

Iowa's Hotel Markets

Source: 2025 STR, Inc.

Current Month

	Occ %		ADR		RevPAR		Percent Change from Previous Year					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
January Urban	39.4	42.5	99.08	105.05	39.04	44.64	-7.3	-5.7	-12.6	-11.4	1.4	-6.0
January Rural	31.7	33.8	92.22	90.78	29.27	30.64	-5.9	1.6	-4.5	-5.0	-0.6	-6.5
January State	36.8	39.5	97.08	100.88	35.74	39.85	-6.8	-3.8	-10.3	-9.6	0.8	-6.0

Year to Date

	Occ %		ADR		RevPAR		Percent Change from YTD Previous Year					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
January Urban	39.4	42.5	99.08	105.05	39.04	44.64	-7.3	-5.7	-12.6	-11.4	1.4	-6.0
January Rural	31.7	33.8	92.22	90.78	29.27	30.64	-5.9	1.6	-4.5	-5.0	-0.6	-6.5
January State	36.8	39.5	97.08	100.88	35.74	39.85	-6.8	-3.8	-10.3	-9.6	0.8	-6.0

Participation

	Properties		Rooms	
	Census	Sample	Census	Sample
January Urban	413	345	37477	33113
January Rural	383	185	18819	10927
January State	800	533	56546	44234

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

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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.