Iowa's Hotel Markets

Source: 2024 STR, Inc.

Current Month

	Occ %		ADR		RevPAR		Percent Change from Previous Year					
										Room Rev	Room Avail	Room Sold
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR			
December Urban	39.5	41.0	96.54	96.09	38.14	39.40	-3.6	0.5	-3.2	-2.1	1.1	-2.6
December Rural	34.6	35.0	91.51	90.02	31.64	31.51	-1.2	1.7	0.4	0.1	-0.3	-1.5
December State	37.8	38.9	94.99	94.22	35.91	36.69	-2.9	0.8	-2.1	-1.4	0.7	-2.2

Year to Date

	Occ %		ADR		RevPAR		Percent Change from YTD Previous Year					
										Room Rev	Room Avail	Room Sold
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR			
December Urban	55.2	56.2	112.85	110.31	62.28	61.99	-1.8	2.3	0.5	1.1	0.6	-1.2
December Rural	47.3	48.5	100.83	98.45	47.74	47.74	-2.4	2.4	-0.0	0.5	0.5	-1.9
December State	52.5	53.6	109.18	106.66	57.32	57.14	-2.0	2.4	0.3	1.0	0.6	-1.4

Participation

	Properties		Rooms	
	Census	Sample	Census	Sample
December Urban	414	344	37491	32761
December Rural	384	184	18884	10861
December State	802	531	56625	43816

Urban 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

2024 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 (Sample Rooms/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.