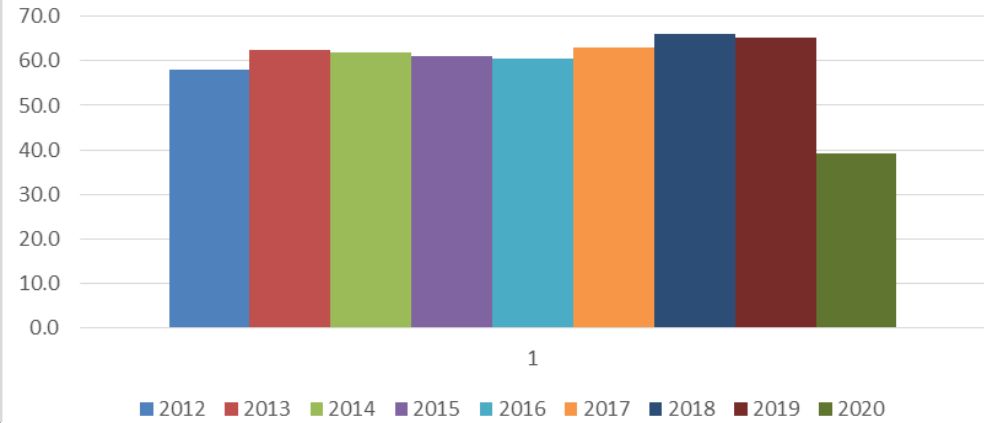


# Rochester Metro Area Lodging Star Report

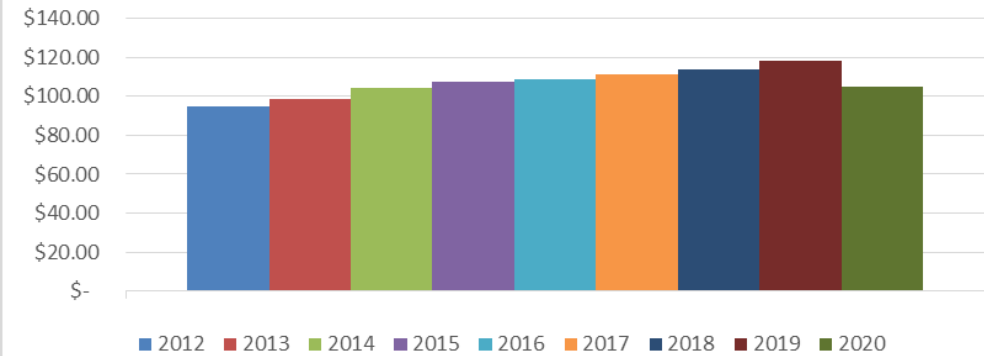
06.23.21 Var/20

Rochester Market		January	February	March	April	May	June	July	August	Sept	October	November	December	Total	
2012	Occ%	47.9	53.2	58.8	54.6	56.8	68.3	65.8	64.7	61.8	65.7	52.8	44.3	57.9	
	ADR	98.32	94.3	96.08	96.28	96.78	93.07	91.77	92.72	94.38	95.45	95.61	91.49	\$ 94.69	
	RevPAR	47.11	50.2	56.46	52.58	54.97	63.56	60.35	59.99	58.31	62.67	50.51	40.51	\$ 54.77	
2013	Occ%	46.4	54.1	61	67.2	65.6	69.9	73.2	68.4	67.8	68.3	59.3	47.5	62.4	
	ADR	93.57	96.43	94.51	97.74	98.7	99.8	97.4	101.53	103.08	101.02	100.39	98.78	\$ 98.58	
	RevPAR	43.41	52.15	57.65	65.72	64.76	70.79	71.32	69.47	69.88	69.01	59.5	46.92	\$ 61.72	
2014	Occ%	52.1	60.3	59.3	62.3	62.5	68.4	67.4	70	66.3	69.4	56.3	47.4	61.8	
	ADR	105.5	102.48	102.9	105.04	103.39	102.18	99.49	104.79	109.61	108.1	105.19	100.44	\$104.09	
	RevPAR	54.97	61.78	61	65.47	66.52	69.84	67.08	73.4	72.66	75.07	60.51	47.47	\$ 64.65	
2015	Occ%	51.1	57.2	58.1	59.1	59.3	70.5	71.8	71.7	65.4	64.1	55.8	47.4	61.0	
	ADR	105.1	105.46	105.7	108.75	108.3	105.87	101.85	106.92	111.24	112.01	111.84	108.06	\$107.59	
	RevPAR	53.75	60.3	61.39	64.25	64.25	74.61	73.17	76.62	72.79	71.8	62.41	51.17	\$ 65.54	
2016	Occ%	48.1	55.3	58.2	58.4	63.3	70.5	66.9	70.3	62.9	66.1	56.9	49.1	60.5	
	ADR	105.9	106.73	108.1	107.6	109.03	105.87	102.45	108.84	108.41	129.41	109.64	103.05	\$108.75	
	RevPAR	53.8	64.68	64.9	67.44	68.99	74.61	68.58	76.53	68.22	73.93	60.65	50.59	\$ 66.08	
2017	Occ%	51.6	56.4	61.2	59.1	63.6	71.4	71.6	72.7	64.1	71.3	62.7	48.8	62.9	
	ADR	110.4	110.81	110.8	110.91	109.87	110.2	110.25	111.85	111.58	115.07	112.84	106.99	\$110.97	
	RevPAR	56.93	62.46	67.79	65.56	69.89	77.96	78.96	81.31	71.52	82.01	70.72	52.46	\$ 69.80	
2018	Occ%	54.3	58.5	60.7	71	77.7	71.6	70.4	74.1	68.8	74.5	60.8	49.8	66.0	
	ADR	113.1	112.21	112.3	114.42	118.33	112.97	111.67	113.16	115.87	116.48	113.64	109.88	\$113.67	
	RevPAR	61.38	65.62	68.16	81.2	91.99	80.9	78.96	81.31	79.76	86.77	69.08	54.7	\$ 74.99	
2019	Occ%	57	61.1	62.5	69.8	66.4	74	77.1	71.6	66.1	67.8	58.9	50.9	65.3	
	ADR	114.5	114.9	113.8	119.39	117.79	117.94	118.63	118.19	123.34	124.9	119.05	115.68	\$118.18	
	RevPAR	65.21	70.24	71.17	83.37	78.24	87.3	91.47	84.64	81.49	84.66	70.12	58.88	\$ 77.23	
2020	Occ%	53.8	56	35.7	15.9	28.8	41.1	42.2	44.1	46.1	44.9	34.4	27.2	39.2	
	ADR	119.2	117.3	113.6	82.19	91.57	101.5	103.83	107.21	110.26	108.55	102.73	97.72	\$104.64	
	RevPAR	64.13	65.75	40.59	13.05	26.41	41.7	43.85	47.32	50.88	88.92	35.34	26.53	\$ 45.37	
2021	Occ%	34.8	37.9	41.3	45.5	44.4								\$ 40.78	7.70%
	ADR	102.5	105.3	103.3	108.36	111.37								\$106.17	-3.80%
	RevPAR	35.7	39.89	42.71	49.28	49.5								\$ 43.42	3.60%
2022	Occ%														
	ADR														
	RevPAR														

## Occupancy Comparison 2012-2020



## ADR Comparisons 2012-2020



## Rev Par Comparisons 2012-2020

