Iowa's Hotel Markets

Current Month

	Occ %		ADR		RevPAR		Percent Change from Previous Year					
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	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Rev	Avail	Sold
January Urban	41.7	39.4	99.77	98.95	41.59	39.03	5.7	0.8	6.6	7.4	0.8	6.5
January Rural	33.2	31.8	94.21	92.28	31.32	29.30	4.7	2.1	6.9	5.4	-1.4	3.2
January State	38.8	36.8	98.18	97.00	38.13	35.74	5.4	1.2	6.7	6.9	0.2	5.6

Year to Date

	Occ %		ADR		RevPAR		Percent Change from YTD Previous Year					
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	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Rev	Avail	Sold
January Urban	41.7	39.4	99.77	98.95	41.59	39.03	5.7	0.8	6.6	7.4	0.8	6.5
January Rural	33.2	31.8	94.21	92.28	31.32	29.30	4.7	2.1	6.9	5.4	-1.4	3.2
January State	38.8	36.8	98.18	97.00	38.13	35.74	5.4	1.2	6.7	6.9	0.2	5.6

Participation

	Properties		Rooms	
	Census	Sample	Census	Sample
January Urban	416	353	37724	33956
January Rural	383	179	18544	10160
January State	804	536	56601	44393

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 (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.