

Hendricks County Hotel Performance Report

April 2022

How did hotels perform in April?

Demand decreased by about 3%, keeping occupancy at 69% for two consecutive months. However, ADR continued to rise, elevating RevPAR slightly. Despite the flat trends, all four performance indicators exceeded 2019 levels again.

Brownsburg occupancy continued its monthly rise, landing above 60% for the first time this year. Plainfield has now been above 70% for two months. Hotel performance from both regions put positive pressure on occupancy boosting Hendricks County above surrounding regions and the state average.

What events & happenings may have affected hotels?

Central Indiana hosted a mixture of groups and large events, including USAI Indy Burn Cup and Fire Department Instructors Conference (FDIC). These two events were also held in April 2019 along with large events like National Rifle Association, Property & Liability Resource Bureau, and The Gospel Coalition.

How do these metrics compare to statewide and national trends?

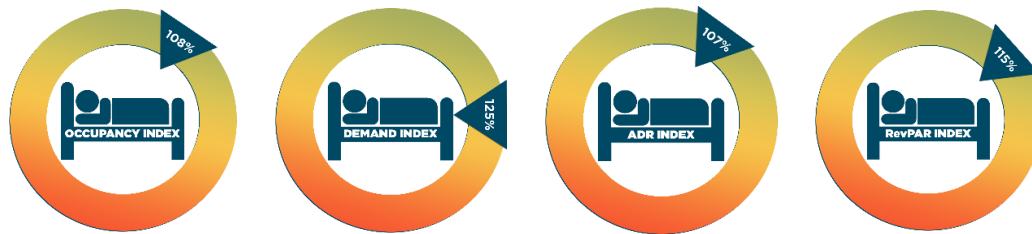
Hendricks County continues to outperform the state average in Occupancy.

According to STR, U.S. occupancy reported a MoM increase, averaging 65.5% in April, improving to just 3.3% below 2019 levels. This once again puts Hendricks County above the national average at 69% (up 8% over 2019).

NOTE: When evaluating hotel performance, we compare our recent metrics to 2019 to determine the 'percent to peak' as 2019 was the last year of solid data unaffected by the COVID-19 Pandemic.

Monthly Hotel Performance Indicators

2022 monthly averages indexed to 2019. These indexes determine the percentage to peak.



Monthly Performance Index

Monthly occupancy for Hendricks County and nearby regions compared to the state of Indiana in the reported month. This chart indexes Indiana to 100% as shown by the dotted line. Any bar passing the baseline indicates that segment outperformed the state in the given month.



Percent to Peak Tracker

Monthly averages for the last 12 months indexed to 2019. These indexes determine the percentage to peak.

