

# Travel Trends

Arlington

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# Agenda

01. Arlington Overview

02. Market Trends

03. Booking Trends

04. International Travel

# 01. Arlington

2024 vs 2023

# How did Arlington Perform?

**5% Growth**  
Room Nights 2024

**\$155.00 (5%)**  
Average ADR 2024

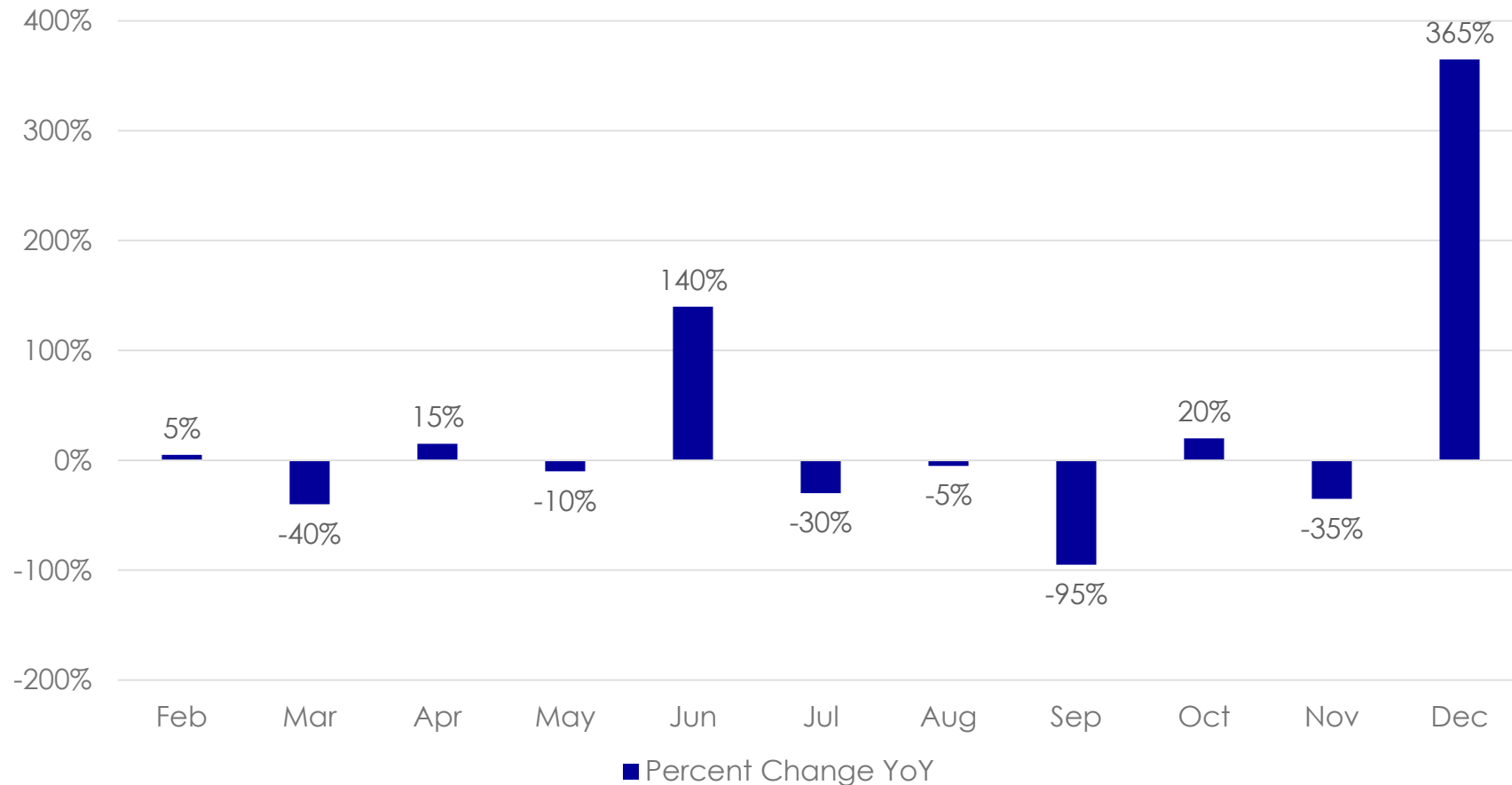
**30 Day (10%)**  
Average Booking Window 2024

	Room Nights	Average ADR	Average Booking Window
Arlington Entertainment District	10%	10%	15%
Grand Prairie	15%	0%	-10%
Bedford - Euless	-5%	-5%	5%
South Arlington	0%	-5%	20%

# 02. Market Trends

Demand, Production, Compression

# What are travelers booking right now?



Compression

# Arlington Events

**FEBRUARY** 2/14-15 - Shriners Children's College Baseball Showdown **+50% NRN**  
2/21-23 - 2025 College Baseball Series Weekend 1 **-5% NRN**  
2/22 - Monster Energy AMA Supercross Championship Series **-5% NRN**  
2/28-3/2 - 2025 College Baseball Series Weekend 2 **+5% NRN**

**MARCH** 3/8 - Monster Jam **-70% (comping over American Rodeo 2024)**  
3/21-23 - Bass Master Pro Classic (in Fort Worth)  
3/25 - National Medal of Honor Museum Opening  
3/27 - Texas Rangers Home Opener vs. Boston Red Sox

**APRIL** 4/11-12 - The American Rodeo Championship Weekend **+700% NRN**  
4/14 - AC/DC **+7,300% NRN**  
4/26 - Kendrick Lamar & SZA **+400% NRN**

**MAY** 5/9 - Post Malone w/ Jelly Roll and Sierra Ferrell **+160% NRN**  
5/16 - PBR World Finals: Kid Rock's Rock N Rodeo **-20% NRN**  
5/17-18 - PBR World Finals Championship **-20% NRN**  
5/21-24 - Phillips 66 Big 12 Baseball Championship  
5/24 - Juli3n 1lvarez

**JUNE** 6/6-7 - Stray Kids **+1,800% NRN \*additional date added**  
6/11 - Shakira World Tour **+80% NRN**  
6/16-23 - Little League World Series

**JULY** 7/12 - All Elite Wrestling: All In Texas **+260% NRN**  
7/25-27 - Herbalife Convention

**AUGUST** 8/2 - My Chemical Romance **+860% NRN**  
8/27 - The Weeknd Tour with Playboi Carti **\*just announced**



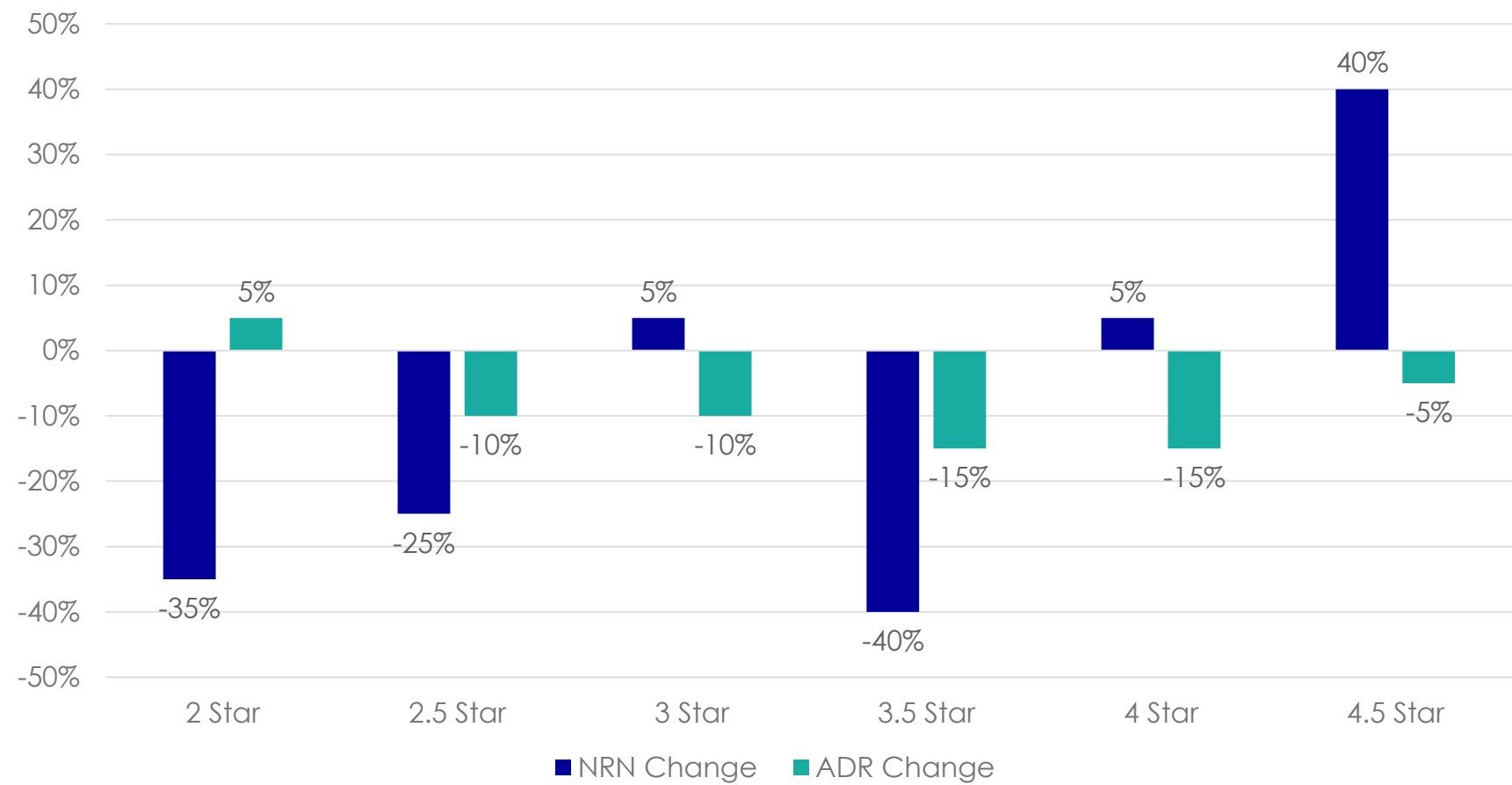
# 03. Booking Trends

Property Tiers



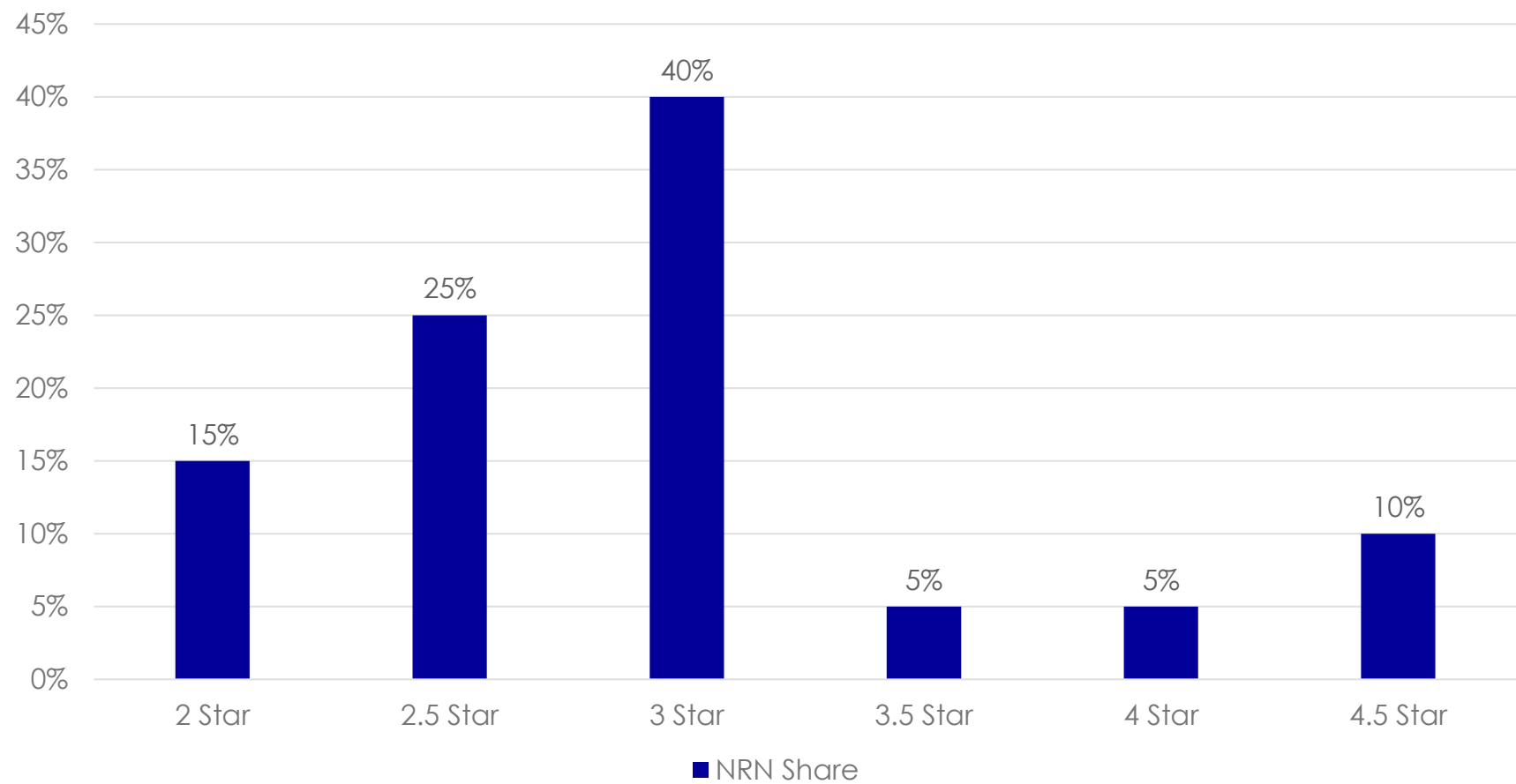
# Production by Star Rating

Future Stays 2025 vs 2024



# Net Room Night Share by Star Rating

Future Stays 2025 vs 2024

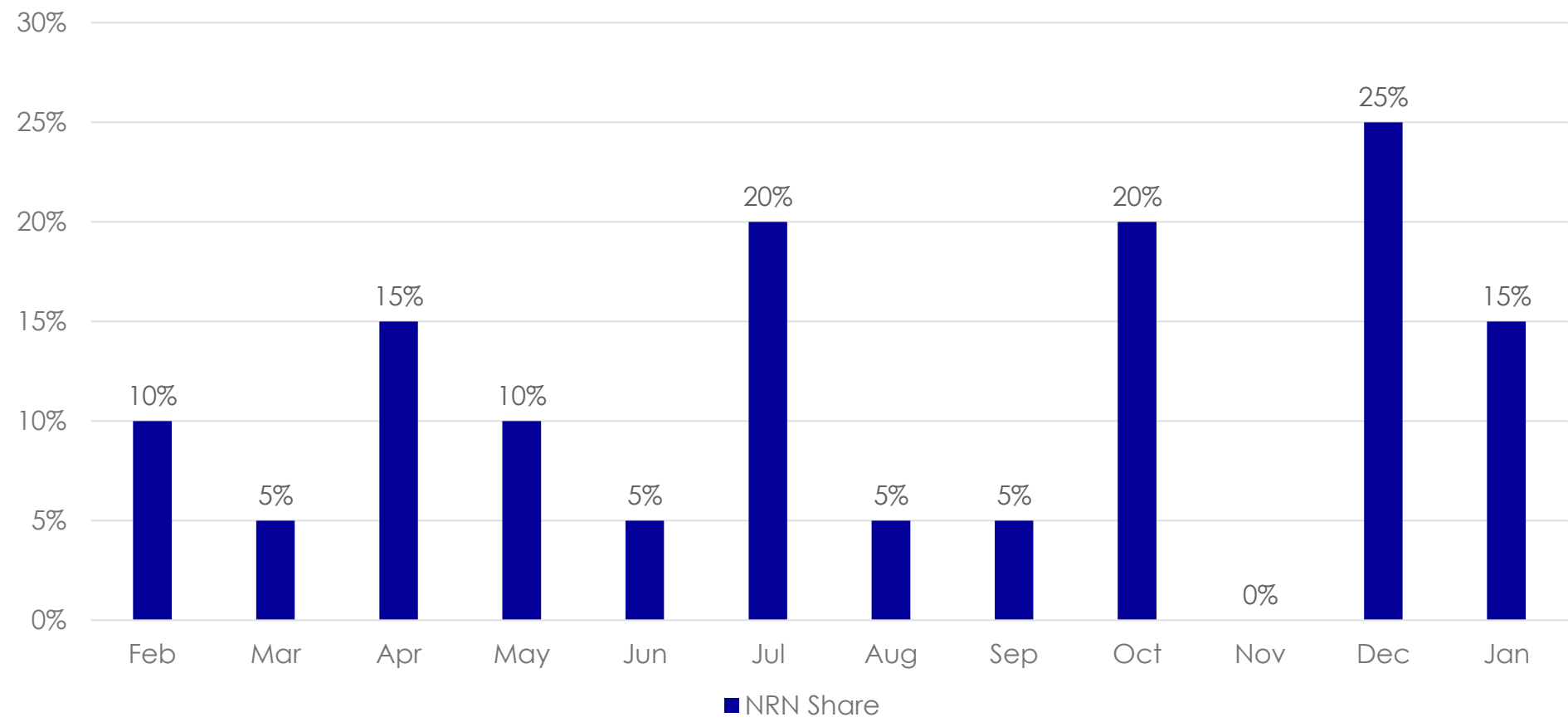


# 04. International

Top Countries and Insights

# International Room Night Share

10% of Travelers are International



# Top 10 Countries Traveling to Arlington



B2B

# How are international Travelers Booking?

40%

Booking through our B2B Network (More than 2x Domestic)

75%

Growth YoY in International B2B Bookings (15% Domestic growth)

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AARP Travel Center

SoFi

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HAWAIIAN AIRLINES



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