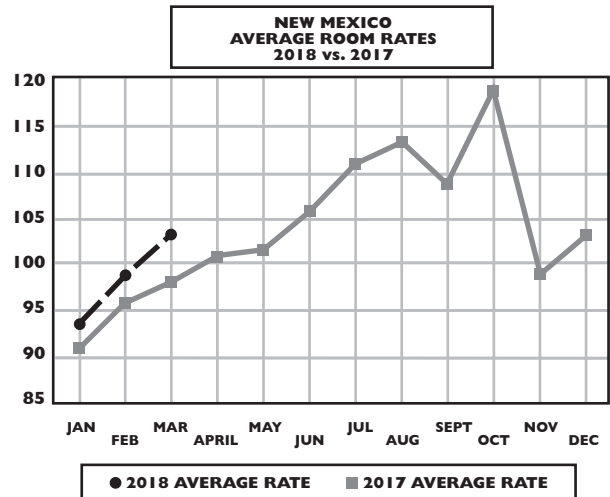
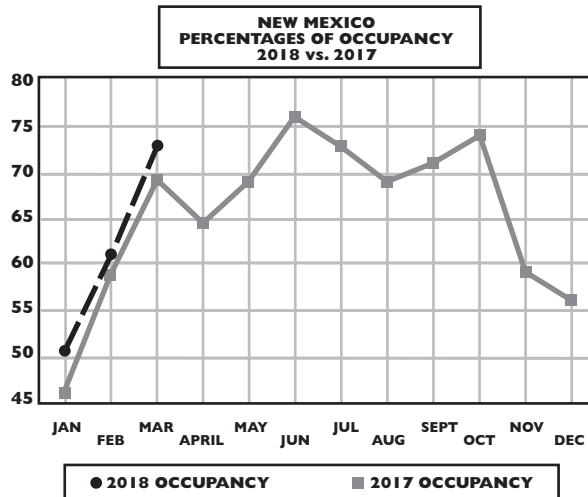


ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

March 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	41,602	33,163	79.7%	\$90.19	\$71.90	66.9%	\$86.98	\$58.22	69.7%	\$85.78	\$59.79
DOWNTOWN & MIDTOWN	88,288	61,672	69.9%	\$91.49	\$63.91	57.0%	\$87.87	\$50.02	50.2%	\$86.42	\$43.34
EAST	37,197	28,740	77.3%	\$106.41	\$82.21	67.1%	\$104.16	\$69.93	70.9%	\$104.43	\$74.09
WEST	27,497	20,720	75.4%	\$108.55	\$81.80	61.4%	\$99.20	\$60.89	53.7%	\$88.40	\$47.43
NORTH	48,540	37,139	76.5%	\$91.09	\$69.69	65.7%	\$91.96	\$60.39	63.9%	\$91.51	\$58.51
TOTAL	243,124	181,433	74.6%	\$95.48	\$71.25	62.4%	\$92.37	\$57.68	59.4%	\$90.73	\$53.92
SANTA FE											
DOWNTOWN	50,671	38,616	76.2%	\$153.51	\$116.99	63.1%	\$140.64	\$88.79	59.6%	\$138.70	\$82.71
CERRILLOS ROAD	37,107	23,565	63.5%	\$75.75	\$48.11	48.3%	\$70.74	\$34.20	48.6%	\$70.22	\$34.14
SANTA FE PERIPHERY	22,847	17,811	78.0%	\$114.01	\$88.88	63.4%	\$108.92	\$69.06	59.7%	\$102.03	\$60.94
TOTAL	110,625	79,992	72.3%	\$121.81	\$88.08	58.3%	\$114.38	\$66.70	55.7%	\$109.37	\$60.93
FARMINGTON											
	27,930	20,903	74.8%	\$84.10	\$62.94	62.2%	\$83.97	\$52.20	50.5%	\$80.62	\$40.73
LAS CRUCES											
	30,790	21,648	70.3%	\$91.93	\$64.63	62.3%	\$90.47	\$56.34	62.9%	\$88.27	\$55.50
SOUTHEAST NEW MEXICO (Artesia, Carlsbad, Clovis & Hobbs)											
	36,080	31,537	87.4%	\$133.51	\$116.70	77.9%	\$126.95	\$98.85	64.0%	\$109.35	\$70.03
TAOS											
	16,418	9,048	55.1%	\$114.69	\$63.20	43.7%	\$103.83	\$45.42	50.4%	\$104.87	\$52.84
OTHER NEW MEXICO											
	36,158	23,157	64.0%	\$79.95	\$51.20	56.4%	\$76.42	\$43.10	49.1%	\$73.07	\$35.88
TOTALS	501,125	367,718	73.4%	\$103.11	\$75.66	61.6%	\$98.95	\$60.97	57.6%	\$94.97	\$54.74



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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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
JANUARY	50.7%	45.9%	\$93.35	\$90.16	\$47.36	\$41.43
FEBRUARY	60.5%	58.0%	\$98.50	\$95.21	\$59.60	\$55.18
MARCH	73.4%	68.9%	\$103.11	\$97.96	\$75.66	\$67.50
APRIL	-	-	-	-	-	-
MAY	-	-	-	-	-	-
JUNE	-	-	-	-	-	-
JULY	-	-	-	-	-	-
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	61.6%	57.6%	\$98.95	\$94.97	\$60.97	\$54.74