

Destination Performance Report

October 2023

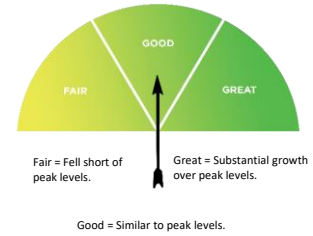
How did the destination perform?

Monthly pulse check on Hendricks County in terms of hotel demand, visitor spending and overall visitation. Source: STR, Near, Affinity

- The **National FFA Convention (FFA)** usually occurs in the month of October. This year, the event took place solely in November which impacted the destination performance comparison.
- On the surface, hotel demand experienced a steeper decline than we have typically seen this year. When accounting for the FFA date shift, hotel performance was closer to expectations.
- During the **final two days of October**, hotel demand and rates began to escalate as **FFA attendees started to arrive**. This impact is evident as **elevated visitor spending** increased the average by 2% YoY.
- FFA had its **most successful year in Indianapolis** which also translated to improved destination performance in Hendricks County. As a result, this event had a **larger economic impact** as it invited

Hotel Demand
93%

Avg. Visitor Spending
102%



Hotel Performance Insights

- Following **seasonal trends**, travel **demand decreased MoM** resulting in a **65% occupancy rate**.
- Overall, **hotel performance continues to normalize** as previously inflated leisure travel slows and business and group travel steadily rebound.
- In October, **hotel demand decreased YoY** by 7%. When **compared to 2019, demand increased by about 4%**.
- Affected by the FFA date shift, hotels throughout Hendricks County experienced larger than normal declines in demand and ADR.

Definitions to Know

OCC: Hotel Occupancy
ADR: Average Daily Rate
RevPAR: Revenue per Available Room
Demand: Number of Rooms Sold
MoM: Month Over Month
WoW: Week Over Week
YoY: Year Over Year
POI: Point of Interest

NOTE: When evaluating hotel performance, we compare our recent metrics to 2022 to determine the 'percent to peak' as demand hit record levels.

How did occupancy compare to Indiana averages?

Segments that outperformed the state average.



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. Source: STR

Baseline
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How does Hendricks County OCC compare to statewide, regional and national trends?

- Hendricks County OCC **outperformed the state** as did many Central Indiana segments.
- Hendricks County OCC was **slightly below the national average** reported by STR.

What about hotel demand?

- Overall, the state of Indiana continues to perform well as all segments we monitor have come close to or exceeded demand levels set in 2022, year-to-date.
- So far in 2023, we are operating at **8% above pre-pandemic demand** and only seeing a **4% YoY decrease from 2022**. This indicates **solid hotel performance** that is keeping close pace with the record levels seen last year.

How does YTD demand compare to peak levels?

Year-to-date rooms sold for each segment indexed to 2022. These indexes determine the percentage to peak for the calendar year through the reported month. The orange line represents an index of 100%. Any column above the benchmark indicates demand growth over 2022 for that given segment. Source: STR

Peak Levels
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