

# BY THE NUMBERS

YEAR-TO-DATE ➤ JAN 1, 2020 - MAY 30, 2020

## 54.4%

### occupancy

Greater Fort Lauderdale was off to a good start in 2020 with January and February occupancy up 2.7% and 1.3%, respectively, over the same time in 2019. With March 1 marking the beginning of the COVID-19 downturn, occupancy in March declined -43% over 2019, April declined -71% over 2019 but the free fall slowed in May with a reported -58% decline through May 30th.

## \$144.22

### ADR

YTD ADR of \$144.22 is a -15% decline over same time last year. 2020 has marked the historical extremes in ADR -- our highest daily ADR was reported on February 1st at \$331.58 while our lowest daily ADR was reported on May 10th at \$77.68. Greater Fort Lauderdale experienced 16 days with ADR under \$80.00.

## \$93.26

### revPAR

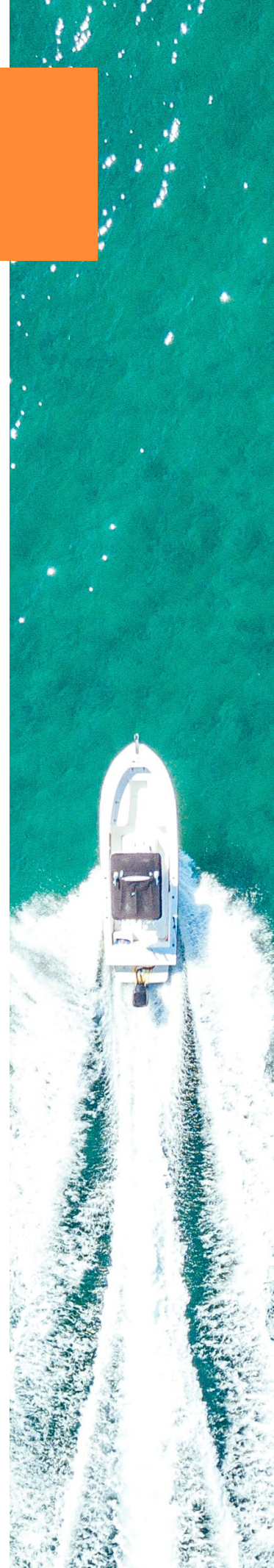
Although RevPAR hovered around \$20 for five weeks during the middle of the COVID-19 shutdown, it is beginning to slowly increase. RevPAR has improved 34% since the first week in May. For the week of May 24-May 30 (latest data available), RevPAR checked in at \$29.98.

## \$27,650,428

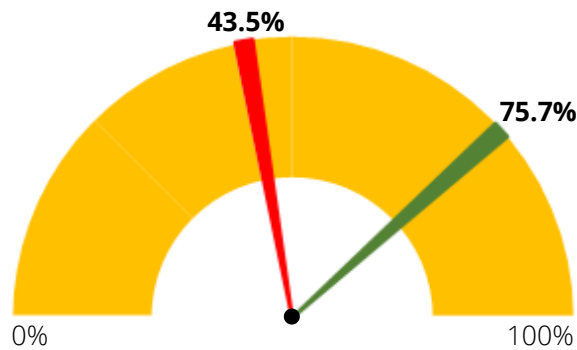
### TDT revenue

Through April 2020 (latest report available), revenue collections were down -30% over same time last year. January and February 2020 both posted increases compared to 2019 at 15% and 6.5%, respectively. Given the COVID-19 shutdowns, March and April TDT revenue were down -56% and 91%, respectively, over 2019.

*Stay in the know. Visit: [sunny.org/partners/market-research/](https://sunny.org/partners/market-research/) Click on the first link "GFLCVB Hospitality Report" for the latest lodging metrics, tax revenue, hotel pipeline, employment and more.*

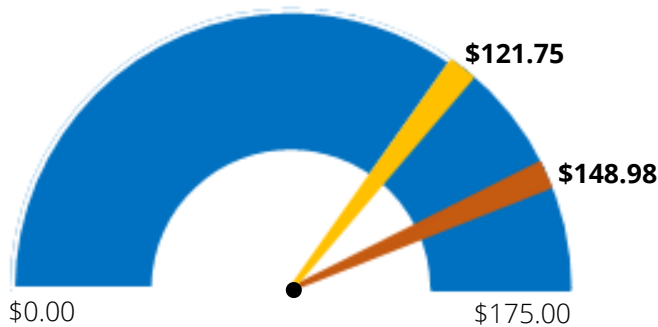


GFLCVB relies on several sources to forecast annual hotel data points. While 2020 was originally anticipated to be a flat year, COVID-19 has certainly disrupted that outlook. CBRE -- one of our primary sources -- released revised forecasts in mid-April. To better understand how the experts are adjusting to the COVID-19 pandemic, the dials below compare CBRE's original 2020 forecasts to the recently updated projections.



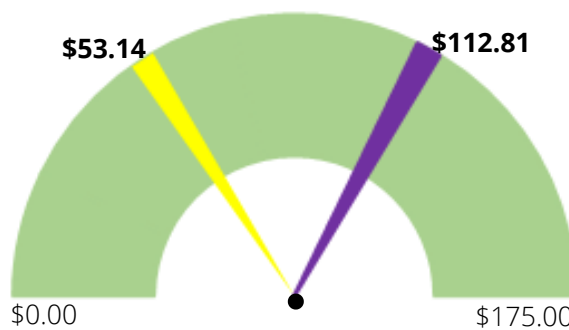
## OCCUPANCY

CBRE's original forecast for Greater Fort Lauderdale's 2020 occupancy was 75.7% -- a slight decline over 2019 actual. Currently, they have adjusted their 2020 occupancy forecast to 43.5% -- a 74% decrease from their original forecast.



## ADR

CBRE's original forecast for Greater Fort Lauderdale's 2020 ADR was \$148.98 -- approximately 3% increase over 2019 actual. Currently, they have adjusted their 2020 ADR forecast to \$121.75 -- a 22% decrease from their original forecast.



## REVPAR

CBRE's original forecast for Greater Fort Lauderdale's 2020 RevPAR was \$112.81 -- an increase of about 1% over 2019 actual. Currently, they have adjusted their 2020 RevPAR forecast to \$53.14 -- a 53% decrease from their original forecast.