

# Iowa's Top Ten County Hotel Markets

Source: 2013 STR, Inc.

Current Month												
	Occ %		ADR		RevPAR		Percent Change from 2012					
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Jan	43.6	42.7	80.22	78.50	34.96	33.51	2.1	2.2	4.3	6.5	2.1	4.2
Feb	53.2	53.7	82.97	80.45	44.13	43.22	-1.0	3.1	2.1	3.7	1.5	0.5
Mar	56.2	55.6	81.84	78.32	45.96	43.53	1.0	4.5	5.6	7.2	1.5	2.6
Apr	60.1	57.4	84.21	79.87	50.58	45.86	4.6	5.4	10.3	11.7	1.2	5.9
May	62.2	62.5	85.24	81.42	53.05	50.92	-0.5	4.7	4.2	6.4	2.2	1.7
June	73.3	74.4	90.92	87.43	66.66	65.02	-1.4	4.0	2.5	4.9	2.3	0.9
July	68.2	68.3	85.11	81.46	58.06	55.66	-0.2	4.5	4.3	6.3	2.0	1.8
Aug	71.1	71.7	87.37	85.39	62.12	61.21	-0.8	2.3	1.5	3.6	2.1	1.3
Sept	63.0	64.3	85.23	83.72	53.72	53.86	-2.0	1.8	-0.3	1.6	1.9	-0.2
Oct	63.8	63.9	87.24	82.97	55.65	53.04	-0.2	5.1	4.9	6.9	1.9	1.7
Nov	53.9	52.9	84.24	81.45	45.40	43.10	1.9	3.4	5.3	6.3	0.9	2.7
Dec	43.2	41.8	80.10	77.20	34.58	32.26	3.3	3.7	7.2	8.1	0.9	4.2

Year to Date 2013 vs 2012												
	Occ %		ADR		RevPAR		Percent Change from YTD 2012					
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Jan	43.6	42.7	80.22	78.50	34.96	33.51	2.1	2.2	4.3	6.5	2.1	4.2
Feb	48.1	47.9	81.68	79.58	39.28	38.11	0.4	2.6	3.1	4.9	1.8	2.2
Mar	50.9	50.5	81.75	79.10	41.58	39.98	0.6	3.3	4.0	5.8	1.7	2.3
Apr	53.1	52.3	82.47	79.31	43.83	41.46	1.7	4.0	5.7	7.4	1.6	3.3
May	55.0	54.4	83.17	79.82	45.74	43.41	1.1	4.2	5.4	7.2	1.7	2.8
June	58.0	57.7	84.83	81.45	49.23	47.00	0.6	4.2	4.7	6.6	1.8	2.4
July	59.5	59.3	84.89	81.45	50.53	48.27	0.4	4.2	4.7	6.6	1.8	2.3
Aug	60.9	60.9	85.26	82.04	51.97	49.93	0.1	3.9	4.1	6.0	1.9	2.0
Sept	61.1	61.2	85.27	82.24	52.13	50.37	-0.2	3.7	3.5	5.4	1.9	1.7
Oct	61.3	61.5	85.39	82.32	52.35	50.64	-0.3	3.7	3.4	5.3	1.9	1.5
Nov.	60.6	60.7	85.28	82.25	51.71	49.96	-0.2	3.7	3.5	5.2	1.7	1.5
Dec	59.1	59.1	84.97	81.94	50.26	48.44	0.1	3.7	3.8	5.4	1.6	1.6

Participation				
	Properties		Rooms	
	Census	Sample	Census	Sample
Jan	333	264	30405	25196
Feb	334	267	30500	25416
Mar	334	266	30501	25355
Apr	334	265	30501	25186
May	335	263	30768	24960
June	336	266	30813	25389
July	336	265	30811	25237

Includes:

- |                          |                     |
|--------------------------|---------------------|
| Polk County, IA          | Johnson County, IA  |
| Scott County, IA         | Dubuque County, IA  |
| Linn County, IA          | Story County, IA    |
| Pottawattamie County, IA | Woodbury County, IA |
| Black Hawk County, IA    | Dallas County, IA   |

Aug	336	262	30855	25093
Sept	334	262	30766	25208
Oct	334	264	30780	25247
Nov.	334	263	30670	25279
Dec	334	262	30670	25255

## 2013 STR, Inc.

### 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.

### Demand (Rooms Sold)

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

### 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  $(\text{Sample Rooms} / \text{Census Rooms}) * 100$

### Supply (Rooms Available)

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

### Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

# Iowa's Top Ten County Hotel Markets

Source: 2012 STR, Inc.

Current Month												
	Occ %		ADR		RevPAR		Percent Change from 2011					
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Jan	42.8	41.5	\$ 78.67	\$ 73.37	\$ 33.69	\$ 30.47	3.1	7.2	10.6	9.8	-0.7	2.4
Feb	42.6	41.0	\$ 75.57	\$ 71.00	\$ 32.20	\$ 29.13	3.9	6.4	10.5	10.2	-0.3	3.5
Mar	55.9	51.8	\$ 78.27	\$ 75.48	\$ 43.79	\$ 39.10	8.0	3.7	12.0	13.3	1.1	9.2
Apr	57.6	56.6	\$ 79.57	\$ 77.21	\$ 45.86	\$ 43.66	1.9	3.1	5.0	6.2	1.1	3.1
May	62.7	61.9	\$ 81.28	\$ 77.18	\$ 50.93	\$ 47.77	1.3	5.3	6.6	8.1	1.4	2.7
June	74.6	70.8	\$ 87.25	\$ 81.67	\$ 65.11	\$ 57.78	5.5	6.8	12.7	14.3	1.4	6.9
July	68.4	67.3	\$ 81.40	\$ 78.05	\$ 55.70	\$ 52.55	1.6	4.3	6.0	7.5	1.4	3.1
Aug	71.8	69.1	\$ 85.21	\$ 79.66	\$ 61.17	\$ 55.05	3.9	7.0	11.1	12.7	1.4	5.4
Sept	64.4	64.8	\$ 83.70	\$ 78.55	\$ 53.90	\$ 50.90	-0.6	6.6	5.9	7.3	1.4	0.7
Oct	64.3	60.8	\$ 82.88	\$ 79.22	\$ 53.32	\$ 48.16	5.8	4.6	10.7	12.2	1.4	7.3
Nov	53.1	52.9	81.36	\$ 78.76	\$ 43.20	\$ 41.70	0.3	3.3	3.6	5.7	2.0	2.3
Dec	41.9	42.5	77.05	\$ 75.65	\$ 32.28	\$ 32.18	-1.5	1.8	0.3	2.3	2.0	0.5

Year to Date 2012 vs 2011												
	Occ %		ADR		RevPAR		Percent Change from YTD 2011					
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Jan	42.8	41.5	\$ 78.67	\$ 73.37	\$ 33.69	\$ 30.47	3.1	7.2	10.6	9.8	-0.7	2.4
Feb	57.7	56.8	\$ 77.89	\$ 75.43	\$ 44.91	\$ 42.82	1.6	3.3	4.9	5.1	0.2	1.8
Mar	50.7	47.8	\$ 79.21	\$ 75.13	\$ 40.17	\$ 35.88	6.2	5.4	12.0	12.2	0.2	6.4
Apr	52.3	49.9	\$ 79.20	\$ 75.71	\$ 41.43	\$ 37.81	4.7	4.6	9.6	10.0	0.4	5.2
May	54.4	52.4	\$ 79.72	\$ 76.06	\$ 43.38	\$ 39.85	3.9	4.8	8.9	9.6	0.7	4.6
June	57.8	55.4	\$ 81.34	\$ 77.24	\$ 46.99	\$ 42.81	4.2	5.3	9.8	10.7	0.8	5.1
July	59.3	57.2	\$ 81.40	\$ 77.38	\$ 48.28	\$ 44.23	3.8	5.2	9.1	10.1	0.9	4.7
Aug	60.9	58.7	\$ 81.98	\$ 77.73	\$ 49.93	\$ 45.61	3.8	5.5	9.5	10.5	1.0	4.8
Sept	61.3	59.4	\$ 82.19	\$ 77.82	\$ 50.37	\$ 46.19	3.3	5.6	9.0	10.1	1.0	4.3
Oct	61.6	59.5	\$ 82.26	\$ 77.97	\$ 50.67	\$ 46.40	3.5	5.5	9.2	10.4	1.0	4.6
Nov.	60.8	58.9	82.19	\$ 78.03	\$ 49.99	\$ 45.97	3.2	5.3	8.7	10.0	1.1	4.4
Dec	59.2	57.5	81.88	\$ 77.88	\$ 48.46	\$ 44.80	2.9	5.1	8.2	9.5	1.2	4.1

Participation				
	Properties		Rooms	
	Census	Sample	Census	Sample
Jan	326	263	29767	24790
Feb	326	263	29780	24881
Mar	328	265	30025	25048
Apr	329	263	30039	25116
May	330	263	30121	25115
June	330	263	30121	25115
July	331	265	30221	25094

Includes:

Polk County, IA	Johnson County, IA
Scott County, IA	Dubuque County, IA
Linn County, IA	Story County, IA
Pottawattamie County, IA	Woodbury County, IA
Black Hawk County, IA	Dallas County, IA

Aug	331	264	30220	25136
Sept	331	263	30201	25055
Oct	331	261	30201	24647
Nov.	333	264	30406	24995
Dec	333	266	30406	25322

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### Sample or % Room Participants

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

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### Year-to-date

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