Iowa's Hotel Markets

Source: 2022 STR, Inc.

Current Month

| | Occ % | | ADR | | RevPAR | | Percent Change from Previous Year | | | | | |
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
June Urban	68.6	63.4	114.89	99.99	78.81	63.37	8.2	14.9	24.4	23.4	-0.8	7.3
June Rural	63.6	59.1	98.80	92.97	62.87	54.98	7.6	6.3	14.4	13.5	-0.8	6.8
June State	66.9	61.9	109.70	97.74	73.42	60.53	8.1	12.2	21.3	20.3	-0.8	7.2

Year to Date

| | Occ % | | ADR | | RevPAR | | Percent Change from YTD Previous Year | | | | | |
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
June Urban	54.3	46.9	102.43	87.34	55.67	40.99	15.8	17.3	35.8	36.4	0.4	16.3
June Rural	48.2	43.0	91.61	84.00	44.19	36.11	12.2	9.1	22.4	22.1	-0.2	12.0
June State	52.3	45.6	99.06	86.28	51.80	39.35	14.6	14.8	31.6	31.9	0.2	14.9

Participation

| | Properties | | Rooms | |
	Census	Sample	Census	Sample
June Urban	406	337	36993	32644
June Rural	382	199	18793	11320
June State	791	538	55957	44079

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

2022 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.