Iowa's Hotel Markets

Current Month

| | Occ % | | ADR | | RevPAR | | Percent Change from Previous Year | | | | | |
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
June Urban	70.6	69.3	126.77	120.52	89.51	83.58	1.8	5.2	7.1	7.6	0.4	2.2
June Rural	59.4	60.4	107.74	104.91	64.01	63.40	-1.7	2.7	1.0	2.3	1.3	-0.4
June State	66.8	66.3	120.99	115.66	80.78	76.71	0.7	4.6	5.3	6.1	0.7	1.4

Year to Date

| | Occ % | | ADR | | RevPAR | | Percent Change from YTD Previous Year | | | | | |
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
June Urban	55.1	55.3	113.01	108.58	62.26	60.00	-0.3	4.1	3.8	4.0	0.3	-0.1
June Rural	45.2	45.4	98.68	96.00	44.64	43.55	-0.3	2.8	2.5	3.5	0.9	0.6
June State	51.7	51.9	108.74	104.83	56.24	54.42	-0.4	3.7	3.3	3.8	0.5	0.1

Participation

| | Properties | | Rooms | |
	Census	Sample	Census	Sample
June Urban	409	342	37139	32956
June Rural	391	188	19203	11063
June State	803	532	56513	44134

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.