

# NYC Hotel Occupancy, ADR & Room Demand

## 5 Year Trend Report

### Hotel Occupancy (%) and Average Daily Rate (\$)

	2016		2017		2018		2019		2020	
	Occ. %	ADR \$	Occ. %	ADR \$	Occ. %	ADR \$	Occ. %	ADR \$	Occ. %	ADR \$
January	71.3%	\$218	<b>72.9%</b>	<b>\$204</b>	<b>75.3%</b>	<b>\$211</b>	73.2%	\$204	74.2% p	\$199 p
February	76.2%	\$205	<b>77.1%</b>	<b>\$200</b>	<b>78.3%</b>	<b>\$206</b>	78.1%	\$204		
March	86.8%	\$247	<b>85.5%</b>	<b>\$246</b>	<b>87.8%</b>	<b>\$273</b>	84.4%	\$250		
April	87.7%	\$268	<b>90.0%</b>	<b>\$286</b>	<b>89.0%</b>	<b>\$290</b>	89.2%	\$290		
May	89.7%	\$303	<b>88.9%</b>	<b>\$308</b>	<b>91.6%</b>	<b>\$317</b>	90.7%	\$311		
June	90.2%	\$294	<b>90.9%</b>	<b>\$295</b>	<b>91.5%</b>	<b>\$309</b>	90.8%	\$301		
July	90.6%	\$254	<b>91.4%</b>	<b>\$258</b>	<b>90.8%</b>	<b>\$266</b>	89.8%	\$261		
August	89.7%	\$244	<b>90.3%</b>	<b>\$250</b>	<b>91.0%</b>	<b>\$256</b>	90.7%	\$254		
September	90.8%	\$352	<b>91.6%</b>	<b>\$362</b>	<b>90.5%</b>	<b>\$357</b>	91.0%	\$356		
October	90.0%	\$325	<b>91.1%</b>	<b>\$338</b>	<b>92.8%</b>	<b>\$355</b>	91.7%	\$336		
November	90.2%	\$309	<b>89.9%</b>	<b>\$318</b>	89.9%	\$328	89.4% p	\$306 p		
December	89.3%	\$327	<b>91.2%</b>	<b>\$339</b>	89.9%	\$348	91.1% p	\$348 p		
<b>Year End Average</b>	86.9%	\$279	87.6%	\$284	88.3%	\$292	87.5%	\$285		

### Hotel Room Nights Sold (1,000,000s) and Year-on-Year Change (%)

	2016	2017	2018	2019	2020	YoY % Change
	Demand Millions	Demand Millions	Demand Millions	Demand Millions	Demand Millions	
January	2.358	2.543	2.746	2.701	2.852	5.6%
February	2.359	2.452	2.576	2.622		
March	2.885	2.986	3.198	3.127		
April	2.847	3.043	3.132	3.221		
May	3.035	3.119	3.331	3.412		
June	2.958	3.100	3.226	3.303		
July	3.081	3.217	3.302	3.387		
August	3.056	3.187	3.310	3.431		
September	3.001	3.156	3.181	3.345		
October	3.088	3.273	3.418	3.488		
November	3.015	3.136	3.206	3.314 p		
December	3.113	3.271	3.315	3.530 p		
<b>YE Total</b>	34.797	36.482	37.975	38.881		
<b>Average Annual Inventory</b>	109,300	114,100	117,800	121,500		

**Date: 2/19/20**

Source: NYC & Company, compiled from CBRE (formerly) PKF Consulting Monthly Trends in the Hotel Industry Reports, STR, and other sources. CBRE surveys a sample of Manhattan hotels.

p = preliminary; f = forecast; est = estimated. Revised figures in bold type.