



RECAP™

Your Source for Competitor Locations

SOURCED FROM CAP LLC

Make faster, smarter decisions with the ReCAP database of location information

ReCAP Hotel & Motel Database 11.1

Quick Facts

Retail Trade Names	229
Retail Locations	30,140
93% geocoded at address level	
100% with SIC, NAICS and CAP Category & Class	

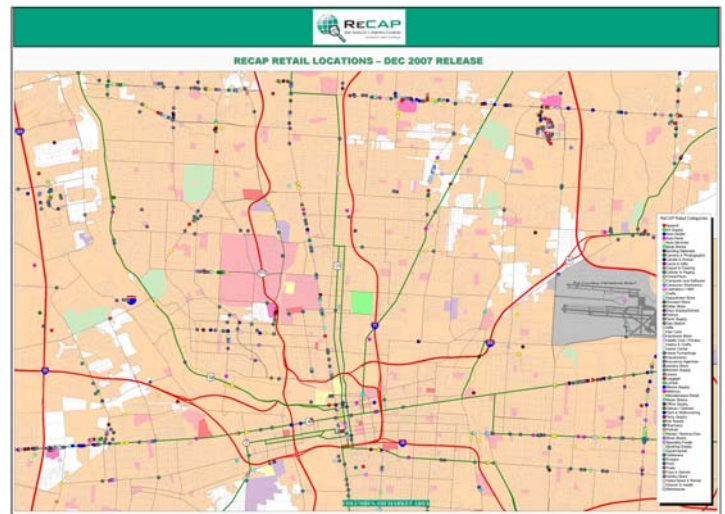
Find the ideal sites for your locations

ReCAP Retail provides the answers and the power to quickly and efficiently analyze existing retail sites to help you:

- Select locations for new site analysis
- Identify untapped potential and avoid unfavorable competitive situations
- Develop expansion plans to maximize profitability
- Make decisions more quickly and precisely and prioritize resources
- Analyze market potential and competitive threats
- Analyze the commercial retail universe proactively
- Determine growth segments as they relate to your concept

ReCAP Hotel & Motel: An Invaluable Tool for Site Selection and Analysis

The ReCAP Hotel & Motel database is a current, verified file of lodging locations consolidated into a comprehensive list of over 30,000 records in every market in the United States and Canada. It provides a complete, continually updated view of today's lodging landscape, making it an invaluable tool for site selection and analysis. ReCAP Hotel & Motel can help you make intelligent, strategic decisions quickly utilizing up-to-date information. The data we deliver can be



Hotel/Motel locations in Columbus, OH

completely customized. Select the fields and geographic areas that pertain to your business and choose the format that

works for you. *In addition, ReCAP Hotel & Motel data will work seamlessly with your current mapping applications.*

What makes ReCAP Hotel & Motel different from other databases?

We can provide an enhanced sales estimate based on a proprietary methodology that calculates an annual sales estimate for each location based on the customer base and density, physical location and competitive

environment for each store's trade area. ReCAP Hotel & Motel is a thorough, *continually updated* and verified database that is checked for accuracy and completeness utilizing the most reliable sources and

rigorous processes available. The ReCAP Hotel & Motel records are individually researched and verified to ensure the correct industry classification.



The Most Comprehensive Hotel & Motel List Available

Data Sources

The data is compiled from commercially and publicly available sources as well as CAP's own proprietary data for the lodging industry, including:

- Chain Directories from HQ
- Internet Chain Directories
- Franchise Circulars
- Business List and Phone Data
- Public/State Data
- Retail Guides and Magazines
- Phone Verifications

Vintage

Because ReCAP Hotel/Motel is continuously updated, you can request specific chains or classes of trade to be collected, analyzed and licensed. Current release:

June 2011

Call 630.416.9924 today and put the power of ReCAP

Retail to work for you!

Other location data available:

Insurance, Hotels, Banking

Locations, Schools and our Retail

Database with more than

1,075,987 retail locations! Call for

special pricing.

See our Website:

www.datasourcetechnology.com

The data is compiled from unit counts and individual locations for Hotel & Motel chains from 229 different retail trade names. Purchase only records you need in the format you want. The chart at right shows sample records in the ReCAP Retail database. Charts shown depict only a small sample of the vast amount of data available.

LocationID	1608089	1832946	1723060	1754970
TNID	14215	14260	14239	14192
Trade Name	Hampton Inn	Best Western	Courtyard by Marriott	Days Inn
CompanyID	9967	9992	9971	9961
Company	Hilton Hotels	Best Western International	Marriott International	Days Inns Worldwide
Address	2728 ZUNI ST	2980 S KIHEI ROAD	900 ROGERS AVE	2700 HARRISON AVE.
City	DENVER, CO	KIHEI, HI	FT SMITH, AR	BUTTE, MT
Geocode Quality	ADDRESS	ADDRESS	ADDRESS	ADDRESS
CAP Category	Hotel/Motel	Hotel/Motel	Hotel/Motel	Hotel/Motel
Chain Size	1618	2222	747	1782
Chain Type	MAJOR CHAINS	MAJOR CHAINS	MAJOR CHAINS	MAJOR CHAINS
SIC	7011	7011	7011	7011
NAICS	72111	72111	72111	72111
Verified Date	June 24, 2008	June 24, 2008	June 24, 2008	June 24, 2008



*Additional data available: ZIP+4, Phone/Fax Numbers, All Geographic Codes, SQFT, Sales Estimates, Mall Indicator, SIC, and NAICS.

Trade Name	Location Count	Trade Name	Location Count
Best Western	2011	Red Roof Inn	339
Super 8	1886	Microtel Inn	329
Days Inn	1690	LaQuinta Inn	312
Hampton Inn	1670	Homewood Suites	294
Holiday Inn Express	1545	Knights Inn	288
Comfort Inns	1463	Candlewood Suites	285
Motel 6	906	Sheraton	272
Quality Inn	905	Hilton Hotels	259
Econolodge	813	Howard Johnson	256
Courtyard by Marriott	770	Springhill Suites	251
America's Best Value Inn	747	Baymont Inn & Suites	227
Fairfield Inn	624	Americinn	219
Holiday Inn	605	Embassy Suites	197
Residence Inn	586	Wingate Inn	192
Comfort Suites	579	Town Place Suites	181
Hampton Inns & Suites	536	Crown Plaza	173
Hilton Garden Inns	482	Clarion	160
LaQuina Inns & Suites	419	Doubletree Hotels	160
Sleep Inn	376	Ramada Limited	159
Rodeway Inns	369	Radison Hotels	141
Marriott Hotels	366	All Other	3255
Ramada Inn	354	TOTAL HOTELS	30,140