



Oroville, CA
Hospitality Analysis
Executive Overview

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The purpose of this analysis is to determine the potential hotel chains that would be a good fit for Oroville by examining the hotel locations across the United States to see which types are the most like the site in Oroville, CA.

Analysis Summary:

- To begin the analysis, more than 52,000 hotel locations were filtered by their BUDS (Buxton Urban Density Score) value, which is a measure of the “urbanicity” or density of a given site, with 1 as the most rural and 5 as the most urban. The site is in a BUDS 2 market, and so only BUDS 1 and BUDS 2 locations were used in the study.

BUDS	Name
1	Rural
2	In-Town
3	Suburban/Small City
4	Metropolitan
5	High-Rise Living/Urban

- After being filtered by BUDS, many different variable values were collected for the similar BUDS type hotel locations and used to determine which of those hotel locations are the most like the site. Below is a list of the variables used:
 - 1) Total annual plane passengers within 60 miles
 - 2) Hotel room rates within a 20 minute drive time
 - High Rates
 - Low Rates
 - Median Rates
 - 3) Hotel rooms available within a 20 minute drive time
 - 4) Seasonality Index within 20 minutes
 - Measures the amount of seasonal population within the area
 - 5) Affluence Index within 20 minutes
 - Measures the amount of disposable income and retail spending within the area
 - 6) Total Gross Leasable Area (GLA) of retail within the area
 - Measures the retail presence in the area
 - 7) Count of Restaurants within a 20 minute drive time
- Hotel chains that were found to have multiple matching locations and did not already have a presence near Oroville have been collected and listed out in the following pages of this report, showcasing the actual addresses of the locations, the variable values used in determining similarities for each location, and the information about the actual locations themselves such as rooms available, meeting space, room rates (where available), and hotel class.

Matching Variables

The following table highlights the values of the site for the given variables used in location matching, and also includes an average of all 89 matching hotel locations:

	Annual Plane Passengers	Affluence Index	Seasonality Index	Average High Rate in 20 Minutes	Average Low Rate in 20 Minutes	Median Rate in 20 Minutes	Total Rooms in 20 Minutes	GLA in 20 Minutes	Restaurant Count in 20 Minutes
Oroville	2,972,585	92	100	\$182	\$130	\$158	609	459,894	100
Average H	2,731,955	98	108	\$173	\$127	\$142	681	281,966	95

Matching Hotel Chain Locations

The following table lists the chains that were found to have multiple matching locations (at least 2) to Oroville based on the variables listed above (chains listed in red have a location in or near Oroville):

Hotel Chain	Comparable Count
Best Western	7
Comfort Inn	3
Days Inn	2
Econo Lodge	2
Hampton Inn Suites	3
Holiday Inn Express	3
La Quinta Inn & Suites	2
Motel 6	2

A breakdown of the locations and variables can be found for each of these hotel chains without an area presence on the preceding pages. An analysis of the variables for all matching hotel locations, not just those of chains that have multiple matching sites, gives an overall depiction of the general type and size of hotel regardless of chain affiliation that would typically locate in area such as Oroville, and can be found on page 7 of this report.

Matching Hotels – Best Western

Addresses

Hotel Chain	Address	City	State	Zip
Best Western	3912 VINEYARD DR	DUNKIRK	NY	14048
Best Western	3975 US HIGHWAY 441 S	OKEECHOBEE	FL	34974
Best Western	3991 COUNTY ROAD 172	MOUNT GILEAD	OH	43338
Best Western	2100 E STATE HIGHWAY 31	CORSICANA	TX	75109
Best Western	314 E HIGHWAY ST	FREDERICKSBURG	TX	78624
Best Western	1300 W LAKE LUCILLE DR	WASILLA	AK	99654
Best Western	35546A KENAI SPUR HWY	SOLDOTNA	AK	99669

Variable Values

Hotel Chain	City	State	Annual Plane	Affluence	Seasonality	GLA	Restaurants
			Passengers 60	Index 20	Index 20	Within 20	Within 20
			Miles	Minutes	Minutes	Minutes	Minutes
Best Western	DUNKIRK	NY	2005685	96	104	549057	94
Best Western	OKEECHOBEE	FL	2774755	93	147	260003	84
Best Western	MOUNT GILEAD	OH	2777968	85	92	0	105
Best Western	CORSICANA	TX	3494020	91	97	310946	100
Best Western	FREDERICKSBURG	TX	3041945	93	103	115419	104
Best Western	WASILLA	AK	2218557	104	118	376186	97
Best Western	SOLDOTNA	AK	2376654	123	117	277502	103

Hotel Chain	City	State	Average High		Average Low	
			Total Rooms in 20	Rate in 20	Rate in 20	Median Rate in
			Minutes	Minutes	Minutes	20 Minutes
Best Western	DUNKIRK	NY	473	\$156	\$109	\$139
Best Western	OKEECHOBEE	FL	481	\$132	\$120	\$123
Best Western	MOUNT GILEAD	OH	708	\$139	\$115	\$125
Best Western	CORSICANA	TX	938	\$141	\$109	\$127
Best Western	FREDERICKSBURG	TX	973	\$211	\$126	\$151
Best Western	WASILLA	AK	471	\$142	\$130	\$120
Best Western	SOLDOTNA	AK	621	\$178	\$139	\$148

Hotel Information

Hotel Chain	City	State	Rooms	Meeting Space	Class Description	Class Rank	High	Low	Median Rate	Year Built
							Rate	Rate		
Best Western	DUNKIRK	NY	61	0	Midscale w/ F&B Class	4	-	-	-	1999
Best Western	OKEECHOBEE	FL	43	150	Midscale w/ F&B Class	4	-	-	-	1996
Best Western	MOUNT GILEAD	OH	33	0	Midscale w/ F&B Class	4	-	-	-	1995
Best Western	CORSICANA	TX	61	0	Midscale w/ F&B Class	4	\$90	\$90	\$90	2004
Best Western	FREDERICKSBURG	TX	56	360	Midscale w/ F&B Class	4	\$189	\$169	\$179	2002
Best Western	WASILLA	AK	54	4,485	Midscale w/ F&B Class	4	\$246	\$224	\$235	1993
Best Western	SOLDOTNA	AK	48	0	Midscale w/ F&B Class	4	-	-	-	1987

Matching Hotels – Econo Lodge

Addresses

Hotel Chain	Address	City	State	Zip
Econo Lodge	2008 S US HIGHWAY 287	CORSICANA	TX	75110
Econo Lodge	810 S ADAMS ST	FREDERICKSBURG	TX	78624

Variable Values

Hotel Chain	City	State	Annual Plane	Affluence	Seasonalty	GLA	Restaurants
			Passengers 60	Index 20	Index 20	Within 20	Within 20
			Miles	Minutes	Minutes	Minutes	Minutes
Econo Lodge	CORSICANA	TX	3,494,020	91	97	310,946	101
Econo Lodge	FREDERICKSBURG	TX	3,041,945	93	103	115,419	104

Hotel Chain	City	State	Average High		Average Low	
			Total Rooms in 20	Rate in 20	Rate in 20	Median Rate in
			Minutes	Minutes	Minutes	20 Minutes
Econo Lodge	CORSICANA	TX	938	\$141	\$109	\$127
Econo Lodge	FREDERICKSBURG	TX	973	\$211	\$126	\$151

Hotel Information

Hotel Chain	City	State	Rooms	Meeting Space	Class Description	Class Rank	High	Low	Median Rate	Year
							Rate	Rate		Built
Econo Lodge	CORSICANA	TX	50	0	Economy Class	6	\$75	\$69	\$72	1983
Econo Lodge	FREDERICKSBURG	TX	36	0	Economy Class	6	-	-	-	1988

Matching Hotels – Hampton Inn & Suites

Addresses

Hotel Chain	Address	City	State	Zip
Hampton Inn	1200 STATE ROAD 70 E	OKEECHOBEE	FL	34972
Hampton Inn Suites	515 E MAIN ST	FREDERICKSBURG	TX	78624
Hampton Inn Suites	623 BRYANT S WAY	CORSICANA	TX	75109

Variable Values

Hotel Chain	City	State	Annual Plane	Affluence	Seasonalty	GLA	Restaurants
			Passengers 60	Index 20	Index 20	Within 20	Within 20
			Miles	Minutes	Minutes	Minutes	Minutes
Hampton Inn	OKEECHOBEE	FL	3,101,970	93	147	260,003	84
Hampton Inn Suites	FREDERICKSBURG	TX	3,041,945	93	104	115,419	104
Hampton Inn Suites	CORSICANA	TX	3,494,020	91	97	310,946	101

Hotel Chain	City	State	Average High		Average Low	
			Total Rooms in 20	Rate in 20	Rate in 20	Median Rate in
			Minutes	Minutes	Minutes	20 Minutes
Hampton Inn	OKEECHOBEE	FL	481	\$132	\$120	\$123
Hampton Inn Suites	FREDERICKSBURG	TX	973	\$211	\$126	\$151
Hampton Inn Suites	CORSICANA	TX	938	\$141	\$109	\$127

Hotel Information

Hotel Chain	City	State	Rooms	Meeting Space	Class Description	Class Rank	High	Low	Median Rate	Year
							Rate	Rate		Built
Hampton Inn	OKEECHOBEE	FL	85	529	Midscale w/o F&B Class	5	\$109	\$109	\$109	2009
Hampton Inn Suites	FREDERICKSBURG	TX	55	2,400	Midscale w/o F&B Class	5	\$184	\$144	\$164	2007
Hampton Inn Suites	CORSICANA	TX	79	100	Midscale w/o F&B Class	5	\$159	\$129	\$144	2007

Matching Hotels – LaQuinta Inn & Suites

Addresses

Hotel Chain	Address	City	State	Zip
La Quinta Inn & Suites	2020 REGAL DR	CORSICANA	TX	75109
La Quinta Inn & Suites	1465 E MAIN ST	FREDERICKSBURG	TX	78624

Variable Values

Hotel Chain	City	State	Annual Plane	Affluence	Seasonality	GLA	Restaurants
			Passengers 60	Index 20	Index 20	Within 20	Within 20
			Miles	Minutes	Minutes	Minutes	Minutes
La Quinta Inn & Suites	CORSICANA	TX	3,494,020	91	97	310,946	106
La Quinta Inn & Suites	FREDERICKSBURG	TX	3,041,945	93	103	115,419	104

Hotel Chain	City	State	Total Rooms in 20	Average High	Average Low	Median Rate in 20 Minutes
				Rate in 20 Minutes	Rate in 20 Minutes	
La Quinta Inn & Suites	CORSICANA	TX	938	\$141	\$109	\$127
La Quinta Inn & Suites	FREDERICKSBURG	TX	973	\$211	\$126	\$151

Hotel Information

Hotel Chain	City	State	Rooms	Meeting Space	Class Description	Class Rank	High	Low	Median Rate	Year Built
							Rate	Rate		
La Quinta Inn & Suites	CORSICANA	TX	56	350	Midscale w/o F&B Class	5	\$129	\$129	\$129	2008
La Quinta Inn & Suites	FREDERICKSBURG	TX	55	432	Midscale w/o F&B Class	5	\$125	\$120	\$123	2004

Average Statistics for Matching Locations

This table shows the average information for all 89 matching hotel locations, not just those locations that were part of a multiple matching chain:

	Class Rank	Meeting Space	Rooms	High Rate	Low Rate	Median Rate	Year Built
Average	6	552	54	\$168	\$126	\$147	1985

Based on the hotel classification system in the database (illustrated by the table below), here is the breakdown by percent of matching hotel locations and their class levels:

Class Table

Hotel Class	Rank
Luxury Class	1
Upper Upscale Class	2
Upscale Class	3
Midscale w/ F&B Class	4
Midscale w/o F&B Class	5
Economy Class	6

Class Breakdown by Matching Hotels

Class Rank	Percent
Midscale w/ F&B Class	13.5%
Midscale w/o F&B Class	20.2%
Economy Class	66.3%