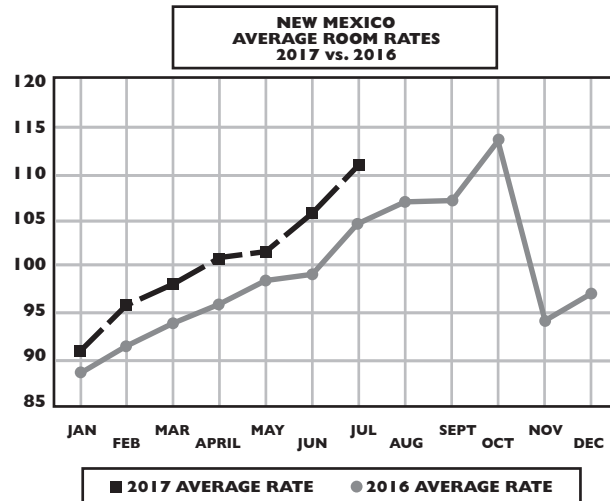
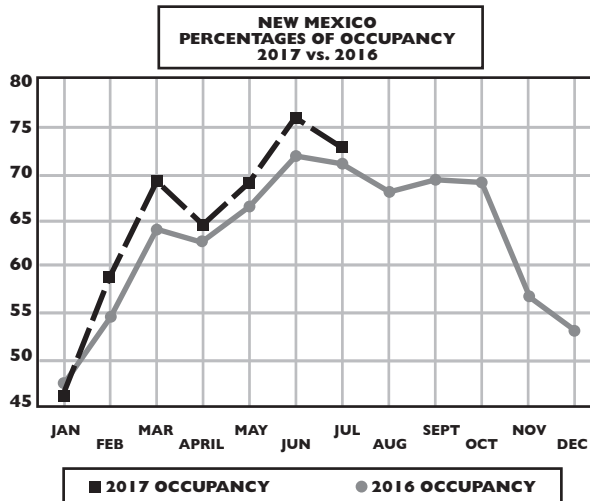


ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

July 2017

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2017 YEAR-TO-DATE			2016 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
ALBUQUERQUE											
AIRPORT	41,602	32,278	77.6%	\$90.79	\$70.44	75.8%	\$88.23	\$66.90	73.4%	\$85.42	\$62.70
DOWNTOWN & MIDTOWN	98,547	61,303	62.2%	\$92.58	\$57.59	55.9%	\$89.24	\$49.91	54.9%	\$86.46	\$47.47
EAST	37,306	28,488	76.4%	\$102.32	\$78.13	74.7%	\$104.83	\$78.26	71.2%	\$100.30	\$71.36
WEST	22,363	16,471	73.7%	\$97.80	\$72.03	65.2%	\$95.04	\$61.94	64.0%	\$93.79	\$60.06
NORTH	<u>47,667</u>	<u>35,393</u>	<u>74.2%</u>	<u>\$90.85</u>	<u>\$67.46</u>	<u>69.4%</u>	<u>\$92.17</u>	<u>\$63.92</u>	<u>64.0%</u>	<u>\$89.83</u>	<u>\$57.48</u>
TOTAL	247,485	173,934	70.3%	\$93.98	\$66.05	65.4%	\$92.84	\$60.76	62.8%	\$89.87	\$56.41
SANTA FE											
DOWNTOWN	50,933	38,317	75.2%	\$221.63	\$166.73	68.7%	\$168.80	\$116.03	68.5%	\$161.05	\$110.27
CERRILLOS ROAD	39,815	32,571	81.8%	\$94.76	\$77.52	62.2%	\$78.60	\$48.90	58.1%	\$77.39	\$44.98
SANTA FE PERIPHERY	<u>22,861</u>	<u>19,453</u>	<u>85.1%</u>	<u>\$132.27</u>	<u>\$112.55</u>	<u>69.7%</u>	<u>\$113.92</u>	<u>\$79.39</u>	<u>72.9%</u>	<u>\$106.65</u>	<u>\$77.76</u>
TOTAL	113,609	90,341	79.5%	\$156.65	\$124.56	66.6%	\$127.45	\$84.91	65.4%	\$121.00	\$79.17
FARMINGTON											
	27,524	20,876	75.8%	\$87.43	\$66.31	61.8%	\$83.48	\$51.55	63.7%	\$84.25	\$53.65
LAS CRUCES											
	27,964	17,217	61.6%	\$89.18	\$54.91	63.7%	\$90.33	\$57.53	62.6%	\$86.93	\$54.40
SOUTHEAST NEW MEXICO (Artesia, Carlsbad, Clovis & Hobbs)											
	30,752	25,258	82.1%	\$108.23	\$88.89	70.1%	\$109.64	\$76.89	54.4%	\$118.09	\$64.26
TAOS											
	18,601	13,010	69.9%	\$136.66	\$95.58	56.2%	\$110.99	\$62.38	61.6%	\$101.77	\$62.74
OTHER NEW MEXICO											
	28,575	19,458	68.1%	\$85.64	\$58.32	57.7%	\$79.14	\$45.66	50.8%	\$73.78	\$37.48
TOTALS	494,510	360,093	72.8%	\$111.19	\$80.96	64.8%	\$101.23	\$65.65	62.2%	\$97.08	\$60.41



The Rocky Mountain Lodging Report is compiled by: EKS&H, PC in cooperation with the New Mexico Hospitality Association, Robert S. Benton & Associates, Inc. and W. R. Hopping & CO. Readers are advised that the above do not represent the data contained herein to be definitive. Neither should the contents of this publication be construed as a recommendation on policies or actions. This report is subject to copyright laws.

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ROCKY MOUNTAIN LODGING REPORT

Summary of Occupancy and Average Daily Room Rates for the State of New Mexico

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2017	2016	2017	2016	2017	2016
JANUARY	45.9%	46.6%	\$90.16	\$88.06	\$41.43	\$41.07
FEBRUARY	58.0%	54.2%	\$95.21	\$91.04	\$55.17	\$49.37
MARCH	68.9%	63.3%	\$97.96	\$93.81	\$67.50	\$59.38
APRIL	64.5%	62.9%	\$100.90	\$95.80	\$65.11	\$60.23
MAY	67.5%	65.5%	\$102.15	\$98.71	\$68.92	\$64.62
JUNE	75.9%	71.6%	\$105.13	\$101.05	\$79.77	\$72.31
JULY	72.8%	70.6%	\$111.19	\$105.49	\$80.96	\$74.51
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	64.8%	62.2%	\$101.23	\$97.08	\$65.65	\$60.41