

Iowa's Hotel Markets

Source: 2026 STR, Inc.

Current Month

	Occ %		ADR		RevPAR		Percent Change from Previous Year					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
August Urban	71.2	63.3	130.77	119.00	93.11	75.31	12.5	9.9	23.6	23.6	0.0	12.5
August Rural	61.7	57.1	111.58	109.88	68.87	62.70	8.2	1.6	9.8	8.4	-1.3	6.7
August State	68.1	61.3	125.23	116.30	85.31	71.24	11.2	7.7	19.8	19.4	-0.3	10.9

Year to Date

	Occ %		ADR		RevPAR		Percent Change from YTD Previous Year					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
August Urban	59.9	55.9	119.06	114.41	71.29	63.95	7.1	4.1	11.5	11.9	0.4	7.6
August Rural	49.9	47.3	104.74	102.65	52.31	48.60	5.5	2.0	7.6	5.2	-2.3	3.1
August State	56.6	53.1	114.98	110.97	65.11	58.88	6.7	3.6	10.6	10.2	-0.3	6.4

Participation

	Properties		Rooms	
	Census	Sample	Census	Sample
August Urban	413	349	37532	33756
August Rural	375	179	18064	10282
August State	793	532	55929	44315

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

2026 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.