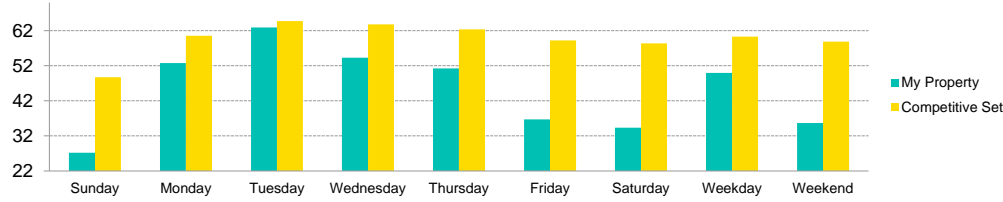
# Tab 6 - Day of Week and Weekday/Weekend Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

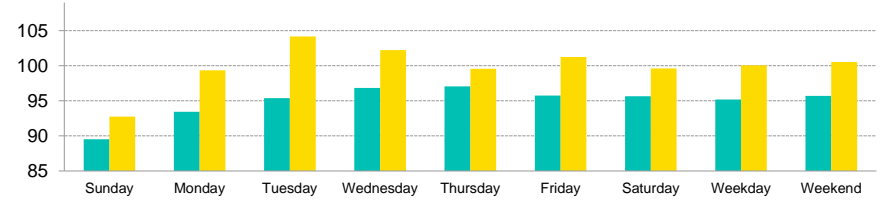
STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

## Current Month Occupancy



## Current Month ADR



Day of Week	Time Period	Occupancy (%)			Average Daily Rate			RevPAR											
		My Property	Competitive Set	Index (MPI)	My Property	Competitive Set	Index (ARI)	My Property	Competitive Set	Index (RGI)									
Sunday	Current Month	27.2	-28.8	48.7	-9.5	55.8	-21.3	89.51	0.8	92.75	0.4	96.5	0.5	24.35	-28.2	45.19	-9.2	53.9	-21.0
	Year To Date	27.2	-28.8	48.7	-9.5	55.8	-21.3	89.51	0.8	92.75	0.4	96.5	0.5	24.35	-28.2	45.19	-9.2	53.9	-21.0
	Running 3 Month	28.4	-26.0	49.3	-12.2	57.6	-15.7	92.10	-2.1	96.18	0.3	95.8	-2.4	26.16	-27.5	47.42	-11.9	55.2	-17.8
	Running 12 Month	41.1	-2.3	57.7	-8.0	71.4	6.2	91.85	-1.2	98.81	-2.9	93.0	1.7	37.79	-3.5	56.98	-10.7	66.3	8.0
Monday	Current Month	52.7	25.0	60.5	-4.3	87.2	30.7	93.43	-3.4	99.34	-1.4	94.1	-2.1	49.28	20.7	60.12	-5.7	82.0	28.0
	Year To Date	52.7	25.0	60.5	-4.3	87.2	30.7	93.43	-3.4	99.34	-1.4	94.1	-2.1	49.28	20.7	60.12	-5.7	82.0	28.0
	Running 3 Month	42.6	-8.2	57.7	-10.5	73.8	2.5	96.44	-2.6	102.06	-0.4	94.5	-2.2	41.09	-10.5	58.91	-10.8	69.8	0.3
	Running 12 Month	52.8	-3.1	66.7	-5.2	79.2	2.3	100.36	-1.0	104.64	-2.4	95.9	1.4	52.96	-4.1	69.75	-7.4	75.9	3.7
Tuesday	Current Month	62.9	20.3	64.7	-0.7	97.2	21.2	95.39	-4.7	104.17	2.5	91.6	-7.0	60.01	14.6	67.42	1.7	89.0	12.6
	Year To Date	62.9	20.3	64.7	-0.7	97.2	21.2	95.39	-4.7	104.17	2.5	91.6	-7.0	60.01	14.6	67.42	1.7	89.0	12.6
	Running 3 Month	52.5	-2.5	63.8	-4.9	82.2	2.5	98.37	-3.1	105.54	2.1	93.2	-5.1	51.64	-5.6	67.38	-2.8	76.6	-2.8
	Running 12 Month	60.6	-3.7	72.0	-4.3	84.2	0.7	102.29	-1.5	107.64	-0.9	95.0	-0.6	61.99	-5.1	77.46	-5.2	80.0	0.0
Wednesday	Current Month	54.3	5.1	63.8	-5.6	85.1	11.4	96.84	-1.3	102.23	1.2	94.7	-2.4	52.57	3.8	65.22	-4.5	80.6	8.7
	Year To Date	54.3	5.1	63.8	-5.6	85.1	11.4	96.84	-1.3	102.23	1.2	94.7	-2.4	52.57	3.8	65.22	-4.5	80.6	8.7
	Running 3 Month	48.9	-8.2	64.4	-7.0	75.8	-1.3	98.33	-2.3	104.40	1.1	94.2	-3.4	48.05	-10.3	67.28	-6.0	71.4	-4.6
	Running 12 Month	59.1	-5.7	72.8	-4.7	81.2	-1.0	102.87	-0.1	107.70	-0.5	95.5	0.5	60.76	-5.8	78.36	-5.2	77.5	-0.6
Thursday	Current Month	51.2	9.6	62.3	-1.7	82.1	11.6	97.06	1.1	99.57	1.3	97.5	-0.2	49.70	10.9	62.07	-0.4	80.1	11.4
	Year To Date	51.2	9.6	62.3	-1.7	82.1	11.6	97.06	1.1	99.57	1.3	97.5	-0.2	49.70	10.9	62.07	-0.4	80.1	11.4
	Running 3 Month	45.7	-3.9	63.0	-5.3	72.6	1.4	98.73	-1.6	102.20	2.5	96.6	-4.0	45.15	-5.5	64.39	-2.9	70.1	-2.6
	Running 12 Month	53.2	-6.4	69.8	-5.3	76.2	-1.2	101.54	-0.5	105.29	-0.9	96.4	0.4	53.98	-6.9	73.48	-6.1	73.5	-0.9
Friday	Current Month	36.7	-16.0	59.2	-2.2	62.0	-14.1	95.74	-1.5	101.24	2.8	94.6	-4.2	35.14	-17.2	59.96	0.6	58.6	-17.7
	Year To Date	36.7	-16.0	59.2	-2.2	62.0	-14.1	95.74	-1.5	101.24	2.8	94.6	-4.2	35.14	-17.2	59.96	0.6	58.6	-17.7
	Running 3 Month	36.5	-15.7	61.8	-5.8	59.0	-10.4	100.43	2.3	103.43	1.8	97.1	0.5	36.66	-13.7	63.96	-4.2	57.3	-10.0
	Running 12 Month	52.0	-6.3	70.9	-0.1	73.4	-6.2	102.02	1.8	107.19	-0.3	95.2	2.1	53.09	-4.6	75.99	-0.4	69.9	-4.2
Saturday	Current Month	34.3	-39.3	58.4	-13.5	58.8	-29.8	95.65	-0.9	99.61	0.3	96.0	-1.2	32.85	-39.9	58.17	-13.2	56.5	-30.7
	Year To Date	34.3	-39.3	58.4	-13.5	58.8	-29.8	95.65	-0.9	99.61	0.3	96.0	-1.2	32.85	-39.9	58.17	-13.2	56.5	-30.7
	Running 3 Month	40.2	-23.4	62.9	-9.1	63.8	-15.8	99.99	3.6	103.02	1.6	97.1	2.0	40.15	-20.6	64.84	-7.6	61.9	-14.0
	Running 12 Month	59.6	-6.6	74.3	-1.8	80.2	-4.9	103.21	1.4	108.80	0.0	94.9	1.4	61.46	-5.3	80.82	-1.8	76.0	-3.6
Weekday/Weekend	Current Month	50.0	7.3	60.3	-4.3	82.8	12.2	95.18	-1.5	100.06	0.7	95.1	-2.2	47.54	5.7	60.33	-3.6	78.8	9.7
	Year To Date	50.0	7.3	60.3	-4.3	82.8	12.2	95.18	-1.5	100.06	0.7	95.1	-2.2	47.54	5.7	60.33	-3.6	78.8	9.7
	Running 3 Month	43.6	-9.1	59.7	-7.9	73.1	-1.3	97.25	-2.2	102.37	1.2	95.0	-3.4	42.42	-11.1	61.07	-6.8	69.5	-4.6
	Running 12 Month	53.3	-4.4	67.8	-5.4	78.7	1.1	100.28	-0.9	105.08	-1.4	95.4	0.5	53.50	-5.3	71.22	-6.8	75.1	1.6
Weekend (Fri-Sat)	Current Month	35.7	-28.9	58.9	-8.1	60.6	-22.6	95.70	-1.1	100.52	1.6	95.2	-2.7	34.12	-29.7	59.16	-6.6	57.7	-24.8
	Year To Date	35.7	-28.9	58.9	-8.1	60.6	-22.6	95.70	-1.1	100.52	1.6	95.2	-2.7	34.12	-29.7	59.16	-6.6	57.7	-24.8
	Running 3 Month	38.3	-20.0	62.4	-7.5	61.3	-13.5	100.21	3.0	103.23	1.7	97.1	1.4	38.34	-17.6	64.38	-6.0	59.5	-12.4
	Running 12 Month	55.8	-6.5	72.6	-1.0	76.8	-5.6	102.65	1.6	108.01	-0.2	95.0	1.8	57.24	-5.0	78.39	-1.2	73.0	-3.9
Total	Current Month	45.8	-3.5	59.9	-5.4	76.5	2.0	95.30	-1.4	100.23	1.0	95.1	-2.4	43.65	-4.9	59.99	-4.4	72.7	-0.4
	Year To Date	45.8	-3.5	59.9	-5.4	76.5	2.0	95.30	-1.4	100.23	1.0	95.1	-2.4	43.65	-4.9	59.99	-4.4	72.7	-0.4
	Running 3 Month	42.0	-12.3	60.4	-7.7	69.6	-4.9	98.04	-0.8	102.64	1.4	95.5	-2.1	41.22	-13.0	62.05	-6.5	66.4	-6.9
	Running 12 Month	54.0	-5.0	69.2	-4.1	78.2	-0.9	100.98	-0.2	105.97	-1.0	95.3	0.9	54.57	-5.2	73.27	-5.1	74.5	-0.1

# Tab 7 - Segmentation at a Glance - My Property vs. Competitive Set

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

## January 2025

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
<b>Occupancy (%)</b>	My Property	45.8	-0.8	My Property	0.0	-100.0	My Property	0.0	0.0	My Property	45.8	-3.5
	Comp set			Comp set			Comp set			Comp set	59.9	-5.4
	Index (MPI)			Index (MPI)			Index (MPI)			Index (MPI)	76.5	2.0
<b>ADR</b>	My Property	95.30	-1.3	My Property	0.00	-100.0	My Property	0.00	0.0	My Property	95.30	-1.4
	Comp set			Comp set			Comp set			Comp set	100.23	1.0
	Index (ARI)			Index (ARI)			Index (ARI)			Index (ARI)	95.1	-2.4
<b>RevPAR</b>	My Property	43.65	-2.1	My Property	0.00	-100.0	My Property	0.00	0.0	My Property	43.65	-4.9
	Comp set			Comp set			Comp set			Comp set	59.99	-4.4
	Index (RGI)			Index (RGI)			Index (RGI)			Index (RGI)	72.7	-0.4

## Year To Date

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
<b>Occupancy (%)</b>	My Property	45.8	-0.8	My Property	0.0	-100.0	My Property	0.0	0.0	My Property	45.8	-3.5
	Comp set			Comp set			Comp set			Comp set	59.9	-5.4
	Index (MPI)			Index (MPI)			Index (MPI)			Index (MPI)	76.5	2.0
<b>ADR</b>	My Property	95.30	-1.3	My Property	0.00	-100.0	My Property	0.00	0.0	My Property	95.30	-1.4
	Comp set			Comp set			Comp set			Comp set	100.23	1.0
	Index (ARI)			Index (ARI)			Index (ARI)			Index (ARI)	95.1	-2.4
<b>RevPAR</b>	My Property	43.65	-2.1	My Property	0.00	-100.0	My Property	0.00	0.0	My Property	43.65	-4.9
	Comp set			Comp set			Comp set			Comp set	59.99	-4.4
	Index (RGI)			Index (RGI)			Index (RGI)			Index (RGI)	72.7	-0.4

# Tab 8 - Segmentation Occupancy Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

		Occupancy (%)										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	
2023	Aug	57.7		66.2	0.0		2.5	0.0		0.0	57.7		77.5	68.7												
	Sep	62.7		63.8	0.3		3.1	0.0		0.0	63.1		77.1	66.9												
	Oct	60.7		61.3	0.0		5.7	0.0		0.8	60.7		73.0	67.8												
	Nov	47.5		53.9	4.2		3.2	0.0		1.1	51.8		67.9	58.2												
	Dec	44.7		50.5	0.0		1.7	0.0		1.1	44.7		65.5	53.4												
2024	Jan	46.2		50.2	1.3		2.0	0.0		0.9	47.5		63.3	53.1												
	Feb	46.1		52.7	0.0		3.2	0.0		0.8	46.1		71.4	56.6												
	Mar	49.6		55.6	3.1		4.7	0.0		0.6	52.7		75.7	60.9												
	Apr	52.4		59.6	2.2		3.1	0.0		0.4	54.5		70.2	63.1												
	May	64.2		65.8	0.2		3.0	0.0		0.5	64.5		74.7	69.2												
	Jun	61.1		66.8	1.6		3.1	0.0		0.6	62.7		77.0	70.6												
	Jul	60.3		62.8	0.7		5.5	0.0		1.1	61.0		73.4	69.4												
	Aug	64.2		62.7	1.3		4.1	0.0		1.6	65.4		64.7	68.3												
	Sep	61.7		62.4	0.0		4.0	0.0		1.7	61.7		70.0	68.1												
	Oct	53.3		61.7	0.0		3.9	0.0		1.3	53.3		71.5	67.0												
	Nov	39.6		53.7	0.0		2.2	0.0		1.2	39.6		60.9	57.1												
	Dec	40.3		51.5	0.4		1.0	0.0		1.3	40.6		60.6	53.8												
2025	Jan	45.8		52.3	0.0		2.2	0.0		1.4	45.8		59.9	55.8												

Year To Date														
2023		49.3		57.7	1.6		1.1	0.0		0.0	51.0		62.6	58.8
2024		46.2		50.2	1.3		2.0	0.0		0.9	47.5		63.3	53.1
2025		45.8		52.3	0.0		2.2	0.0		1.4	45.8		59.9	55.8


Running 3 Month														
2023		51.5		56.4	0.5		1.3	0.0		0.0	52.1		63.8	57.7
2024		46.1		51.5	1.8		2.3	0.0		1.0	47.9		65.5	54.9
2025		41.9		52.5	0.1		1.8	0.0		1.3	42.0		60.4	55.6


Running 12 Month														
2023				63.5			2.9			0.0	64.6		74.8	66.4
2024				55.9			3.6			0.4	56.9		72.1	64.2
2025				53.3			3.3			1.0	54.0		69.2	63.3


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# Tab 9 - Segmentation ADR Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: January 2025 Date Created: February 19, 2025 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	
		2023	Aug	102.90		139.88	0.00		138.60	0.00		0.00	102.90	113.96	139.83											
	Sep	105.00		142.23	109.00		171.10	0.00		0.00	105.02	109.95	143.57													
	Oct	101.56		138.50	0.00		160.61	0.00		108.12	101.56	106.36	139.99													
	Nov	101.13		132.37	108.91		139.49	0.00		113.50	101.77	105.18	132.40	1.5	-1.5	0.0	1.9	0.0	0.0	2.2	1.6	-1.5				
	Dec	97.80		125.01	0.00		122.06	0.00		106.56	97.80	99.29	124.53	3.4	-2.0	0.0	-11.6	0.0	0.0	3.4	-2.8	-2.6				
2024	Jan	96.57		128.18	100.36		128.57	0.00		109.32	96.67	99.23	127.88	0.7	-2.8	5.1	-5.1	0.0	0.0	0.9	-4.3	-3.1				
	Feb	93.85		127.81	0.00		120.18	0.00		113.15	93.85	102.41	127.18	-6.3	-6.8	0.0	-8.1	0.0	24.1	-6.3	-1.3	-6.9				
	Mar	95.93		128.40	107.81		125.26	0.00		120.45	96.63	97.68	128.09	-1.0	-7.2	0.0	-15.5	0.0	0.0	-0.3	-5.9	-7.7				
	Apr	93.93		133.99	106.29		138.67	0.00		124.99	94.42	103.25	134.16	-4.8	-4.2	-5.6	-2.8	0.0	0.0	-5.0	-4.0	-4.2				
	May	101.55		134.34	91.00		133.19	0.00		128.77	101.51	106.15	134.26	-1.5	-7.5	-23.5	-11.4	0.0	0.0	-1.7	-4.5	-7.8				
	Jun	101.54		132.17	95.79		124.13	0.00		112.24	101.39	107.17	131.64	0.2	-3.7	0.0	-20.8	0.0	0.0	0.0	-2.4	-5.1				
	Jul	104.09		134.70	102.40		126.93	0.00		112.86	104.07	110.33	133.75	-0.1	-0.7	-2.7	-13.6	0.0	0.0	-0.2	-0.7	-1.9				
	Aug	104.82		133.61	99.22		124.20	0.00		114.29	104.71	116.38	132.60	1.9	-4.5	0.0	-10.4	0.0	0.0	1.8	2.1	-5.2				
	Sep	110.79		139.68	0.00		133.75	0.00		113.06	110.79	113.59	138.66	5.5	-1.8	-100.0	-21.8	0.0	0.0	5.5	3.3	-3.4				
	Oct	104.25		131.71	0.00		133.91	0.00		110.63	104.25	106.29	131.42	2.6	-4.9	0.0	-16.6	0.0	2.3	2.6	-0.1	-6.1				
	Nov	100.67		127.45	0.00		121.44	0.00		113.72	100.67	106.16	126.93	-0.5	-3.7	-100.0	-12.9	0.0	0.2	-1.1	0.9	-4.1				
	Dec	98.41		120.12	124.90		124.07	0.00		112.01	98.64	101.61	120.01	0.6	-3.9	0.0	1.6	0.0	5.1	0.9	2.3	-3.6				
2025	Jan	95.30		124.71	0.00		122.19	0.00		110.45	95.30	100.23	124.26	-1.3	-2.7	-100.0	-5.0	0.0	1.0	-1.4	1.0	-2.8				

Year To Date										
2023	95.86	131.92	95.52	135.52	0.00	0.00	95.85	103.71	131.98	
2024	96.57	128.18	100.36	128.57	0.00	109.32	96.67	99.23	127.88	
2025	95.30	124.71	0.00	122.19	0.00	110.45	95.30	100.23	124.26	

			11.0		8.9		0.0	4.8	10.3	10.9
0.7	-2.8	5.1	-5.1	0.0	0.0	0.9	-4.3	-3.1		
-1.3	-2.7	-100.0	-5.0	0.0	1.0	-1.4	1.0	-2.8		

Running 3 Month										
2023	96.73	131.34	95.52	136.89	0.00	0.00	96.72	103.10	131.46	
2024	98.50	128.56	106.89	131.85	0.00	109.75	98.82	101.26	128.35	
2025	97.96	124.11	124.90	122.24	0.00	111.95	98.04	102.64	123.77	

			8.0		13.9		0.0	1.2	7.7	8.2
1.8	-2.1	11.9	-3.7	0.0	0.0	2.2	-1.8	-2.4		
-0.6	-3.5	16.9	-7.3	0.0	2.0	-0.8	1.4	-3.6		

Running 12 Month										
2023		136.46		134.62		0.00	101.74	104.12	136.38	
2024	101.00	137.01	108.61	147.71	0.00	108.56	101.14	107.04	137.46	
2025	100.94	131.07	104.12	127.83	0.00	113.89	100.98	105.97	130.62	

			13.2		13.4		-100.0	6.8	8.1	13.2
			0.4		9.7		0.0	-0.6	2.8	0.8
-0.1	-4.3	-4.1	-13.5	0.0	4.9	-0.2	-1.0	-5.0		

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# Tab 10 - Segmentation RevPAR Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: January 2025 Date Created: February 19, 2025 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	
2023	Aug	59.42		92.66	0.00		3.42	0.00		0.00	59.42	88.31	96.09													
	Sep	65.89		90.78	0.36		5.31	0.00		0.00	66.25	84.77	96.09													
	Oct	61.67		84.89	0.00		9.16	0.00		0.91	61.67	77.64	94.96													
	Nov	48.05		71.37	4.63		4.48	0.00		1.24	52.68	71.43	77.09													
	Dec	43.72		63.16	0.00		2.13	0.00		1.19	43.72	64.99	66.48													
2024	Jan	44.60		64.31	1.28		2.62	0.00		0.98	45.88	62.79	67.91													
	Feb	43.24		67.30	0.00		3.83	0.00		0.88	43.24	73.14	72.01													
	Mar	47.57		71.42	3.36		5.92	0.00		0.67	50.94	73.98	78.02													
	Apr	49.20		79.81	2.30		4.31	0.00		0.51	51.50	72.52	84.63													
	May	65.23		88.33	0.23		3.94	0.00		0.61	65.45	79.33	92.88													
	Jun	62.07		88.31	1.51		3.88	0.00		0.69	63.58	82.48	92.88													
	Jul	62.80		84.63	0.73		6.99	0.00		1.21	63.53	80.98	92.83													
	Aug	67.25		83.77	1.27		5.08	0.00		1.79	68.52	75.32	90.63													
	Sep	68.38		87.10	0.00		5.36	0.00		1.94	68.38	79.51	94.40													
	Oct	55.54		81.31	0.00		5.21	0.00		1.47	55.54	76.00	87.99													
	Nov	39.90		68.45	0.00		2.69	0.00		1.35	39.90	64.63	72.49													
	Dec	39.63		61.92	0.44		1.26	0.00		1.40	40.07	61.60	64.57													
2025	Jan	43.65		65.20	0.00		2.66	0.00		1.53	43.65	59.99	69.39													

Year To Date													
2023		47.30		76.13	1.56		1.50	0.00		0.00	48.86	64.97	77.63
2024		44.60		64.31	1.28		2.62	0.00		0.98	45.88	62.79	67.91
2025		43.65		65.20	0.00		2.66	0.00		1.53	43.65	59.99	69.39

Percent Change (%)																				
											20.8		-0.5			0.0		-5.7	6.6	20.3
											-5.7	-15.5	-17.8	75.5	0.0	0.0		-6.1	-3.4	-12.5
											-2.1	1.4	-100.0	1.3	0.0	55.9		-4.9	-4.4	2.2

Running 3 Month													
2023		49.84		74.06	0.52		1.74	0.00		0.00	50.37	65.82	75.81
2024		45.43		66.22	1.94		3.06	0.00		1.14	47.37	66.35	70.42
2025		41.07		65.15	0.15		2.20	0.00		1.43	41.22	62.05	68.78

Percent Change (%)																				
											7.3		-39.8			0.0		-5.8	4.9	5.4
											-8.9	-10.6	269.8	75.5	0.0	0.0		-6.0	0.8	-7.1
											-9.6	-1.6	-92.3	-28.2	0.0	25.6		-13.0	-6.5	-2.3

Running 12 Month													
2023				86.64			3.97			0.00	65.71	77.92	90.61
2024				82.55	1.12		5.35	0.00		0.38	57.55	77.21	88.29
2025				77.31	0.82		4.26	0.00		1.17	54.57	73.27	82.74

Percent Change (%)																				
											17.2		4.6			-100.0		8.1	12.3	16.6
											-4.7		34.9			0.0		-12.4	-0.9	-2.6
											-4.8	-6.4	-26.3	-20.5	0.0	205.6		-5.2	-5.1	-6.3

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# Tab 11 - Segmentation Index Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

Current Month	Indexes												Percent Change (%)												
	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				
2023	Aug										74.5	90.3	67.3										-13.8	-11.2	-23.4
	Sep										81.8	95.5	78.1										-7.7	-3.4	-10.8
	Oct										83.2	95.5	79.4										3.6	3.3	7.0
	Nov										76.2	96.8	73.7										-9.8	0.5	-9.4
	Dec										68.3	98.5	67.3										-13.4	6.4	-7.9
2024	Jan										75.0	97.4	73.1										-7.8	5.4	-2.8
	Feb										64.5	91.6	59.1										-23.1	-5.1	-27.0
	Mar										69.6	98.9	68.8										-3.8	6.0	2.0
	Apr										77.7	91.4	71.0										-3.9	-1.1	-4.9
	May										86.3	95.6	82.5										4.2	3.0	7.4
	Jun										81.5	94.6	77.1										-5.5	2.5	-3.2
	Jul										83.2	94.3	78.4										2.9	0.5	3.5
	Aug										101.1	90.0	91.0										35.7	-0.4	35.2
	Sep										88.2	97.5	86.0										7.8	2.1	10.1
	Oct										74.5	98.1	73.1										-10.4	2.7	-8.0
	Nov										65.1	94.8	61.7										-14.6	-2.0	-16.3
	Dec										67.0	97.1	65.1										-1.9	-1.4	-3.3
2025	Jan										76.5	95.1	72.7										2.0	-2.4	-0.4

Year To Date												
2023										81.4	92.4	75.2
2024										75.0	97.4	73.1
2025										76.5	95.1	72.7

												-6.9	-4.9	-11.5
												-7.8	5.4	-2.8
												2.0	-2.4	-0.4

Running 3 Month												
2023										81.6	93.8	76.5
2024										73.2	97.6	71.4
2025										69.6	95.5	66.4

												-4.5	-6.0	-10.2
												-10.3	4.0	-6.7
												-4.9	-2.1	-6.9

Running 12 Month												
2023										86.3	97.7	84.3
2024										78.9	94.5	74.5
2025										78.2	95.3	74.5

												-2.5	-1.2	-3.7
												-8.6	-3.3	-11.6
												-0.9	0.9	-0.1

# Tab 12 - Segmentation Ranking Analysis

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

Current Month	Ranking												Percent Change (%)													
	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		
2023	Aug											5 of 6	4 of 6	4 of 6										5 of 6	5 of 6	6 of 6
	Sep											5 of 6	3 of 6	4 of 6										5 of 6	6 of 6	5 of 6
	Oct											5 of 6	3 of 6	4 of 6										2 of 6	1 of 6	2 of 6
	Nov											6 of 6	3 of 6	4 of 6										5 of 6	3 of 6	5 of 6
	Dec											6 of 6	3 of 6	6 of 6										6 of 6	2 of 6	3 of 6
2024	Jan											6 of 6	3 of 6	4 of 6										3 of 6	1 of 6	2 of 6
	Feb											6 of 6	4 of 6	4 of 6										6 of 6	5 of 6	5 of 6
	Mar											5 of 6	3 of 6	5 of 6										4 of 6	2 of 6	3 of 6
	Apr											5 of 6	4 of 6	4 of 6										4 of 6	4 of 6	4 of 6
	May											5 of 6	3 of 6	4 of 6										3 of 6	2 of 6	1 of 6
	Jun											5 of 6	3 of 6	4 of 6										5 of 6	2 of 6	4 of 6
	Jul											5 of 6	4 of 6	4 of 6										3 of 6	3 of 6	3 of 6
	Aug											4 of 6	3 of 6	4 of 6										1 of 6	2 of 6	1 of 6
	Sep											4 of 6	3 of 6	4 of 6										3 of 6	1 of 6	1 of 6
	Oct											5 of 6	3 of 6	4 of 6										5 of 6	1 of 6	4 of 6
	Nov											6 of 6	3 of 6	6 of 6										6 of 6	4 of 6	6 of 6
	Dec											5 of 6	3 of 6	4 of 6										4 of 6	4 of 6	3 of 6
2025	Jan											5 of 6	4 of 6	4 of 6										3 of 6	3 of 6	4 of 6

Year To Date																										
2023												6 of 6	3 of 6	5 of 6										3 of 6	5 of 6	6 of 6
2024												6 of 6	3 of 6	4 of 6										3 of 6	1 of 6	2 of 6
2025												5 of 6	4 of 6	4 of 6										3 of 6	3 of 6	4 of 6

Running 3 Month																										
2023												6 of 6	3 of 6	5 of 6										3 of 6	5 of 6	5 of 6
2024												6 of 6	3 of 6	4 of 6										5 of 6	1 of 6	3 of 6
2025												5 of 6	3 of 6	4 of 6										5 of 6	5 of 6	5 of 6

Running 12 Month																										
2023												5 of 6	3 of 6	4 of 6										4 of 6	5 of 6	6 of 6
2024												5 of 6	3 of 6	4 of 6										6 of 6	5 of 6	5 of 6
2025												5 of 6	3 of 6	4 of 6										4 of 6	2 of 6	4 of 6





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# Tab 15 - Segmentation Day Of Week - Running 3 Month

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: January 2025 Date Created: February 19, 2025 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	My Prop	Comp Set	Market Scale	
<b>Occupancy (%)</b>																									
Sunday	28.4	41.4		0.0	0.6		0.0	0.9		28.4	49.3		42.9	-26.0	-1.5		0.0	-49.3		0.0	173.7	-26.0	-12.2		-1.4
Monday	42.6	52.7		0.0	1.6		0.0	1.6		42.6	57.7		55.9	-8.2	0.7		0.0	-15.8		0.0	40.7	-8.2	-10.5		1.0
Tuesday	52.5	60.6		0.0	2.0		0.0	1.3		52.5	63.8		63.9	3.3	4.9		-100.0	-27.6		0.0	-8.2	-2.5	-4.9		3.2
Wednesday	48.9	58.7		0.0	2.3		0.0	1.2		48.9	64.4		62.2	-3.0	0.8		-100.0	-14.8		0.0	1.0	-8.2	-7.0		0.1
Thursday	45.7	53.8		0.0	2.5		0.0	1.6		45.7	63.0		57.9	2.7	1.3		-100.0	0.2		0.0	46.8	-3.9	-5.3		2.1
Weekday	43.6	53.4		0.0	1.8		0.0	1.3		43.6	59.7		56.6	-5.5	1.3		-100.0	-18.7		0.0	27.6	-9.1	-7.9		1.0
Friday	35.7	49.4		0.8	2.3		0.0	1.6		36.5	61.8		53.3	-13.1	3.1		-64.3	-9.9		0.0	46.0	-15.7	-5.8		3.4
Saturday	40.2	50.8		0.0	1.6		0.0	0.8		40.2	62.9		53.2	-21.1	1.7		-100.0	-25.0		0.0	121.2	-23.4	-9.1		1.5
Weekend	37.9	50.1		0.4	2.0		0.0	1.2		38.3	62.4		53.2	-17.7	2.3		-78.1	-16.0		0.0	67.1	-20.0	-7.5		2.4
Total	41.9	52.5		0.1	1.8		0.0	1.3		42.0	60.4		55.6	-9.1	1.9		-93.4	-22.5		0.0	23.1	-12.3	-7.7		1.3
<b>ADR</b>																									
Sunday	92.10	113.43		0.00	114.54		0.00	119.69		92.10	96.18		113.57	-2.1	-5.0		0.0	-16.0		0.0	-2.6	-2.1	0.3		-5.3
Monday	96.44	128.21		0.00	122.11		0.00	110.27		96.44	102.06		127.53	-2.6	-3.7		0.0	-11.1		0.0	-0.6	-2.6	-0.4		-4.0
Tuesday	98.37	134.40		0.00	123.05		0.00	110.34		98.37	105.54		133.54	-2.7	-2.8		-100.0	-8.2		0.0	1.3	-3.1	2.1		-2.9
Wednesday	98.33	131.51		0.00	127.12		0.00	110.89		98.33	104.40		130.96	-1.9	-3.3		-100.0	-6.1		0.0	4.4	-2.3	1.1		-3.3
Thursday	98.73	122.48		0.00	125.23		0.00	110.83		98.73	102.20		122.28	-1.0	-2.9		-100.0	-4.3		0.0	5.3	-1.6	2.5		-2.9
Weekday	97.25	126.89		0.00	123.97		0.00	111.83		97.25	102.37		126.45	-1.8	-3.4		-100.0	-7.8		0.0	2.7	-2.2	1.2		-3.5
Friday	99.94	117.55		123.00	117.08		0.00	110.14		100.43	103.43		117.30	2.1	-2.9		19.2	-8.1		0.0	3.1	2.3	1.8		-3.1
Saturday	99.99	116.36		0.00	118.98		0.00	118.53		99.99	103.02		116.47	3.8	-3.5		-100.0	-3.2		0.0	-7.6	3.6	1.6		-3.6
Weekend	99.96	116.97		123.00	117.81		0.00	112.86		100.21	103.23		116.90	3.0	-3.2		20.2	-6.0		0.0	0.5	3.0	1.7		-3.3
Total	97.96	124.11		124.90	122.24		0.00	111.95		98.04	102.64		123.77	-0.6	-3.5		16.9	-7.3		0.0	2.0	-0.8	1.4		-3.6
<b>RevPAR</b>																									
Sunday	26.16	46.94		0.00	0.68		0.00	1.09		26.16	47.42		48.71	-27.5	-6.5		0.0	-57.4		0.0	166.5	-27.5	-11.9		-6.7
Monday	41.09	67.60		0.00	1.91		0.00	1.78		41.09	58.91		71.29	-10.5	-3.0		0.0	-25.2		0.0	39.8	-10.5	-10.8		-3.0
Tuesday	51.64	81.39		0.00	2.47		0.00	1.45		51.64	67.38		85.31	0.5	1.9		-100.0	-33.5		0.0	-7.1	-5.6	-2.8		0.2
Wednesday	48.05	77.26		0.00	2.88		0.00	1.32		48.05	67.28		81.47	-4.8	-2.5		-100.0	-20.0		0.0	5.5	-10.3	-6.0		-3.1
Thursday	45.15	65.89		0.00	3.12		0.00	1.74		45.15	64.39		70.75	1.6	-1.6		-100.0	-4.2		0.0	54.5	-5.5	-2.9		-0.8
Weekday	42.42	67.82		0.00	2.21		0.00	1.48		42.42	61.07		71.51	-7.3	-2.2		-100.0	-25.1		0.0	31.1	-11.1	-6.8		-2.6
Friday	35.69	58.03		0.97	2.72		0.00	1.74		36.66	63.96		62.50	-11.3	0.2		-57.4	-17.1		0.0	50.5	-13.7	-4.2		0.2
Saturday	40.15	59.10		0.00	1.85		0.00	0.97		40.15	64.84		61.92	-18.1	-1.9		-100.0	-27.4		0.0	104.3	-20.6	-7.6		-2.1
Weekend	37.84	58.55		0.50	2.30		0.00	1.37		38.34	64.38		62.22	-15.2	-0.9		-73.7	-21.1		0.0	67.9	-17.6	-6.0		-1.0
Total	41.07	65.15		0.15	2.20		0.00	1.43		41.22	62.05		68.78	-9.6	-1.6		-92.3	-28.2		0.0	25.6	-13.0	-6.5		-2.3

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# Tab 16 - Segmentation Day Of Week - Running 12 Month

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: January 2025 Date Created: February 19, 2025 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	My Prop	Comp Set	Market Scale
<b>Occupancy (%)</b>																							
Sunday	40.8	47.2	0.3	2.0	0.0	0.7	41.1	57.7	49.9	-2.3	-2.1	0.0	-14.4	0.0	353.0	-2.3	-8.0	-1.6					
Monday	52.4	58.4	0.4	3.2	0.0	1.2	52.8	66.7	62.8	-2.6	-2.5	-41.9	9.8	0.0	158.6	-3.1	-5.2	-0.8					
Tuesday	60.0	65.6	0.7	3.0	0.0	1.2	60.6	72.0	69.8	-2.5	-1.5	-53.7	-16.5	0.0	142.9	-3.7	-4.3	-1.3					
Wednesday	58.8	64.9	0.3	3.2	0.0	1.2	59.1	72.8	69.3	-4.2	-3.0	-77.4	-15.5	0.0	170.8	-5.7	-4.7	-2.6					
Thursday	52.2	59.0	1.0	3.6	0.0	1.1	53.2	69.8	63.8	-5.9	-3.1	-30.6	-11.4	0.0	183.5	-6.4	-5.3	-2.4					
Weekday	52.8	59.0	0.5	3.0	0.0	1.1	53.3	67.8	63.1	-3.6	-2.5	-48.7	-10.1	0.0	178.3	-4.4	-5.4	-1.8					
Friday	50.1	57.2	2.0	4.2	0.0	1.2	52.0	70.9	62.6	-7.4	-0.5	38.5	-9.9	0.0	186.2	-6.3	-0.1	0.0					
Saturday	58.6	60.9	0.9	3.7	0.0	0.7	59.6	74.3	65.3	-7.0	-1.2	33.3	-6.6	0.0	461.4	-6.6	-1.8	-0.7					
Weekend	54.3	59.0	1.5	4.0	0.0	0.9	55.8	72.6	63.9	-7.3	-0.9	37.3	-8.3	0.0	248.6	-6.5	-1.0	-0.4					
Total	53.3	59.0	0.8	3.3	0.0	1.0	54.0	69.2	63.3	-4.7	-2.1	-23.1	-8.1	0.0	191.2	-5.0	-4.1	-1.4					
<b>ADR</b>																							
Sunday	91.75	119.43	105.42	124.28	0.00	120.41	91.85	98.81	119.64	-1.4	-5.0	17.1	-18.2	0.0	-3.2	-1.2	-2.9	-5.7					
Monday	100.25	135.43	115.51	122.85	0.00	113.99	100.36	104.64	134.39	-1.1	-3.6	13.6	-20.3	0.0	4.6	-1.0	-2.4	-4.6					
Tuesday	102.23	140.33	107.42	130.85	0.00	111.19	102.29	107.64	139.42	-1.4	-4.6	-2.1	-14.3	0.0	4.2	-1.5	-0.9	-5.2					
Wednesday	102.91	138.34	95.00	131.80	0.00	110.07	102.87	107.70	137.57	0.1	-4.5	-12.4	-12.6	0.0	4.3	-0.1	-0.5	-5.1					
Thursday	101.52	128.79	102.56	129.84	0.00	111.43	101.54	105.29	128.54	-0.3	-4.0	-8.6	-12.5	0.0	4.1	-0.5	-0.9	-4.7					
Weekday	100.23	133.26	105.15	128.23	0.00	112.82	100.28	105.08	132.67	-0.8	-4.4	-2.5	-15.3	0.0	4.0	-0.9	-1.4	-5.1					
Friday	101.83	125.58	106.78	124.50	0.00	113.96	102.02	107.19	125.28	1.9	-3.9	-3.6	-12.2	0.0	5.7	1.8	-0.3	-4.6					
Saturday	103.19	125.91	104.63	126.18	0.00	123.02	103.21	108.80	125.89	1.5	-4.0	-5.3	-11.6	0.0	-2.4	1.4	0.0	-4.5					
Weekend	102.56	125.75	106.11	125.28	0.00	117.18	102.65	108.01	125.59	1.7	-4.0	-4.1	-11.9	0.0	4.7	1.6	-0.2	-4.6					
Total	100.94	131.07	104.12	127.83	0.00	113.89	100.98	105.97	130.62	-0.1	-4.3	-4.1	-13.5	0.0	4.9	-0.2	-1.0	-5.0					
<b>RevPAR</b>																							
Sunday	37.48	56.39	0.31	2.46	0.00	0.86	37.79	56.98	59.71	-3.6	-7.0	17.1	-30.0	0.0	338.6	-3.5	-10.7	-7.2					
Monday	52.52	79.13	0.44	3.96	0.00	1.32	52.96	69.75	84.41	-3.7	-6.0	-34.0	-12.5	0.0	170.4	-4.1	-7.4	-5.4					
Tuesday	61.29	92.06	0.70	3.92	0.00	1.34	61.99	77.46	97.32	-3.9	-6.1	-54.7	-28.4	0.0	153.1	-5.1	-5.2	-6.5					
Wednesday	60.48	89.82	0.28	4.22	0.00	1.28	60.76	78.36	95.32	-4.1	-7.4	-80.2	-26.1	0.0	182.5	-5.8	-5.2	-7.6					
Thursday	53.00	76.05	0.98	4.63	0.00	1.28	53.98	73.48	81.96	-6.1	-7.0	-36.5	-22.5	0.0	195.2	-6.9	-6.1	-7.0					
Weekday	52.95	78.68	0.54	3.84	0.00	1.21	53.50	71.22	83.73	-4.4	-6.7	-50.0	-23.8	0.0	189.5	-5.3	-6.8	-6.8					
Friday	50.97	71.80	2.13	5.24	0.00	1.37	53.09	75.99	78.41	-5.7	-4.4	33.6	-20.9	0.0	202.5	-4.6	-0.4	-4.6					
Saturday	60.49	76.62	0.97	4.71	0.00	0.83	61.46	80.82	82.16	-5.7	-5.2	26.3	-17.4	0.0	448.0	-5.3	-1.8	-5.2					
Weekend	55.68	74.19	1.55	4.98	0.00	1.10	57.24	78.39	80.27	-5.8	-4.8	31.7	-19.2	0.0	265.1	-5.0	-1.2	-4.9					
Total	53.75	77.31	0.82	4.26	0.00	1.17	54.57	73.27	82.74	-4.8	-6.4	-26.3	-20.5	0.0	205.6	-5.2	-5.1	-6.3					

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## Tab 17 - Additional Revenue ADR Analysis (TrevPOR)

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

		Revenue Per Rooms Sold											Percent Change (%)											Ranking						
		Room			F&B			Other			Total (TrevPOR**)			Room			F&B			Other			Total (TrevPOR**)			My Prop vs. Comp Set				
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	Room	F&B	Other	Total	
2023	Aug	102.90	113.96	139.83										-8.2	3.4	-4.3														4 of 6
	Sep	105.02	109.95	143.57			0.00			0.67				-4.8	-1.4	-4.5														3 of 6
	Oct	101.56	106.36	139.99			0.00			0.97				0.3	-2.9	-2.2														3 of 6
	Nov	101.77	105.18	132.40			0.00			0.47				2.2	1.6	-1.5														3 of 6
	Dec	97.80	99.29	124.53			0.00			0.64				3.4	-2.8	-2.6														3 of 6
2024	Jan	96.67	99.23	127.88			0.00			1.01				0.9	-4.3	-3.1		0.0												3 of 6
	Feb	93.85	102.41	127.18			0.00			0.87				-6.3	-1.3	-6.9														4 of 6
	Mar	96.63	97.68	128.09			0.00			1.09				-0.3	-5.9	-7.7														3 of 6
	Apr	94.42	103.25	134.16			0.00			0.99				-5.0	-4.0	-4.2														4 of 6
	May	101.51	106.15	134.26			0.00			1.05				-1.7	-4.5	-7.8														3 of 6
	Jun	101.39	107.17	131.64			0.00			1.53				0.0	-2.4	-5.1		0.0							102.4					3 of 6
	Jul	104.07	110.33	133.75			0.00			1.25				-0.2	-0.7	-1.9		0.0							2.3					4 of 6
	Aug	104.71	116.38	132.60			0.00			1.30				1.8	2.1	-5.2														3 of 6
	Sep	110.79	113.59	138.66			0.00			0.55				5.5	3.3	-3.4		0.0												3 of 6
	Oct	104.25	106.29	131.42			0.00			0.94				2.6	-0.1	-6.1		0.0												3 of 6
	Nov	100.67	106.16	126.93			0.00			0.69				-1.1	0.9	-4.1		0.0												3 of 6
	Dec	98.64	101.61	120.01			0.00			0.87				0.9	2.3	-3.6		0.0												3 of 6
2025	Jan	95.30	100.23	124.26			0.00			1.26				-1.4	1.0	-2.8		0.0												4 of 6

Year To Date		Revenue Per Rooms Sold											Percent Change (%)											Ranking						
		Room			F&B			Other			Total (TrevPOR**)			Room			F&B			Other			Total (TrevPOR**)			My Prop vs. Comp Set				
Year	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	Room	F&B	Other	Total	
2023		95.85	103.71	131.98			0.00			3.62				4.8	10.3	10.9														3 of 6
2024		96.67	99.23	127.88			0.00			1.01				0.9	-4.3	-3.1		0.0												3 of 6
2025		95.30	100.23	124.26			0.00			1.26				-1.4	1.0	-2.8		0.0												4 of 6

Running 3 Month		Revenue Per Rooms Sold											Percent Change (%)											Ranking						
		Room			F&B			Other			Total (TrevPOR**)			Room			F&B			Other			Total (TrevPOR**)			My Prop vs. Comp Set				
Year	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	Room	F&B	Other	Total	
2023		96.72	103.10	131.46										1.2	7.7	8.2														3 of 6
2024		98.82	101.26	128.35			0.00			0.70				2.2	-1.8	-2.4														3 of 6
2025		98.04	102.64	123.77			0.00			0.94				-0.8	1.4	-3.6		0.0												3 of 6

Running 12 Month		Revenue Per Rooms Sold											Percent Change (%)											Ranking						
		Room			F&B			Other			Total (TrevPOR**)			Room			F&B			Other			Total (TrevPOR**)			My Prop vs. Comp Set				
Year	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	Room	F&B	Other	Total	
2023		101.74	104.12	136.38										6.8	8.1	13.2														3 of 6
2024		101.14	107.04	137.46			0.00			0.97				-0.6	2.8	0.8														3 of 6
2025		100.98	105.97	130.62			0.00			1.04				-0.2	-1.0	-5.0		0.0												3 of 6

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



# Tab 18 - Additional Revenue RevPAR Analysis (TrevPAR)

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

Market Scale: Oakland, CA Upper Midscale Chains

For the Month of: January 2025 Date Created: February 19, 2025 Monthly Competitive Set Data Excludes Subject Property

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									
	2023	Aug	59.42	88.31	96.09																																
	Sep	66.25	84.77	96.09						0.00																										4 of 6	
	Oct	61.67	77.64	94.96						0.66																										4 of 6	
	Nov	52.68	71.43	77.09						0.27																										4 of 6	
	Dec	43.72	64.99	66.48						0.34																										6 of 6	
2024	Jan	45.88	62.79	67.91						0.54										0.0																4 of 6	
	Feb	43.24	73.14	72.01						0.49																											4 of 6
	Mar	50.94	73.98	78.02						0.66																											5 of 6
	Apr	51.50	72.52	84.63						0.62																											4 of 6
	May	65.45	79.33	92.88						0.73																											4 of 6
	Jun	63.58	82.48	92.88						1.08											0.0																4 of 6
	Jul	63.53	80.98	92.83						0.87											0.0																4 of 6
	Aug	68.52	75.32	90.63						0.89																											4 of 6
	Sep	68.38	79.51	94.40						0.37																											4 of 6
	Oct	55.54	76.00	87.99						0.63																											4 of 6
	Nov	39.90	64.63	72.49						0.39																											6 of 6
	Dec	40.07	61.60	64.57						0.47																											4 of 6
2025	Jan	43.65	59.99	69.39						0.70																											4 of 6

Year To Date																																						
2023		48.86	64.97	77.63						0.00																											5 of 6	
2024		45.88	62.79	67.91						0.54																												4 of 6
2025		43.65	59.99	69.39						0.70																												4 of 6

Running 3 Month																																						
2023		50.37	65.82	75.81																																	5 of 6	
2024		47.37	66.35	70.42						0.00																											4 of 6	
2025		41.22	62.05	68.78						0.52																												4 of 6

Running 12 Month																																						
2023		65.71	77.92	90.61																																	4 of 6	
2024		57.55	77.21	88.29						0.00																												4 of 6
2025		54.57	73.27	82.74						0.66																												4 of 6

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

# Tab 19 - Segmentation Response Report

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700  
 STR # 1969 ChainID: 05397 MgtCo: None Owner: None  
 For the Month of: January 2025 Date Created: February 19, 2025

## This Year

Jan 1st - New Year's Day  
 Jan 20th - Martin Luther King Day

## January 2025 (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	

## January 2024 (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

Jan 1st - New Year's Day  
 Jan 15th - Martin Luther King Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
1969	Best Western Plus Inn Of Hayward	Hayward, CA	94541	(510) 785-8700	91	198306
3939	Quality Inn Hayward	Hayward, CA	94544	(510) 538-4466	62	198508
21280	Comfort Inn Castro Valley	Castro Valley, CA	94546	(341) 202-4562	60	198705
23394	Comfort Inn Hayward	Hayward, CA	94544	(510) 491-2430	73	199206
28649	La Quinta Inns & Suites Oakland - Hayward	Hayward, CA	94541	(510) 732-6300	146	199007
39269	Hampton by Hilton Inn Oakland-Hayward	Hayward, CA	94544	(510) 247-1555	70	200004
					<b>502</b>	

2023												2024												
Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	
s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	
s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	

Data received:

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

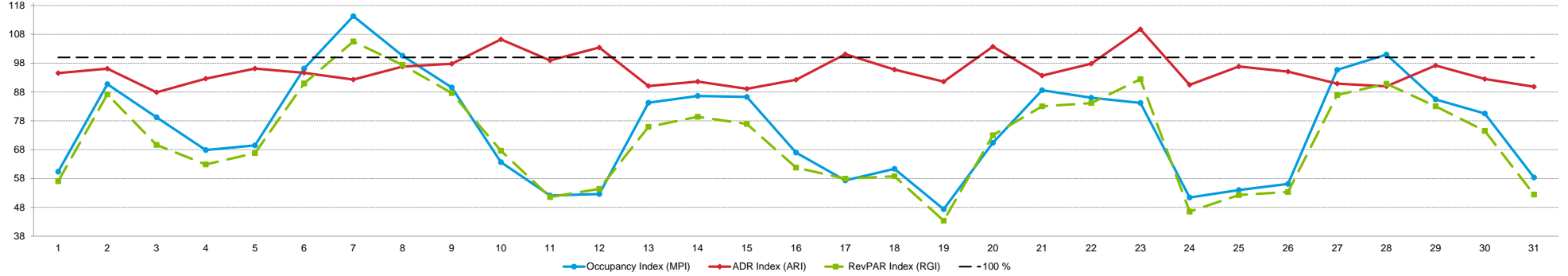
Tab 20 - Daily Data for the Month

Best Western Plus Inn Of Hayward 360 W A St Hayward, CA 94541 Phone: (510) 785-8700

STR # 1969 ChainID: 05397 MgtCo: None Owner: None

For the Month of: January 2025 Date Created: February 19, 2025 Daily Competitive Set Data Excludes Subject Property

Daily Indexes for the Month of January



	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>Occupancy (%)</b>	<b>January</b>																														
My Property	31.9	51.6	44.0	31.9	30.8	58.2	67.0	62.6	53.8	35.2	29.7	26.4	58.2	67.0	65.9	48.4	36.3	42.9	28.6	39.6	57.1	57.1	51.6	30.8	33.0	23.1	54.9	60.4	53.8	50.5	37.4
Competitive Set	52.8	56.9	55.5	47.0	44.3	60.6	58.6	62.3	60.1	55.2	56.9	50.1	69.1	77.4	76.4	72.2	63.3	69.8	60.3	56.2	64.5	66.4	61.3	59.9	61.1	41.1	57.4	59.9	63.0	62.8	64.0
Index (MPI)	60.4	90.7	79.2	67.9	69.5	96.1	114.3	100.6	89.6	63.7	52.1	52.6	84.3	86.6	86.3	67.0	57.3	61.4	47.4	70.4	88.6	86.0	84.2	51.4	54.0	56.1	95.7	101.0	85.4	80.5	58.4

	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>% Chg</b>																															
My Property	-25.6	2.2	17.6	-40.8	-30.0	3.9	7.0	7.5	14.0	-43.9	-59.7	-25.0	43.2	32.6	20.0	10.0	-10.8	-32.8	-38.1	-2.7	18.2	23.8	14.6	-9.7	-6.2	-16.0	19.0	10.0	-3.9	17.9	36.0
Competitive Set	8.5	4.5	13.4	-15.0	-12.1	-15.6	-13.0	-18.7	-14.5	-22.5	-19.6	-1.0	15.4	15.6	12.1	15.5	11.6	4.0	8.3	-13.8	-9.2	-6.5	-7.7	-8.2	-20.6	-29.9	-21.9	-15.2	-14.2	-8.2	-6.1
Index (MPI)	-31.5	-2.2	3.7	-30.4	-20.4	23.1	23.0	32.3	33.3	-27.5	-49.9	-24.3	24.1	14.7	7.0	-4.7	-20.1	-35.3	-42.8	12.9	30.2	32.4	24.2	-1.6	18.0	19.8	52.3	29.7	12.0	28.5	44.8

	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>ADR</b>	<b>January</b>																														
My Property	95.51	95.55	88.23	88.07	90.16	91.12	92.77	94.45	94.60	102.44	97.36	93.19	95.50	101.59	99.28	96.15	100.90	98.13	87.03	99.85	98.28	100.70	106.20	93.00	98.20	87.51	89.08	88.69	93.34	92.73	95.51
Competitive Set	101.02	99.42	100.37	95.07	93.78	96.27	100.51	97.55	96.74	96.42	98.38	90.10	106.02	110.86	111.40	104.22	99.79	102.44	95.00	96.26	104.89	102.95	96.75	102.77	101.37	92.05	98.01	98.55	96.01	100.21	106.32
Index (ARI)	94.5	96.1	87.9	92.6	96.1	94.6	92.3	96.8	97.8	106.2	99.0	103.4	90.1	91.6	89.1	92.3	101.1	95.8	91.6	103.7	93.7	97.8	109.8	90.5	96.9	95.1	90.9	90.0	97.2	92.5	89.8

	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>% Chg</b>																															
My Property	0.0	4.0	-7.8	-0.3	-0.3	-3.3	-7.6	-2.0	-3.5	3.6	-4.1	3.5	-1.0	2.4	1.6	-0.7	5.0	-1.1	-0.9	0.6	-1.7	3.8	8.8	-4.0	4.9	1.7	-12.3	-12.3	-9.4	-5.4	-2.5
Competitive Set	-2.6	-4.3	1.6	-3.9	3.3	-2.2	1.9	-0.9	2.9	-5.3	-3.4	1.5	-1.7	4.2	10.5	6.3	3.9	4.1	0.3	1.3	5.1	2.1	-1.7	6.2	3.4	-2.9	-4.7	-2.8	-6.4	2.6	4.7
Index (ARI)	2.7	8.8	-9.3	3.7	-3.5	-1.1	-9.3	-1.1	-6.2	9.4	-0.6	2.0	0.6	-1.7	-8.0	-6.5	1.0	-4.9	-1.2	-0.6	-6.5	1.6	10.6	-9.5	1.4	4.7	-8.0	-9.7	-3.3	-7.8	-6.8

	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>RevPAR</b>	<b>January</b>																														
My Property	30.44	49.35	38.78	28.07	27.74	53.07	62.19	59.16	50.94	36.02	28.89	24.58	55.62	68.10	65.46	46.49	36.59	42.06	24.87	39.50	56.16	57.54	54.85	28.62	32.37	20.19	48.95	53.60	50.26	46.87	35.68
Competitive Set	53.34	56.60	55.68	44.64	41.53	58.32	58.93	60.76	58.14	53.26	56.01	45.16	73.26	85.77	85.11	75.26	63.13	71.53	57.33	54.10	67.63	68.38	59.32	61.51	61.90	37.85	56.28	58.99	60.50	62.90	68.03
Index (RGI)	57.1	87.2	69.7	62.9	66.8	91.0	105.5	97.4	87.6	67.6	51.6	54.4	75.9	79.4	76.9	61.8	58.0	58.8	43.4	73.0	83.0	84.2	92.5	46.5	52.3	53.4	87.0	90.9	83.1	74.5	52.5

	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
<b>% Chg</b>																															
My Property	-25.6	6.3	8.4	-41.0	-30.2	0.5	-1.1	5.4	9.9	-41.8	-61.3	-22.4	41.8	35.8	22.0	9.3	-6.4	-33.5	-38.7	-2.1	16.2	28.5	24.7	-13.2	-1.7	-14.6	4.4	-3.5	-13.0	11.5	32.6
Competitive Set	5.7	-0.1	15.2	-18.3	-9.2	-17.5	-11.4	-19.5	-12.1	-26.6	-22.3	0.5	13.5	20.5	23.9	22.7	16.0	8.2	8.6	-12.7	-4.7	-4.6	-9.2	-2.6	-17.9	-31.9	-25.5	-17.6	-19.7	-5.8	-1.7
Index (RGI)	-29.6	6.4	-5.9	-27.8	-23.2	21.7	11.6	30.9	25.0	-20.7	-50.2	-22.8	24.9	12.7	-1.6	-11.0	-19.3	-38.5	-43.5	12.2	21.8	34.6	37.4	-11.0	19.7	25.4	40.2	17.1	8.4	18.4	34.9

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To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).

**From:** Steve Stahl

**Sent:** Monday, May 5, 2025 7:16 PM

**To:** Miriam Lens

**Subject:** Please add this to the public comment 5/6/25

**CAUTION:**This is an external email. Do not click on links or open attachments unless you know the content is safe.

We built the Hayward Islander Motel, \_\_\_\_\_, in 1962 and continue to own and operate the 90 unit property.

We have been remitting TOT to the City of Hayward for over 63 years. We continue to do so.

We are the least expensive motel in the city. We serve those looking for a clean place to stay with limited funds. We are the last stop for many prior to sleeping in their vehicle or on the streets.

These are the folks that will be hit the hardest by your proposed TOT increase. Will it harm our occupancy? Undoubtedly. Will it make the difference of a room or not for some. Likely.

We ask that you temper this increase in an attempt to cover city budget concerns.

The best use of our site would likely be as low income housing. Whether we are involved in the operation, or taken out by a buyer, we would welcome the opportunity to explore any and all options with the city.

I'd appreciate the opportunity to speak with any interested parties within the city or with those they partner with.

Thank you for your consideration.

Steve Stahl

# **Public Comment**

**From:** JV <[monivj2004@yahoo.com](mailto:monivj2004@yahoo.com)>

**Sent:** Tuesday, April 15, 2025 5:36 PM

**To:** CityClerk ; List-Mayor-Council

**Cc:** [monivj2004@yahoo.com](mailto:monivj2004@yahoo.com)

**Subject:** Re: Public Comments: City Clerk, HPD, HAS & Other City Staff's Misconduct, Invasion of Privacy & Corruption Must Stop! Mayor Salina' Bias Evident Is Disturbing!

**CAUTION:**This is an external email. Do not click on links or open attachments unless you know the content is safe.

April 15, 2025

City of Hayward

777 B Street

Hayward, CA 94541-5007

Sent Via email: [cityclerk@hayward-ca.gov](mailto:cityclerk@hayward-ca.gov)

[List-mayor-council@hayward-ca.gov](mailto:List-mayor-council@hayward-ca.gov)

Re: Public Comments: City Clerk, HPD, HAS & Other City Staff's Misconduct, Invasion of Privacy & Corruption Must Stop! Mayor Salinas' Bias Evident Is Disturbing!

Dear City Council & Mayor,

I am a public member. On occasions, I have had official dealings with the City and City Clerk office and they have been contacted in that regard as well as others at HPD, Hayward Animal Shelter and City Attorney Michael Lawson's office.

Unfortunately, these public service officials have been invading my privacy by colluding with each other and FBI and others behind the scene to frustrate me. It is actually an orchestrated hang stalking by now.

Here what it involves genderally.

<https://www.mylawquestions.com/what-is-gang-stalking.htm>

They have been violating California Public Records Act, CPRA, in railroading me in all of my public records requests.

This has been going on since 2021 now.

My records that were ordered in 2022 are still not produced by HPD, HAS and City.

They seem to have criminally undergrounded most as it incriminates them in my potential claim and lawsuit of corruption and civil rights violation etc.

HPD has been in collusion with Fremont Police Department and FBI I believe in harassing me and allegedly committing unending "crimes" against me, my family and even my animals to cause them harm.

Some of HPD staff is NOT at all professional, ethical or competent as you Mayor Salinas praised them for on past recent Council Meeting. I felt it was an orchestrated drama for public after City received my comments about them. Instead their reality is they are very corrupt and engaged in retaliatory crimes against me with their partners in crime.

I have seen them stalking me in vehicles and in drones. They violated my civil rights. They are hiding my numerous 911 calls to them for years.

They are believed to have

stolen and killed my cats in their devilish sadistic acts of retaliation against them.

When I voiced my valid concerns on it, they further blacklisted me. HAS and HPD sneakily illegally interfered in my private business going to Veterinarians in Hayward. They have employed many local gang bangers to stalk me everywhere. I fear for my life entering Hayward.

You must investigate this and more of my complaints about HPD and HAS.

HAS and HPD had asked and obtained a copy of my private driver's license from corrupt officials of Fremont Police Department and Tri City Animal Shelter's Manager Kelly Miott back in 2021 when they had no legal authority to do so. Kelly Miott was dictating to Manager Jeannie Comstock of HAS to deny me animal shelter services. That was illegal discrimination and unethical.

Now HPD, HAS, FCAS and FPD staff are doing everything to hide evidence they have at City of Hayward and City of Fremont in that regard.



City Clerk Ms. Miriam Lens is someone with whom I have had quiet some communication in the last 2 years I think to request records. She and her staff has done everything in their power to delay and frustrate me in availing those records.

I have had to make numerous calls often to obtain some answer or record and they just do not seem to show any responsibility how their delayed call backs or replies to my emails often affects my matters. My claim against COH got messed up by such delays.

It is my belief that FPD and FBI is invading my privacy by controlling COH and the Clerk Lens and others at City Attorney's office to not give me the records and timely responses. FPD reeled in FBI into it to harass me that way. FBI fails to return my calls to take my complaints against police crimes and corruption when they must address it legally.

Ms. Lens called me recently after my 5 or some calls to her spanning weeks and still she failed to leave me an answer to any of my queries posed in my detailed voicemails. This is unbecoming.

She often seem to call me at a time not convenient to me somehow when I am on another call or too early in the morning. It seem troubling how she 99% times calls me as if someone is telling her when to call me. My hackers and wiretapper police and FBI and their accomplices know every move I make and of course illegally doing so and they screen mirror my devices and know when I am busy. Ms. Lens happens to call me then. I believe by now COH is in bed with FPD and FBI and that is invasion of my privacy to discuss my matters with them behind the scene. It is none of their business!!

Does City has any subpoena or search warrant or any state code that permits its staff to divulge what business I am conducting with the City? If no then please cease and desist such invasion of my privacy.

I have had extensive digital data and hardcopy documents stolen from me relating to HPD, HAS City Attorney and Clerk's office since 2021 and it indicates that they have be behind it with others like FPD and FBI at least.

I have contacted you all recently in past few months this year 2025 raising serious safety and privacy concerns to you. I have requested them agendazied. You have ignored it.

Recently in a few council meetings in February and March 2025 I watched Mayor Mark Salinas actually respond to some public members' raised concerns. He told them they will be contacted and more. I have a video of those meetings as evidence from COH youtube channel. Those people were Hispanic community fellow members like Mayor Salinas.

My serious concerns fell on Mayor's deaf ears but he cared to address others' concerns. Wow!! Talk about hypocrisy or lack of ethics of Mayor Salinas.

By law, Mayor is not suppose to address issue raised by public in not agendazied public comment section. Mayor Salinas why then you acted unethical in addressing it and agreed to follow up on it for some Hispanic public members?

I do not want you to be dishonest or become disgruntled and retaliate against me for raising this geniune issue.

I would prefer the Mayor and Council Members get to address and respond to all of us public members' comments at such council meetings not just some Hispanics or Caucasians or women's only. It makes no sense to submit my comments to get no reply or redress from you. It seems like an idiotic rule to me so change it please and yes respond to our public comments, concerns or complaints. You all work for all of us public members no?

We public members are all equal just remember that Mayor Salinas and Council Members.

Please refer and put these issues on Agenda for future meetings so you can address it and invite me to attend those meetings.

Thank you,

Jeff V.

**From:** JV <[monivj2004@yahoo.com](mailto:monivj2004@yahoo.com)>

**Sent:** Tuesday, May 6, 2025 6:25 PM

**To:** CityClerk ; List-Mayor-Council ; Miriam Lens

**Cc:** Jeffrey 1642 <[monivj2004@yahoo.com](mailto:monivj2004@yahoo.com)>

**Subject:** Re: Public Comments: Corruption & Constitutional Violations of COH Staff and Elected Officials Must Stop.

**CAUTION:** This is an external email. Do not click on links or open attachments unless you know the content is safe.

May 6, 2025

City of Hayward  
777 B Street  
Hayward, CA 94541-5007

Sent Via email: [cityclerk@hayward-ca.gov](mailto:cityclerk@hayward-ca.gov)  
[List-mayor-council@hayward-ca.gov](mailto:List-mayor-council@hayward-ca.gov)  
[miriam.lens@hayward-ca.gov](mailto:miriam.lens@hayward-ca.gov)

Re: Public Comments: Corruption & Constitutional Violations of COH Staff & Elected Officials Must End. COH Engages In FBI, CIA and NSA's Orchestrated Gang Stalking of Innocent Citizens!!

Dear City, City Council & Mayor & Staff:

I have reached out to COH staff including City Clerk staff Miriam Lens, Karen Fung, Lilia Corral & others, City Attorney Michael Lawson and Amy Rothman, Hayward Police Department's Christina Santana and others, Hayward Animal Shelter's Ms. Jennie Comstock & others and you all elected officials to conduct my public business over the past few years dating back to 2021.

All herein have managed to not address my time bound matters properly and spin me endlessly causing me tremendous irrepairable harm. This indifference subjected me to more crimes and all kinds of evidence, data pets, rescues, property and reputation etc. losses.

My calls are not returned timely or addressed fully. My request for public records have been delayed and illegally railroaded. My privacy is invaded by my matters been leaked to the other cities' government officials and FBI etc. for no legitimate purpose but to harass me.

I have been forced to spend my time reaching the City for the same things repeatedly frustrating me and that is exactly the cunning intent of the staff. They want to provoke me like this.

It seems like the City mouth the words that it cares for public safety, treats people with respect and equally and is transparent when in my case that is not the reality.

I posed my public comments to the City Council for redress but it fell on deaf and bias ears and I suffered further harm from that again as I continue to be gang stalked by so many involved where my home is invaded, vandalized daily, my property and evidence is stolen, my devices are all hacked and eavesdropped, my home and vehicles are bugged and my animals are brutally beaten, poisoned and killed mercilessly repeatedly. My local police Fremont Police Department, HPD, UCPD, NPD, SJP, OPD, MPD, SFPD among others and FBI, CIA, NSA and US Military and Army, USAF and their hired stalkers, hackers and criminals are behind it.

Here is my story behind it and other information on it, please review.

<https://www.change.org/gangstalkedbypolice>

<https://www.change.org/ProsecuteBrentHanna>

<https://www.change.org/CityofOaklandCorruptionExposed>

Here are links to understand what is gang stalking and who does it:

I note you did not seem to view them before looks like either or did you? If no, why not?

<https://www.mylawquestions.com/what-is-gang-stalking.htm>

[www.targetedjustice.com](http://www.targetedjustice.com)

<https://gangstalkingismurder.wordpress.com/fbi-chief-affidavit/>

You all sit there elected by the public but you seem to be serving the powers that be behind the scene and seem to be violating my privacy, equality and constitutional rights without impunity.

Mayor Salinas was happy to entertain and address females and other Hispanic and Caucasian public members' complaints and queries but he has totally treated me who is neither like a second class citizen to ignore to address mine and that to me is a sign of lack of ethics on his part and his corruption and complicity in what is being done to me.

As soon as I voiced my concerns about the corrupt and criminal Hayward Police Department who is involved in illegally stalking, hacking, wiretapping me and stealing and killing animals i.e. cats at my cat colonies and my rescues with their operatives, interestingly the City has HAS show up at that meeting and

you all butter them up and talk raves about them. It is not a coincidence but an orchestration to pull wool in public's eyes as if HPD is ok.

No they are NOT!! They commit and have been committing crimes against me including undergrounding my 911 calls history, my police reports, my animals' records, my emails, stalking and hacking etc. They hire people and retaliate against those who file police misconduct complaints and claims against the COH and their cult buddies at FPD and other departments. They leak personal public members' information to FBI and others without due process. They steal and kill cats.

I incorporate my prior recent few months' council meetings' submitted comments here as a reference.

It goes to imply how unethical, ignorant and corrupt you must all be to be involved in this despicable immoral conduct of gang stalking in our country that blatantly terrorizes innocent public members like myself for having exercised my 1st Amendment right to free speech, petition and redress my grievances to my government including COH.

I object to it. I want my concerns to be listed on an agenda for them to be formally addressed ASAP. Why you want to waste my, taxpayers and court's time to force me to litigate against the COH and all mentioned here? Do you not know how to do the right thing?

You are utterly shameless folks to come and sit there and show absolute disregard for my already stated concerns. That is too ugly of you to me inside and out.

I cannot understand of us public members making public comments and complaints to you or our government and you not even responding to and addressing it. It is ludicrous system and has to change. Our elected officials work for us with our taxes and must be held to protect our rights, safety and interests period.

I cannot condone this corruption of the City and it must stop.

Sincerely,

Jeff V.

[monovj2004@yahoo.com](mailto:monovj2004@yahoo.com)