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VISIT SOUTH BEND MISHAWAKA REPORTS RECORD HOTEL NUMBERS

South Bend, Ind. — Year-end data shows 2022 was a record year for St. Joseph County hotels in three key metrics: average daily rate, revenue per available room (RevPAR) and demand.

- Average daily rate was \$124.45, a 17 percent increase.
- RevPAR was \$66.58, an 18 percent increase.
- Demand grew to 976,129, 2.5 percent increase.

Occupancy for the year was 53.5 percent.

Average daily rate is the average revenue earned for an occupied room on a given day. RevPAR indicates revenue generated per room whether it is occupied or not. Demand is the number of rooms sold in the year.

“Given the economic climate, it is great to see the continued upward trajectory of tourism in St. Joseph County,” said Executive Director Jeff Jarnecke. “We remain optimistic that these trends will continue in the coming year.”

Visit South Bend Mishawaka marketing and sales efforts in 2022 yielded significant returns.

Sports tourism actualized nearly 36,000 hotel room nights and generated an estimated \$23.7 million in economic impact. Youth hockey alone produced \$11.5 million in estimated economic impact and 22,000 room nights in 25 events.

VSBM tracked an estimated 51,000 room nights booked and \$7.3 million in hotel revenue from leisure travelers across its 2022 digital marketing campaigns. As the meetings market continues to rebound, it produced an estimated \$4.2 million in economic impact in 15 events.

Visit South Bend Mishawaka promotes tourism and develops the visitor experience in St. Joseph County as the lead destination organization.

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