

JULY 2019

OCCUPANCY TAX ADVISORY BOARD

STATISTICS REPORT

MONTH	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR		
OCCUPANCY						
City Wide	84.2%	83.4%	81.2%	81.1%	3.0%	2.3%
Downtown	85.9%	85.9%	82.2%	82.7%	3.7%	3.2%
Cerrillos Road	81.7%	80.2%	79.3%	78.9%	2.4%	1.3%
Periphery	85.3%		82.3%		3.0%	
AVERAGE RATE						
City Wide	\$162.55	\$157.81	\$161.97	\$154.36	0.58	3.45
Downtown	\$218.42	\$217.02	\$218.75	\$217.23	(0.33)	(0.21)
Cerrillos Road	\$108.51	\$106.21	\$98.92	\$99.37	9.59	6.84
Periphery	\$143.59		\$141.30		2.29	
REVPAR						
City Wide	\$136.87	\$132.28	\$131.55	\$125.21	5.32	7.07
Downtown	\$187.64	\$186.40	\$179.85	\$179.56	7.79	6.84
Cerrillos Road	\$88.70	\$85.22	\$78.47	\$78.42	10.23	6.80
Periphery	\$122.50		\$116.29		6.21	
Lodger's Tax (June)						
	2019		2018			
Hotels	\$1,052,618		\$1,037,778		\$14,840	
Short Term Rentals	\$187,116		\$155,163		\$31,953	
Total	\$1,239,734		\$1,192,941		\$46,793	

YEAR TO DATE	CURRENT		LAST YEAR		VAR	VAR
	RMLR	STR	RMLR	STR		
OCCUPANCY						
City Wide	68.0%	67.5%	69.5%	66.4%	(0.01)	0.01
Downtown	73.7%	74.5%	73.3%	74.1%	0.00	0.00
Cerrillos Road	61.3%	60.7%	62.3%	59.2%	(0.01)	0.02
Periphery	68.1%		72.7%		(0.05)	
AVERAGE RATE						
City Wide	\$137.11	\$131.66	\$134.49	\$127.97	2.62	3.69
Downtown	\$176.22	\$174.58	\$172.29	\$171.22	3.93	3.36
Cerrillos Road	\$87.00	\$86.87	\$81.89	\$82.81	5.11	4.06
Periphery	\$127.87		\$124.11		3.76	
REVPAR						
City Wide	\$93.29	\$88.84	\$93.41	\$85.00	(0.12)	3.84
Downtown	\$129.81	\$130.13	\$126.30	\$126.88	3.51	3.25
Cerrillos Road	\$53.35	\$52.70	\$51.03	\$48.99	2.32	3.71
Periphery	\$87.08		\$90.18		(3.10)	
Lodger's Tax (Through June)						
	2019		2018			
Hotels	\$4,396,880		\$4,355,121		\$41,759	
Short Term Rentals	\$1,020,529		\$845,173		\$175,356	
Total	\$5,417,409		\$5,200,294		\$217,115	