



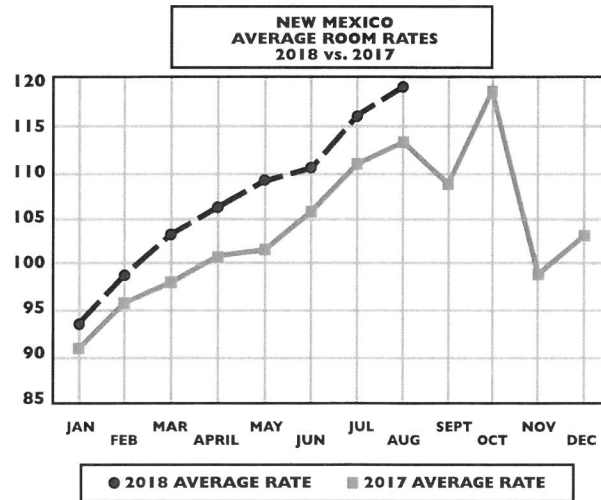
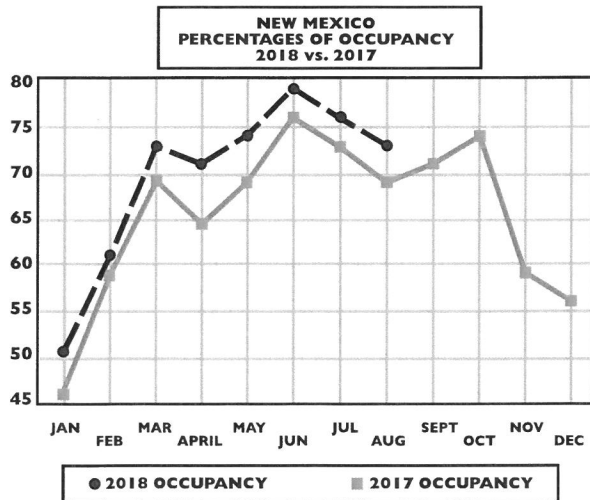
NEW MEXICO  
HOSPITALITY  
ASSOCIATION

# ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

August 2018

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2018 YEAR-TO-DATE			2017 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
<b>ALBUQUERQUE</b>											
AIRPORT	39,354	32,414	82.4%	\$88.57	\$72.95	76.6%	\$88.93	\$68.09	76.3%	\$88.41	\$67.48
DOWNTOWN & MIDTOWN	90,427	62,722	69.4%	\$85.78	\$59.50	65.3%	\$90.12	\$58.87	56.0%	\$89.37	\$50.02
EAST	35,092	27,529	78.4%	\$109.10	\$85.59	75.5%	\$106.70	\$80.52	75.2%	\$104.90	\$78.93
WEST	23,785	17,930	75.4%	\$118.46	\$89.30	73.2%	\$109.23	\$79.94	66.3%	\$95.01	\$63.02
NORTH	53,330	36,621	68.7%	\$95.66	\$65.69	68.3%	\$94.05	\$64.28	69.4%	\$92.44	\$64.19
<b>TOTAL</b>	241,988	177,215	73.2%	\$95.26	\$69.76	70.2%	\$95.44	\$67.01	65.8%	\$92.99	\$61.15
<b>SANTA FE</b>											
DOWNTOWN	48,265	41,189	85.3%	\$244.99	\$209.07	74.8%	\$182.41	\$136.39	70.1%	\$177.79	\$124.60
CERRILLOS ROAD	40,041	31,129	77.7%	\$105.30	\$81.86	64.4%	\$85.69	\$55.18	64.1%	\$81.71	\$52.36
SANTA FE PERIPHERY	23,477	18,728	79.8%	\$144.54	\$115.30	73.6%	\$126.99	\$93.46	70.8%	\$116.86	\$82.72
<b>TOTAL</b>	111,783	91,046	81.4%	\$176.56	\$143.81	71.0%	\$140.66	\$99.86	68.1%	\$133.09	\$90.64
<b>FARMINGTON</b>											
	27,680	18,635	67.3%	\$90.84	\$61.16	66.6%	\$86.74	\$57.76	62.9%	\$84.06	\$52.84
<b>LAS CRUCES</b>											
	30,814	18,677	60.6%	\$90.68	\$54.96	65.2%	\$90.95	\$59.28	62.6%	\$90.20	\$56.50
<b>SOUTHEAST NEW MEXICO</b> (Artesia, Carlsbad, Clovis & Hobbs)											
	30,938	26,767	86.5%	\$139.72	\$120.88	82.4%	\$132.68	\$109.27	71.8%	\$109.58	\$78.69
<b>TAOS</b>											
	16,642	10,672	64.1%	\$130.24	\$83.52	56.5%	\$117.50	\$66.39	56.0%	\$112.31	\$62.95
<b>OTHER NEW MEXICO</b>											
	28,304	17,950	63.4%	\$82.89	\$52.57	62.5%	\$79.97	\$50.00	58.1%	\$79.47	\$46.14
<b>TOTALS</b>	488,149	360,961	73.9%	\$119.02	\$88.01	69.7%	\$107.83	\$75.20	65.5%	\$102.84	\$67.31



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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	
	2018	2017	2018	2017	2018	2017
<b>JANUARY</b>	50.7%	45.9%	\$93.35	\$90.16	\$47.36	\$41.43
<b>FEBRUARY</b>	60.5%	58.0%	\$98.50	\$95.21	\$59.60	\$55.18
<b>MARCH</b>	73.4%	68.9%	\$103.11	\$97.96	\$75.66	\$67.50
<b>APRIL</b>	70.3%	64.5%	\$106.14	\$100.90	\$74.63	\$65.11
<b>MAY</b>	74.3%	67.5%	\$109.29	\$102.15	\$81.23	\$68.92
<b>JUNE</b>	78.4%	75.9%	\$110.74	\$105.13	\$86.77	\$79.78
<b>JULY</b>	76.0%	72.8%	\$115.38	\$111.19	\$87.73	\$80.96
<b>AUGUST</b>	73.9%	69.6%	\$119.02	\$113.04	\$88.01	\$78.62
<b>SEPTEMBER</b>	-	-	-	-	-	-
<b>OCTOBER</b>	-	-	-	-	-	-
<b>NOVEMBER</b>	-	-	-	-	-	-
<b>DECEMBER</b>	-	-	-	-	-	-
<b>YEAR TO DATE</b>	69.7%	65.5%	\$107.83	\$102.84	\$75.20	\$67.31