

Iowa's Hotel Markets

Source: 2023 STR, Inc.

Current Month												
	Occ %		ADR		RevPAR		Percent Change from Previous Year					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
August Urban	65.7	66.5	117.92	112.28	77.48	74.69	-1.2	5.0	3.7	3.7	0.0	-1.2
August Rural	57.9	60.7	104.74	100.92	60.68	61.21	-4.5	3.8	-0.9	-0.7	0.2	-4.3
August State	63.1	64.5	113.82	108.68	71.79	70.13	-2.3	4.7	2.4	2.4	0.1	-2.2

Year to Date												
	Occ %		ADR		RevPAR		Percent Change from YTD Previous Year					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
August Urban	58.1	57.0	111.54	105.24	64.85	59.99	2.0	6.0	8.1	7.6	-0.5	1.5
August Rural	49.1	51.4	99.03	93.37	48.65	47.99	-4.4	6.1	1.4	1.5	0.2	-4.3
August State	55.1	55.1	107.74	101.50	59.34	55.93	-0.0	6.1	6.1	5.8	-0.2	-0.3

Participation				
	Properties		Rooms	
	Census	Sample	Census	Sample
August Urban	404	336	36771	32285
August Rural	384	189	18861	10950
August State	791	527	55803	43350

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

2023 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.