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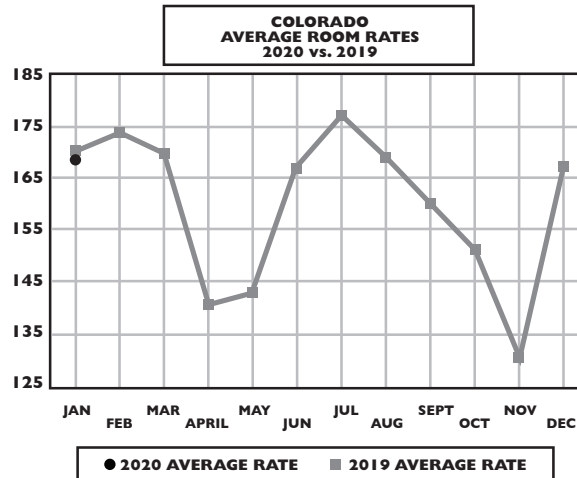
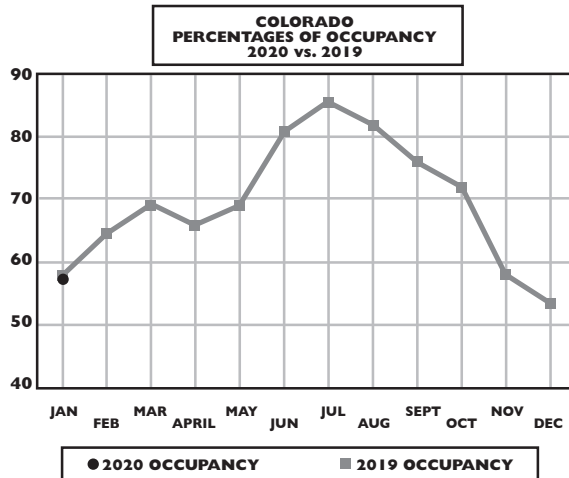
COLORADO HOTEL AND
LODGING ASSOCIATION

ROCKY MOUNTAIN LODGING REPORT

Colorado Edition

January 2020

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2020 YEAR-TO-DATE			2019 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
DENVER	1,175,051	715,838	60.9%	\$127.43	\$77.63	60.9%	\$127.43	\$77.63	60.5%	\$126.48	\$76.57
COLORADO SPRINGS											
LEVEL I	101,835	50,758	49.8%	\$107.09	\$53.38	49.8%	\$107.09	\$53.38	55.3%	\$105.16	\$58.18
LEVEL II	56,703	30,067	53.0%	\$87.96	\$46.64	53.0%	\$87.96	\$46.64	55.6%	\$84.81	\$47.15
TOTAL	158,538	80,825	51.0%	\$99.97	\$50.97	51.0%	\$99.97	\$50.97	55.4%	\$97.50	\$54.05
RESORTS											
VAIL	49,430	32,242	65.2%	\$498.24	\$324.99	65.2%	\$498.24	\$324.99	69.3%	\$487.95	\$338.39
ASPEN	25,978	20,733	79.8%	\$735.90	\$587.32	79.8%	\$735.90	\$587.32	81.2%	\$727.52	\$590.86
TELLURIDE	19,928	11,638	58.4%	\$441.80	\$258.01	58.4%	\$441.80	\$258.01	51.6%	\$488.26	\$251.87
STEAMBOAT SPRINGS	22,924	18,420	80.4%	\$210.08	\$168.81	80.4%	\$210.08	\$168.81	79.7%	\$229.23	\$182.78
BRECKENRIDGE	39,748	27,487	69.2%	\$310.75	\$214.89	69.2%	\$310.75	\$214.89	76.1%	\$287.77	\$218.86
OTHER RESORTS	122,685	72,768	59.3%	\$345.24	\$204.77	59.3%	\$345.24	\$204.77	61.1%	\$347.69	\$212.53
TOTAL RESORTS	280,693	183,288	65.3%	\$403.72	\$263.62	65.3%	\$403.72	\$263.62	67.5%	\$407.30	\$274.73
DURANGO	15,655	7,464	47.7%	\$96.76	\$46.13	47.7%	\$96.76	\$46.13	42.1%	\$92.07	\$38.73
GRAND JUNCTION	28,442	12,399	43.6%	\$66.78	\$29.11	43.6%	\$66.78	\$29.11	43.6%	\$65.56	\$28.57
GLENWOOD SPRINGS	35,867	19,638	54.8%	\$131.47	\$71.98	54.8%	\$131.47	\$71.98	52.6%	\$126.71	\$66.65
ESTES PARK	33,662	7,385	21.9%	\$150.36	\$32.99	21.9%	\$150.36	\$32.99	21.4%	\$161.70	\$34.62
LONGMONT	26,226	9,414	35.9%	\$102.34	\$36.74	35.9%	\$102.34	\$36.74	40.6%	\$104.00	\$42.22
FT. COLLINS	60,450	29,057	48.1%	\$101.56	\$48.82	48.1%	\$101.56	\$48.82	51.4%	\$96.05	\$49.33
LOVELAND	34,720	18,542	53.4%	\$111.42	\$59.50	53.4%	\$111.42	\$59.50	59.4%	\$110.10	\$65.40
GREELEY	21,421	13,212	61.7%	\$94.63	\$58.36	61.7%	\$94.63	\$58.36	62.6%	\$93.58	\$58.61
CRAIG	13,671	5,543	40.5%	\$70.28	\$28.49	40.5%	\$70.28	\$28.49	34.8%	\$73.03	\$25.40
OTHER COLORADO	54,653	23,265	42.6%	\$95.28	\$40.56	42.6%	\$95.28	\$40.56	42.1%	\$96.39	\$40.56
TOTALS	1,939,049	1,125,869	58.1%	\$167.32	\$97.15	58.1%	\$167.32	\$97.15	58.7%	\$169.79	\$99.69



The Rocky Mountain Lodging Report is compiled by Plante Moran, in cooperation with the Colorado Hotel & Lodging 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. Reproduction of this report, in whole or in part, without written permission, is prohibited.

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ROCKY MOUNTAIN LODGING REPORT

Summary of Occupancy and Average Daily Room Rates for the Colorado

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2020	2019	2020	2019	2020	2019
JANUARY	58.1%	58.7%	\$167.32	\$169.79	\$97.15	\$99.69
FEBRUARY	-	-	-	-	-	-
MARCH	-	-	-	-	-	-
APRIL	-	-	-	-	-	-
MAY	-	-	-	-	-	-
JUNE	-	-	-	-	-	-
JULY	-	-	-	-	-	-
AUGUST	-	-	-	-	-	-
SEPTEMBER	-	-	-	-	-	-
OCTOBER	-	-	-	-	-	-
NOVEMBER	-	-	-	-	-	-
DECEMBER	-	-	-	-	-	-
YEAR TO DATE	<u>58.1%</u>	<u>58.7%</u>	<u>\$167.32</u>	<u>\$169.79</u>	<u>\$97.15</u>	<u>\$99.69</u>