

# Hendricks County Hotel Performance Report

## December 2022

### How did hotels perform in December?

Once again, Revenue per Available Room (RevPAR), Average Daily Rate (ADR) and demand were above 2019 levels, but Occupancy (OCC) was down.

Demand decreased by about 8% from the record we saw in December 2021 which was recorded at 12.5% over 2019. RevPAR came in at \$55.46, slightly below the record levels in 2021.

Seasonal trends continued to put downward pressure on OCC in Brownsburg/Avon and Plainfield to 51% and 53%, respectively.

### What events & happenings may have affected hotels?

In both 2019 and 2022, the Big Ten Football Championship and Performance Racing (PRI) Show took place in Central Indiana. The InterVarsity Christian Fellowship USA "Urbana Student Missions Conference" also took place in 2022.

### 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 remained steady MoM at 54% in December, about 1% below 2019 levels. This put Hendricks County below the national average at about 52% (about 3% below 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.

