



2023 Calendar: Holidays and Notable Events

Holiday/Event	2023 Date	2022 Date	2023 Day	2022 Day	Notes on Impact
New Year's Day	1/1	1/1	Sun	Sat	New Year's Day falls on Sunday but may see a slight decrease in performance (due to the long weekend last year which most likely boosted performance).
Martin Luther King Day	1/16	1/18	Mon	Mon	No significant change from previous years expected.
Super Bowl	2/12	2/13	Sun	Sun	During the weekend of 11-13 (Friday - Sunday) February 2022, Los Angeles posted an absolute ADR of US\$384, which drove revenue per available room (RevPAR) of US\$310 (+272%). Occupancy in the market was 80.5%. Expect declines in the market for comparable days in 2023. Phoenix can expect significant RevPAR growth in 2023 as the host city for Superbowl LVII (57).
Valentine's Day	2/14	2/14	Tue	Mon	Valentine's day falls on a Tuesday in 2023. Anticipate a slight performance decrease to start the week.
NBA All-Star Weekend	2/17-2/19	2/20	Fri-Sun	Sun	NBA All-Star Weekend condensed to a single day (Sunday) in 2022. Expect diminished performance lift in the All-Star market, Cleveland, OH.
President's Day	2/20	2/21	Mon	Mon	No significant change from previous years expected.
Mardi Gras (Fat Tuesday)	2/21	3/1	Tue	Tue	Date shift from first week of March 2022 to third week of Feb 2023.
St. Patrick's Day	3/17	3/17	Fri	Thurs	No significant change from previous years expected.
First Day of Ramadan	3/23	4/2	Thurs	Sat	No significant change from previous years expected.
First Day of Passover	4/6	4/16	Thurs	Sat	First Day of Passover falls on Easter Weekend, expect a decline in performance.
Easter Weekend	4/7-4/9	4/15-4/17	Fri-Sun	Fri-Sun	Easter shifts from third week of April to second week of April in 2023. Expect the third week of April, in 2022, to rebound due to this shift. The second week of April is likely to decline as result of a shift in group fill patterns pre-Easter.
Mother's Day	5/14	5/8	Sun	Sun	No significant change from previous years expected.
Memorial Day	5/29	5/30	Mon	Mon	No significant change from previous years expected.
Father's Day	6/18	6/19	Sun	Sun	No significant change from previous years expected.
Independence Day	7/4	7/4	Tue	Mon	Expect flat to lower occupancy demand than last year due to shift to Tuesday, which eliminates the three day weekend.
Eid al-Adha	6/29	7/10	Thurs	Sun	No significant change from previous years expected.
Juneteenth	7/19	7/19	Mon	Sun	2021 was the first year with Juneteenth as a federal holiday. The holiday shifts from a Sunday to a Monday and the impact is to be determined.
Labor Day	9/4	9/5	Mon	Mon	No significant change from previous years expected.
Rosh Hashanah	9/16	9/26	Sat	Mon	No significant change from previous years expected.
Yom Kippur	9/25	10/5	Mon	Wed	Anticipate a likely performance lift in mid October and a performance decline in late September due to shift.
Columbus Day	10/9	10/10	Mon	Mon	No significant change from previous years expected.
Halloween	10/31	10/31	Tue	Mon	Minor negative impact to weekday group load/travel patterns given shift of Halloween from Monday to Tuesday.
Veterans Day	11/10	11/11	Fri	Fri	No significant change from previous years expected.
Thanksgiving Day	11/23	11/24	Thurs	Thurs	No significant change from previous years expected.
First Day of Hanukkah	12/8	12/19	Fri	Mon	Anticipate performance growth in mid December due to the shift in weeks.
Christmas Eve	12/24	12/24	Sun	Sat	No significant change from previous years expected.
Christmas	12/25	12/25	Mon	Sun	No significant change from previous years expected.
First Day of Kwanzaa	12/26	12/26	Mon	Mon	No significant change from previous years expected.
New Year's Eve	12/31	12/31	Sun	Sat	No significant change from previous years expected.

Table 1: Weekend Nights in 2023 vs. 2022

Weekend Nights			
Month	2023	2022	Difference in days
January	8	8	0
February	8	8	0
March	9	9	0
April	9	9	0
May	8	8	0
June	9	9	0
July	9	9	0
August	9	8	1
September	10	10	0
October	8	8	0
November	8	8	0
December	10	10	0
Year	105	104	1

Notes on Weekend Nights:

STR tracks **Weekends** as: Friday and Saturday and **Weekdays** as: Sunday, Monday, Tuesday, Wednesday, Thursday.