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Santa Fe CVB

For the Month of May 2017			 Date Created: Jun 16, 2017
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Tab 2 - Trend City Of Santa Fe, NM+ Santa Fe CVB For the Month of May 2017

Overall Percent Change

Year To Date

Running 12 Months

10.0 9.0 8.0 7.0 6.0 5.0 4.0 3.0 2.0 1.0 0.0



Monthly Percent Change

							Occup	ancy 🗕 A	DR —Re	vPAR										0	ccupancy	ADR ■RevPA	ιR	
	2015						20	16						1		2017				Year To Date			Running 12 Months	
Occupancy (%)	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year	53.7	40.2	48.0	63.0	58.3	68.6	78.6	82.6	84.0	80.4	77.3	57.5	57.6	40.1	50.5	69.5	62.8	70.8	57.0	55.8	58.9	62.4	63.8	67.8
Last Year	49.5	40.0	50.7	63.2	61.2	69.5	75.1	77.6	80.4	74.1	74.4	50.1	53.7	40.2	48.0	63.0	58.3	68.6	54.2	57.0	55.8	60.3	62.4	63.8
Percent Change	8.4	0.5	-5.4	-0.3	-4.7	-1.3	4.7	6.5	4.5	8.5	3.9	14.7	7.4	-0.4	5.2	10.3	7.7	3.2	5.2	-2.2	5.6	3.6	2.1	6.3
100	2015						20	16								2017				Year To Date		F	Running 12 Months	s
ADR	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year	124.16	98.17	101.16	106.72	111.89	120.73	121.60	138.75	152.40	141.22	139.03	115.91	131.47	98.45	103.65	112.37	115.18	125.74	106.88	109.18	112.94	121.55	124.39	127.43
Last Year	120.40	100.57	98.66	101.03	110.24	118.40	123.90	135.21	153.32	134.54	136.45	111.68	124.16	98.17	101.16	106.72	111.89	120.73	104.27	106.88	109.18	116.66	121.55	124.39
Percent Change	3.1	-2.4	2.5	5.6	1.5	2.0	-1.9	2.6	-0.6	5.0	1.9	3.8	5.9	0.3	2.5	5.3	2.9	4.2	2.5	2.1	3.4	4.2	2.3	2.4
RevPAR	2015						20	16								2017				Year To Date		F	Running 12 Months	s
REVPAR	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year	66.65	39.48	48.55	67.24	65.27	82.81	95.64	114.60	127.97	113.58	107.51	66.65	75.78	39.44	52.34	78.09	72.36	88.98	60.94	60.88	66.48	75.90	79.31	86.35
Last Year	59.61	40.23	50.05	63.83	67.45	82.27	93.08	104.90	123.23	99.69	101.52	56.00	66.65	39.48	48.55	67.24	65.27	82.81	56.51	60.94	60.88	70.33	75.90	79.31
Percent Change	11.8	-1.9	-3.0	5.3	-3.2	0.7	2.7	9.2	3.8	13.9	5.9	19.0	13.7	-0.1	7.8	16.1	10.9	7.4	7.8	-0.1	9.2	7.9	4.5	8.9
_																								
Supply	2015						20	16								2017				Year To Date		F	Running 12 Months	s
Supply	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year	146,785	146,475	132,300	146,475	141,750	146,475	141,750	146,475	146,475	141,630	146,351	141,630	146,351	146,351	132,188	146,351	141,630	146,351	715,136	713,475	712,871	1,718,883	1,726,795	1,723,533
Last Year	146,971	146,816	132,608	146,816	142,080	146,816	142,080	146,785	146,785	142,050	146,785	142,050	146,785	146,475	132,300	146,475	141,750	146,475	688,954	715,136	713,475	1,664,762	1,718,883	1,726,795
Percent Change	-0.1	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.3	-0.3	-0.3	-0.3	-0.1	-0.1	-0.1	-0.1	-0.1	3.8	-0.2	-0.1	3.3	0.5	-0.2
Demand	2015							16								2017				Year To Date			Running 12 Months	
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year	78,794	58,900	63,498	92,285	82,682	100,472	111,484	120,980	122,996	113,911	113,168	81,447	84,354	58,632	66,747	101,708	88,978	103,566	407,708	397,837	419,631	1,073,340	1,100,935	1,167,971
Last Year	72,772	58,725	67,272	92,760	86,932	102,019	106,745	113,879	117,981	105,258	109,210	71,231	78,794	58,900	63,498	92,285	82,682	100,472	373,371	407,708	397,837	1,003,676	1,073,340	1,100,935
Percent Change	8.3	0.3	-5.6	-0.5	-4.9	-1.5	4.4	6.2	4.3	8.2	3.6	14.3	7.1	-0.5	5.1	10.2	7.6	3.1	9.2	-2.4	5.5	6.9	2.6	6.1
Revenue	2015							16								2017				Year To Date			Running 12 Months	
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year	9,783,216	5,782,411	6,423,266	9,848,425	9,251,697	12,130,173	13,556,386	16,785,729	18,744,179	16,086,800	15,734,262	9,440,140	11,090,153	5,772,303	6,918,578	11,428,719	10,248,824	13,022,820	43,577,214	43,435,972	47,391,244	130,460,774	136,948,419	148,828,893
Last Year		5,905,734	6,637,128	9,371,886	9,583,558	12,078,908	13,225,443	15,397,571	18,088,654	14,161,221	14,901,215	7,955,127	9,783,216	5,782,411	6,423,266	9,848,425	9,251,697	12,130,173	38,929,751	43,577,214	43,435,972	117,090,823	130,460,774	136,948,419
Percent Change	11.7	-2.1	-3.2	5.1	-3.5	0.4	2.5	9.0	3.6	13.6	5.6	18.7	13.4	-0.2	7.7	16.0	10.8	7.4	11.9	-0.3	9.1	11.4	5.0	8.7
Census %	2015							16					-			2017								
Canaun Drama	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						
Census Props	58	56	56	56	56	56	56	56	56	56	56	56	56	56 4721	56	56	56	56						
Census Rooms % Rooms Participants	4735	4725 81.1	4725 81.1	4725 81.1	4725	4725 81.1	4725 81.1	4725 81.1	4725 81.1	4721	4721 79.4	4721 79.4	4721 79.4	4/21 78.9	4721 78.9	4721 78.9	4721 76.0	4721 78.9						
70 ROUTIS Participants	81.1	81.1	61.1	81.1	81.1	81.1	61.1	61.1	81.1	81.1	/9.4	/9.4	79.4	/8.9	/8.9	/8.9	/0.U	/8.9						

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Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB

For the Month of May 2017

								2015								2016	5							2	2017								
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Chg in Rms	JF	м	а м	IJ	JA	s	0 N	I D	J	ғ м	A	мЈ	IJ	A :	s o	N	D	JF	м	A	м.	I J	A	s	o N	C
	Closed - Fairmont Heritage Place El Corazon De Santa Fe Closed - Independent Territorial Inn @ The Marcy	Santa Fe, NM Santa Fe, NM	87501 87501	Jan 2016 Dec 2010	Nov 2011	0	Y Y	• •	• •	•	•	•	•	• •	•																		ł
	Closed - Independent The Hacienda @ Hotel Santa Fe	Santa Fe, NM	87501	Jan 2016	Jan 2007	0	Y																										h
	Closed Alexanders Inn	Santa Fe, NM	87501	Aug 2001	Jun 1903	0	Ý																										П
	Closed Casa Pueblo Inn	Santa Fe, NM	87501	Feb 2009	Jun 1998	0	Ý																										
	Closed Otra Vez En Sante Fe	Santa Fe, NM	87501	Jun 1982	Jun 1930	0	Y																								T	T	Ε
	Closed Pueblo Hermosa	Santa Fe, NM	87501	Aug 1994		0	Y																										
63214	Drury Plaza Hotel Santa Fe	Santa Fe, NM	87501	Aug 2014	Aug 2014	182		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•					Г
	El Paradero Bed & Breakfast Inn	Santa Fe, NM	87501			15																											
	Eldorado Hotel	Santa Fe, NM	87501	Sep 2004	Mar 1986	219		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•					
	Fort Marcy Hotel Suites	Santa Fe, NM	87501	Jun 1973	Jun 1973	88	Y																										
	Garrett's Desert Inn	Santa Fe, NM	87501	May 1989		83		0		_				_					_			_				_		_			_	_	L
	Hilton Santa Fe	Santa Fe, NM	87501	Jan 1973	Jan 1973	158		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	•	•	•	•	•					
	Hotel Chimayo de Santa Fe	Santa Fe, NM	87501	Jun 2000	Jun 1990	56	V	• •	• •	•	•	•	•	• •	•	• •	•	•	•	•	• •	•	•	• •	•	•	•	•			-	1	ł.
	Hotel Santa Fe Hotel St Francis	Santa Fe, NM Santa Fe, NM	87501 87501	Apr 1991 Jun 1923	Apr 1991 Jun 1923	162 79	Y Y	• •	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•	•	•	•					E
	Inn & Spa @ Loretto	Santa Fe, NM	87501	Apr 2016	May 1975	136	Y	•••	•••		• •	•	•	•••	•	•••	•	•	•	•	• •		•	• •		•	•	•					h
	Inn @ Vanessie	Santa Fe, NM	87501	Jun 2012	Jun 2012	18	I	•••	• •	•		• •	•	•••	•	•••	•	•	• •	•	• •	•	•	•		•		•					E
	Inn Of The Governors	Santa Fe, NM	87501	Jun 1965	Jun 1965	100		0 0	0 0	0	0 0		0	0 0	0	0 0	0	0	0 0	0	0 0	0	0	0 0	0	0	0	0					h
	Inn On The Alameda	Santa Fe, NM	87501	Jun 1986	Jun 1986	72									•		•						•					•				T	F
	Inn On The Paseo	Santa Fe, NM	87501	Jun 1991	Jun 1991	18						-		5			-					-											
	La Fonda On the Plaza	Santa Fe, NM	87501	Jun 1922	Jun 1922	180	Y	• •		•	•	•	•	• •	•	• •	•	•		•	• •	•	•	• •	•	•	•	•			T	Т	Г
	Las Palomas	Santa Fe, NM	87501			63	Y																										
66140	Luxx Boutique Hotel	Santa Fe, NM	87501	Jun 2010	Jun 2010	16																									T	T	Е
7414	Motel 6 Santa Fe Plaza Downtown	Santa Fe, NM	87501	May 2010		48		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•					
	Old Santa Fe Inn	Santa Fe, NM	87501	Jun 2002	Jun 2002	43																											
41280	Pueblo Bonito Bed & Breakfast	Santa Fe, NM	87501	Jun 1985	Jun 1985	18																											
	Rosewood Inn Of The Anasazi	Santa Fe, NM	87501	Oct 2005	Jul 1991	58		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•					
	Santa Fe Motel & Inn	Santa Fe, NM	87501	Jun 1950	Jun 1950	23																											
	Santa Fe Sage Inn	Santa Fe, NM	87501	Jun 1984	Jun 1984	145	Y	0 0	0 0	0	0		0	_	0	0 0	0	0	0 0	_	0 0	_		0 0	0	0	0	0					
	The Inn Of The Five Graces	Santa Fe, NM	87501	Jun 1996	Jun 1996	24		0 0	0 0	0	0 0	0	0	0 0	0	0 0	0	0 0	0 0	0	0 0	0	0	0									
	The Lodge Of Santa Fe	Santa Fe, NM	87501	Nov 2005	Jun 1976	125	Y	• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•			_	-	L
	Tribute Portfolio La Posada De Santa Fe	Santa Fe, NM	87501	Oct 2016	Jun 1940	157	Y	• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	•	•	•	•	•			4		
	Villas De Santa Fe	Santa Fe, NM	87501 87505	Feb 1998 Jan 2006	Feb 1994 Jun 1962	105 80																											
	Americas Best Value Inn Lamplighter Inn Of Santa Fe	Santa Fe, NM Santa Fe, NM	87505	Jul 2005	Jun 1962	00	Y																								-		
	Closed Warren Inn	Santa Fe, NM	87505	Jun 2005		0	Y																										
	El Rey Inn	Santa Fe, NM	87505	Jun 1930	Jun 1930	86	Y		0.0		0		0		0	0 0	0	0															
	Inn @ Santa Fe	Santa Fe, NM	87505	Nov 2006	Nov 1998	99									0	0 0	0	0	5 0	0	0 0	0	0	0 0		0	0						
	Inn Of The Turquoise Bear	Santa Fe, NM	87505	Jun 1996	Jun 1996	11									0						0 0												E.
	Kings Rest Court	Santa Fe, NM	87505			18																											
30088	Legacy Inn & Suites	Santa Fe, NM	87505	Oct 2016	Aug 1994	81		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •										T	T	Г
	Pecos Trail Inn	Santa Fe, NM	87505	Jun 1965	Jun 1965	23	Y																										
22549	Residence Inn Santa Fe	Santa Fe, NM	87505	Jul 1986	Jul 1986	120		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•					
37083	Santa Fe Suites	Santa Fe, NM	87505	Jun 1998	Jun 1998	123																											
	Thunderbird Inn	Santa Fe, NM	87505			44																											
	Western Scene Motel	Santa Fe, NM	87505			32																											
	Closed Rancho Encantado	Santa Fe, NM	87506	Jan 2002	Jun 1932	0	Y			_				_					_			_				_		_			_	_	L
	Baymont Inn & Suites Santa Fe	Santa Fe, NM	87507	Jul 2015	Aug 1994	51	Y	• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	•	•	•	•	•					
	Best Western Plus Inn Of Santa Fe	Santa Fe, NM	87507	Apr 2011	Jun 1990	95	V	• •	•	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•					l.
	Closed - Independent Adobe Inn & Studios	Santa Fe, NM	87507	Apr 2013	Jun 1981	0	Y Y										-			6													F
	Comfort Inn Santa Fe	Santa Fe, NM	87507	Jul 1994	Jul 1994	83	Y	• •	•	•	•	•	•	• •	•	• •	•	•	•	•	• •	•	•	•	•	•	•	•					l.
	Comfort Suites Santa Fe	Santa Fe, NM	87507 87507	Apr 1996	Apr 1996 Apr 1985	60 209		• •		•	•	•	•	•	•	• •	•	•		•	•	•	•	•		•	•	•					F
	Courtyard Santa Fe Days Inn Santa Fe New Mexico	Santa Fe, NM Santa Fe, NM	87507	May 1999 Jul 1997	Jun 1985	209		•••		•	•			•••		•••	•	•	•••	•	•••	•	•	• •									
	Days Initi Santa Fe	Santa Fe, NM	87507	Dec 2011		130																											f
	Econo Lodge Inn & Suites Santa Fe	Santa Fe, NM	87507	Dec 2011		48	Y																										
	Holiday Inn Express Santa Fe Cerrillos	Santa Fe, NM	87507	Dec 2012 Dec 2004	Mar 1996	76		• •		•					•							•	•				•	•				T	f
	Hyatt Place Santa Fe	Santa Fe, NM	87507		May 2010	92				•		•	•		•		•					•	•				•	•					
	La Quinta Inns & Suites Santa Fe	Santa Fe, NM	87507	Nov 1986		131	Y	• •		•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •		•	•	•				1	Г
	Motel 6 Santa Fe	Santa Fe, NM	87507	Jan 1974	Jan 1974	104		• •		•	•	•	•	• •	•	• •	•	•		•	• •	•	•	•	•	•	•	•					
	Motel 6 Santa Fe	Santa Fe, NM	87507	Nov 2012		76		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•			T	T	Г
5945	Motel 6 Santa Fe Cerrillos Road South	Santa Fe, NM	87507	Dec 2006		118		• •	• •	•	•	•	•	• •	•	• •	•	•	•	•	• •	•	•	•	•	•	•	•					
	Quality Inn Santa Fe	Santa Fe, NM	87507	Mar 2013	May 1987	98		• •	• •	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	•					Г
	Silver Saddle Motel	Santa Fe, NM	87507			25																											
		Conto Co. NIM	87507	Mar 1984	Mar 1984	87																					•	•		1			Г
8750	Super 8 Santa Fe	Santa Fe, NM						• •	• •	•			-		-		-	- I.	-	-			•	-		-	-	-	_			-	dane.
8750	Super 8 Santa Fe Tranquilla Inn	Santa Fe, NM		Feb 2013	Jun 1990 67	47		••	Month																								

Tab 3 - Response City Of Santa Fe, NM+

Santa Fe CVB

For the Month of May 2017

							2015		2016		2017		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date Rooms	Chg in Rms	JFMAM	JJASO		MAMJJAS		МАМЈ	JASOND
· · · · ·							Blank - No data	received by STR					
							Y - (Chg in Rm	ns) Property has ex	perienced a	room addition or drop dur	ng the time pe	riod of the repo	ort

A blank row indicates insufficient data.

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Tab 4 - Multi-Segment

					Curre	nt Month	- May 2017 v	s May 2016								Ye	ar to Date - M	ay 2017 v	vs May 20	016						Parti	cipation	
	Occ	%	AD	R	Rev	PAR		Percent C	hange fro	om May	2016		Occ	%	A	DR	RevPA	R		Percen	t Change	from YTI	D 2016		Prope	erties	Roon	ns
										Room												Room	Room	Room				
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Rev	Room Avail Ro	om Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
Santa Fe, NM Downtown+	77.5	73.8	173.60	169.09	134.48	124.79	5.0	2.7	7.8	7.8	0.0	5.0	67.3	62.0	149.77	147.32	100.86	91.37	8.6	1.7	10.4	10.4	0.0	8.6	18	12	1883	1559
Santa Fe, NM Cerrillos+	64.3	64.2	79.29	76.56	50.98	49.18	0.1	3.6	3.7	3.5	-0.2	-0.1	51.1	49.8	73.46	71.14	37.54	35.45	2.5	3.3	5.9	5.7	-0.2	2.4	25	19	2193	1871
Santa Fe, NM Periphery+	72.6	72.9	131.69	124.36	95.66	90.64	-0.3	5.9	5.5	5.5	0.0	-0.3	63.5	62.1	120.42	114.82	76.43	71.27	2.3	4.9	7.2	7.2	0.0	2.3	10	5	1090	784

i ab 5 - Mulli-Seg Raw

Santa Fe CVB For the Month of May 2017

			Cu	rrent Mo	nth - May	/ 2017 vs	May 2016						Year to	Date - Ma	y 2017 vs	7 vs May 2016												
		Supply			Demand		F	Revenue		Supply Demand						Revenue												
	2017	2016	% Chg	2017	2016	% Chg	2017	2016	% Chg	2017	2016	CI	2017	2016	% Chg	2017	2016	% Chg										
Santa Fe, NM Downtown+	58,373	58,373	0.0	45,219	43,080	5.0	7,850,139	7,284,309	7.8	284,333	284,333	#	191,485	176,357	8.6	28,678,660	25,980,760	10.4										
Santa Fe, NM Cerrillos+	67,983	68,107	-0.2	43,713	43,749	-0.1	3,465,985	3,349,492	3.5	331,143	331,747	#	169,211	165,317	2.4	12,430,656	11,760,042	5.7										
Santa Fe, NM Periphery+	33,790	33,790	0.0	24,544	24,628	-0.3	3,232,319	3,062,841	5.5	164,590	164,590	#	104,460	102,154	2.3	12,579,476	11,729,572	7.2										

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 6 - Help

All data is processed by STR using both the current and historical sampling of hotels. For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract. Rooms sold under such allotments should be classified as transient.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment. The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

Index

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

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

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

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as ((TY - LY) / LY) * 100.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)* "100"

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Transient Rooms

Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates. Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average