

Iowa's Hotel Markets

Source: 2025 STR, Inc.

Current Month												
	Occ %		ADR		RevPAR		Percent Change from Previous Year					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
September Urban	58.0	57.8	115.29	114.67	66.90	66.28	0.4	0.5	0.9	1.8	0.9	1.3
September Rural	54.2	52.8	103.22	103.95	55.95	54.85	2.7	-0.7	2.0	1.0	-1.0	1.7
September State	56.7	56.0	111.44	111.26	63.24	62.33	1.3	0.2	1.5	1.7	0.2	1.5

Year to Date												
	Occ %		ADR		RevPAR		Percent Change from YTD Previous Year					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
September Urban	56.1	57.4	114.44	114.46	64.23	65.69	-2.2	0.0	-2.2	-1.2	1.1	-1.1
September Rural	48.4	48.8	101.69	101.72	49.24	49.65	-0.8	0.0	-0.8	-2.3	-1.5	-2.3
September State	53.5	54.5	110.62	110.59	59.22	60.23	-1.7	0.0	-1.7	-1.3	0.3	-1.4

Participation				
	Properties		Rooms	
	Census	Sample	Census	Sample
September Urban	417	351	37665	33731
September Rural	386	184	18789	10832
September State	807	538	56704	44757

Urban Includes:

Polk County, IA

Scott County, IA

Linn County, IA

Pottawattamie County, IA

Black Hawk County, IA

Johnson County, IA

Dubuque County, IA

Story County, IA

Woodbury County, IA

Dallas County, IA

2025 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.