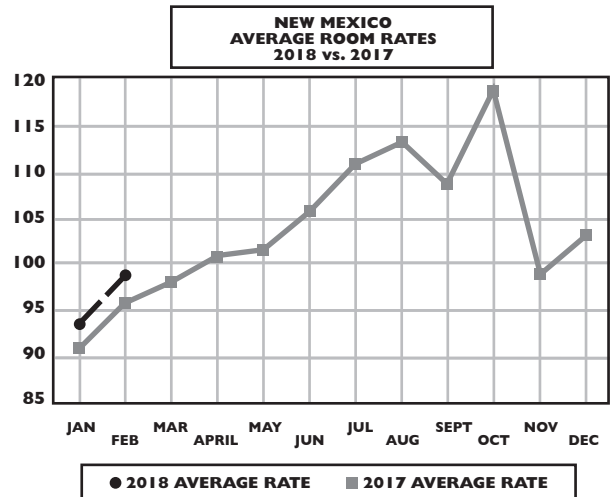
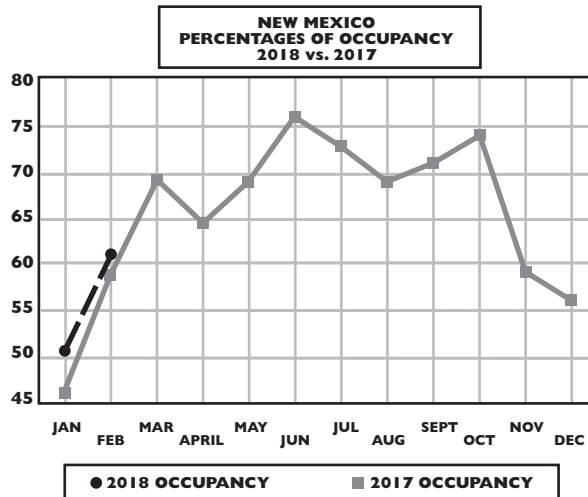


# ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

February 2018

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2018 YEAR-TO-DATE			2017 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
ALBUQUERQUE											
AIRPORT	37,576	25,304	67.3%	\$85.67	\$57.69	60.2%	\$84.74	\$51.03	63.2%	\$84.01	\$53.10
DOWNTOWN & MIDTOWN	79,744	45,171	56.6%	\$88.21	\$49.97	50.4%	\$85.29	\$42.96	44.5%	\$85.72	\$38.10
EAST	33,852	22,387	66.1%	\$104.19	\$68.90	61.8%	\$102.70	\$63.52	66.8%	\$105.77	\$70.63
WEST	18,162	11,066	60.9%	\$94.07	\$57.32	51.9%	\$90.03	\$46.74	44.8%	\$87.57	\$39.22
NORTH	42,988	29,141	67.8%	\$94.67	\$64.18	59.8%	\$92.56	\$55.37	57.9%	\$89.48	\$51.80
TOTAL	212,322	133,070	62.7%	\$92.32	\$57.86	55.9%	\$90.15	\$50.40	53.4%	\$90.05	\$48.12
SANTA FE											
DOWNTOWN	45,774	27,797	60.7%	\$135.95	\$82.55	56.3%	\$131.49	\$73.99	53.8%	\$129.05	\$69.44
CERRILLOS ROAD	33,643	13,786	41.0%	\$66.48	\$27.24	40.0%	\$66.39	\$26.57	39.1%	\$64.66	\$25.31
SANTA FE PERIPHERY	20,636	13,459	65.2%	\$115.88	\$75.58	55.8%	\$105.18	\$58.64	54.4%	\$100.48	\$54.64
TOTAL	100,053	55,042	55.0%	\$113.64	\$62.52	50.9%	\$108.75	\$55.32	48.6%	\$103.90	\$50.54
FARMINGTON	26,221	16,657	63.5%	\$84.83	\$53.89	55.6%	\$83.87	\$46.60	47.4%	\$80.51	\$38.16
LAS CRUCES	25,692	15,562	60.6%	\$92.28	\$55.89	57.7%	\$89.46	\$51.62	56.9%	\$87.30	\$49.65
SOUTHEAST NEW MEXICO (Artesia, Carlsbad, Clovis & Hobbs)	39,528	28,065	71.0%	\$126.33	\$89.69	73.3%	\$123.21	\$90.34	57.7%	\$107.73	\$62.16
TAOS	15,607	6,975	44.7%	\$96.53	\$43.14	38.1%	\$96.03	\$36.58	46.0%	\$99.23	\$45.66
OTHER NEW MEXICO	32,568	18,108	55.6%	\$73.39	\$40.80	52.4%	\$74.16	\$38.86	44.1%	\$70.67	\$31.16
TOTALS	451,991	273,479	60.5%	\$98.50	\$59.60	55.4%	\$96.03	\$53.20	51.7%	\$92.85	\$47.97



The Rocky Mountain Lodging Report is compiled by: EKS&H, PC in cooperation with the New Mexico Hospitality 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. This report is subject to copyright laws.

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For additional information, please contact Robert Benton at (303) 840-1666, Bill Hopping, MAI (303) 798-4045 or Bob Hottman at (303) 740-9400

The Rocky Mountain Lodging Report • P.O. Box 632242 • Littleton, CO 80163 • rockymountainlodgingreport@comcast.net • www.rockymountainlodgingreport.com

## 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	
	2018	2017	2018	2017	2018	2017
<b>JANUARY</b>	50.7%	45.9%	\$93.35	\$90.16	\$47.36	\$41.43
<b>FEBRUARY</b>	60.5%	58.0%	\$98.50	\$95.21	\$59.60	\$55.18
<b>MARCH</b>	-	-	-	-	-	-
<b>APRIL</b>	-	-	-	-	-	-
<b>MAY</b>	-	-	-	-	-	-
<b>JUNE</b>	-	-	-	-	-	-
<b>JULY</b>	-	-	-	-	-	-
<b>AUGUST</b>	-	-	-	-	-	-
<b>SEPTEMBER</b>	-	-	-	-	-	-
<b>OCTOBER</b>	-	-	-	-	-	-
<b>NOVEMBER</b>	-	-	-	-	-	-
<b>DECEMBER</b>	-	-	-	-	-	-
<b>YEAR TO DATE</b>	55.4%	51.7%	\$96.03	\$92.85	\$53.20	\$47.97