

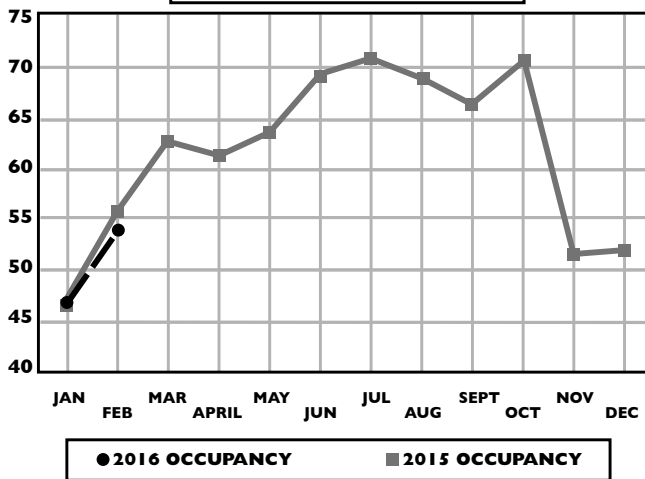
ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

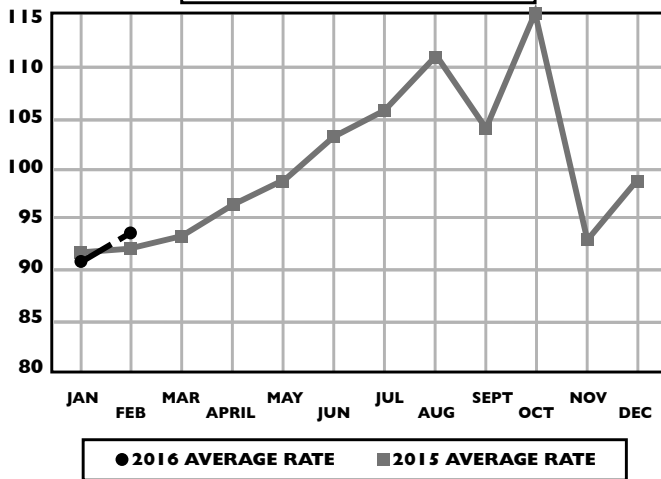
February 2016

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2016 YEAR-TO-DATE			2015 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
ALBUQUERQUE											
Downtown/Airport	66,959	42,859	64.0%	\$89.37	\$57.21	59.6%	\$87.00	\$51.83	56.7%	\$89.66	\$50.80
Interstate 40 Corridor	117,782	56,872	48.3%	\$87.47	\$42.23	44.3%	\$85.59	\$37.92	46.3%	\$80.34	\$37.18
Albuquerque North	<u>64,823</u>	<u>36,044</u>	<u>55.6%</u>	<u>\$104.13</u>	<u>\$57.90</u>	<u>52.5%</u>	<u>\$104.51</u>	<u>\$54.91</u>	<u>53.1%</u>	<u>\$103.91</u>	<u>\$55.17</u>
TOTAL	249,564	135,775	54.4%	\$92.49	\$50.32	50.6%	\$91.12	\$46.06	50.9%	\$89.53	\$45.57
SANTA FE											
DOWNTOWN	45,370	26,531	58.5%	\$130.49	\$76.30	53.8%	\$127.54	\$68.56	54.0%	\$130.86	\$70.62
CERRILLOS ROAD	41,202	15,872	38.5%	\$66.68	\$25.69	36.2%	\$68.25	\$24.70	40.7%	\$64.35	\$26.18
SANTA FE PERIPHERY	<u>21,141</u>	<u>13,521</u>	<u>64.0%</u>	<u>\$103.57</u>	<u>\$66.24</u>	<u>58.2%</u>	<u>\$99.50</u>	<u>\$57.93</u>	<u>54.6%</u>	<u>\$96.86</u>	<u>\$52.92</u>
TOTAL	107,713	55,924	51.9%	\$105.87	\$54.97	48.0%	\$103.94	\$49.91	49.0%	\$101.55	\$49.77
FARMINGTON	26,731	18,787	70.3%	\$79.53	\$55.89	62.7%	\$78.99	\$49.56	53.1%	\$82.10	\$43.64
LAS CRUCES	31,994	19,048	59.5%	\$86.76	\$51.65	56.9%	\$84.07	\$47.80	56.0%	\$77.03	\$43.16
TAOS	18,109	9,896	54.6%	\$95.82	\$52.36	52.5%	\$93.73	\$49.25	48.1%	\$88.57	\$42.62
OTHER NEW MEXICO	<u>44,191</u>	<u>20,630</u>	<u>46.7%</u>	<u>\$80.98</u>	<u>\$37.80</u>	<u>43.1%</u>	<u>\$84.05</u>	<u>\$36.22</u>	<u>49.8%</u>	<u>\$102.21</u>	<u>\$50.87</u>
TOTALS	478,302	260,060	54.4%	\$93.23	\$50.69	50.5%	\$91.99	\$46.45	50.7%	\$91.94	\$46.60

**NEW MEXICO
PERCENTAGES OF OCCUPANCY
2016 vs. 2015**



**NEW MEXICO
AVERAGE ROOM RATES
2016 vs. 2015**



The Rocky Mountain Lodging Report is compiled by: EKS&H, PC in cooperation with the New Mexico Lodging Association, Robert S. Benton & Associates, Inc. and W. R. Hopping & CO. Readers are advised that the above do not represent the data contained herein to be definitive. Neither should the contents of this publication be construed as a recommendation on policies or actions.

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ROCKY MOUNTAIN LODGING REPORT
Summary of Occupancy and Average Daily Room Rates for the State of New Mexico

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2016	2015	2016	2015	2016	2015
JANUARY	46.9%	46.2%	\$90.66	\$91.73	\$42.48	\$42.36
FEBRUARY	54.4%	55.5%	\$93.23	\$92.12	\$50.69	\$51.08
MARCH	-	-	-	-	-	-
APRIL	-	-	-	-	-	-
MAY	-	-	-	-	-	-
JUNE	-	-	-	-	-	-
JULY	-	-	-	-	-	-
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	50.5%	50.7%	\$91.99	\$91.94	\$46.45	\$46.60