

Hotel Stay Data in Gallup FY20 Quarter 1

Data Source

Smith Travel Report (STR)

Founded in 1985, STR provides premium data benchmarking, analytics and marketplace insights for global hospitality sectors.

What is our hotel inventory?





2,324 Hotel Rooms



59.9% reporting to STR
(all major brands
included)



40 properties

Report Data Baseline

Hotels Reporting

Best Western, Comfort Inn, Comfort Suites, Days Inn (both locations), Econolodge, Fairfield Inn, Hampton Inn (both properties), Hilton Garden Inn, Holiday Inn Express, Howard Johnson, LaQuinta, Microtel, Motel 6, Quality Inn, Red Roof Inn, Sleep Inn, Springhill suites, Super 8, Towneplace, and Travelodge

Hotels Not Reporting

America's Best Value, Arrowhead, Blue Spruce Lodge, Colonial Motel, Desert Skies Motel, El Capitan, El Rancho Hotel (they expressed interest in reporting but have not yet submitted data), Golden Desert, Hacienda, Knights Inn (both locations), Lariat Lodge, Ranchito, Redwood, Royal Holiday, Sunset Motel, TA Motel, USA RV Park, Zia Motel.

ALL of these properties have paid Lodgers Tax to date in FY20

The Marathon Turn-Around Impact

- The turn-around takes place every 7 years.
- They brought in 4500 employees
- The employees were here for about 6 weeks in phases from end of August until early October
- Makes event data untrackable
- Will result in substantial decreases in 2020 data



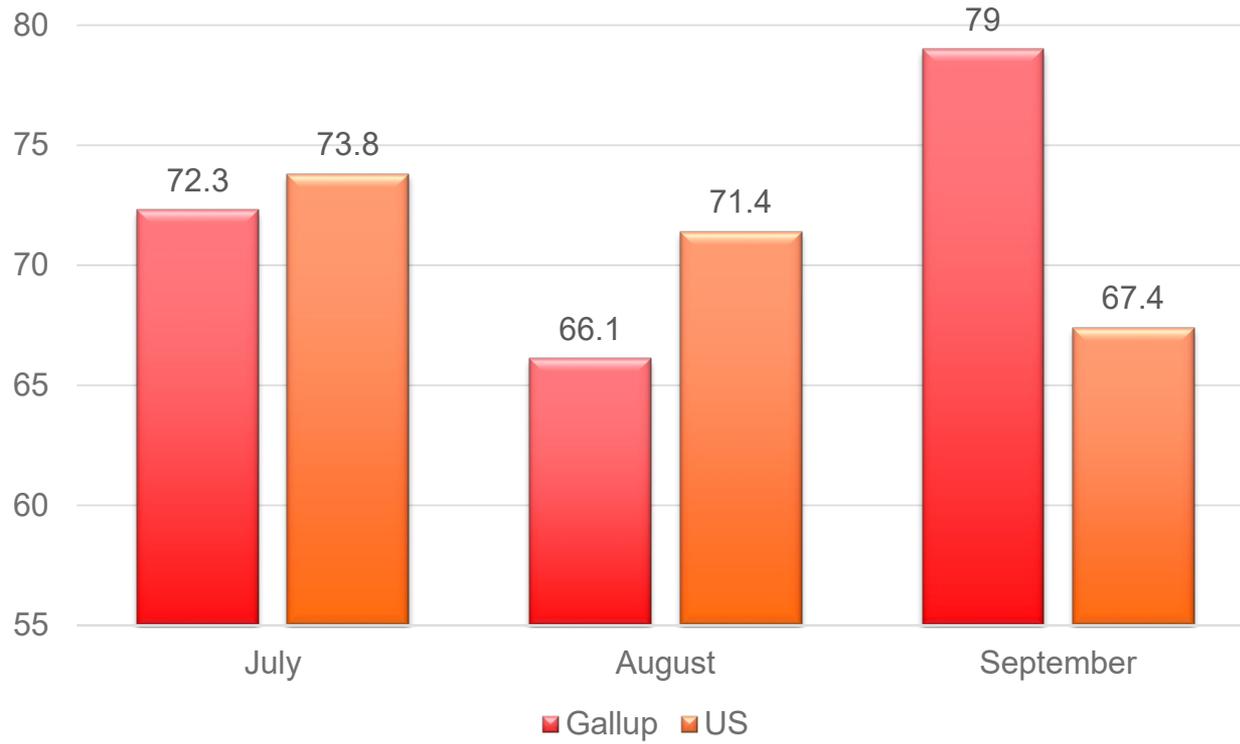
Gallup vs US Averages

- **Gallup Data provided through annual contract with STR**
- **US Data provided through Hotel News Now (supplied by STR)**

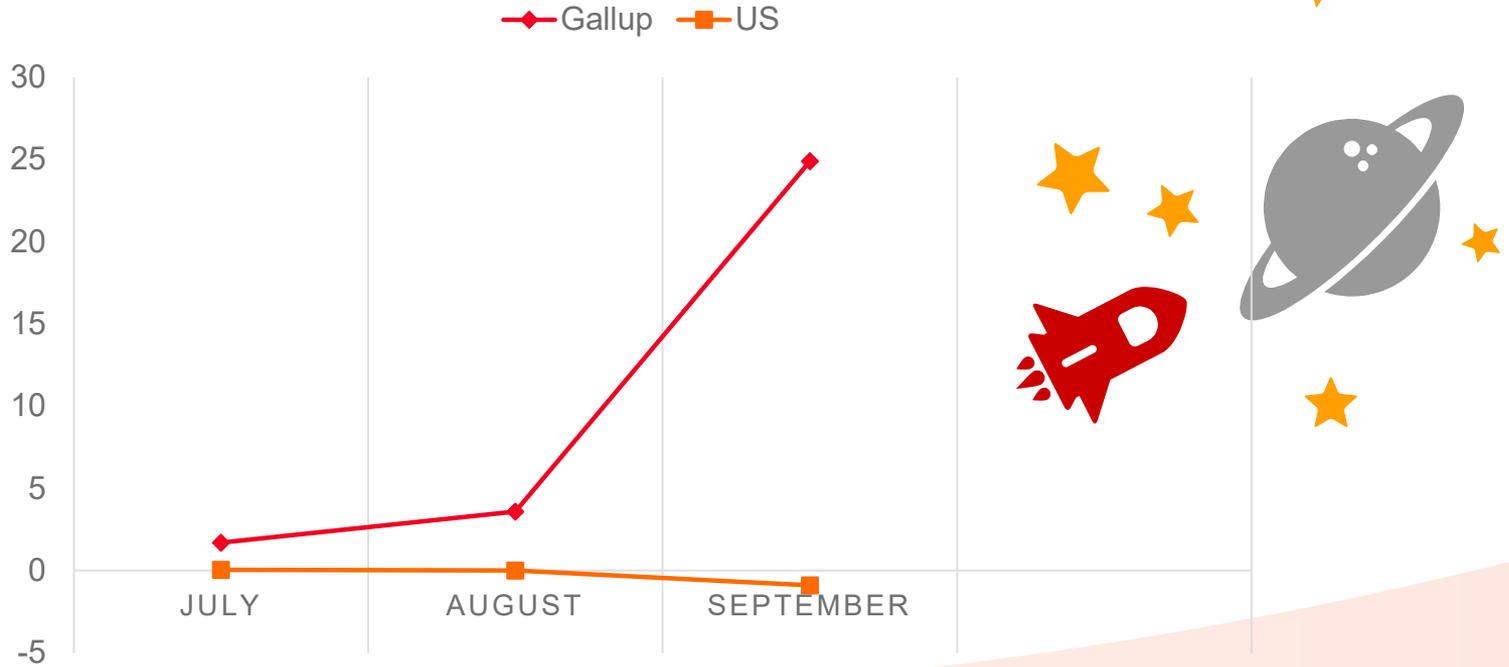
1.

Gallup vs US Occupancy

Percentage of Rooms Occupied Q1



PERCENT INCREASE/DECREASE 2019 OVER 2018

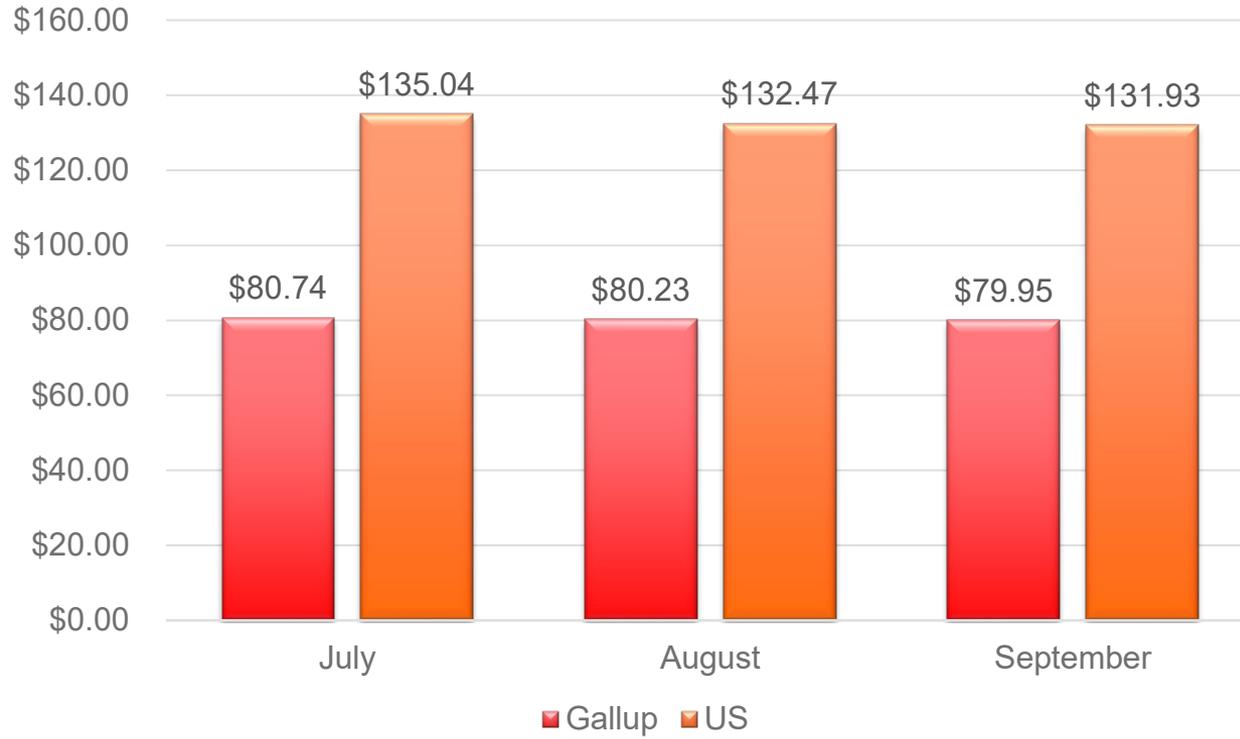


2.

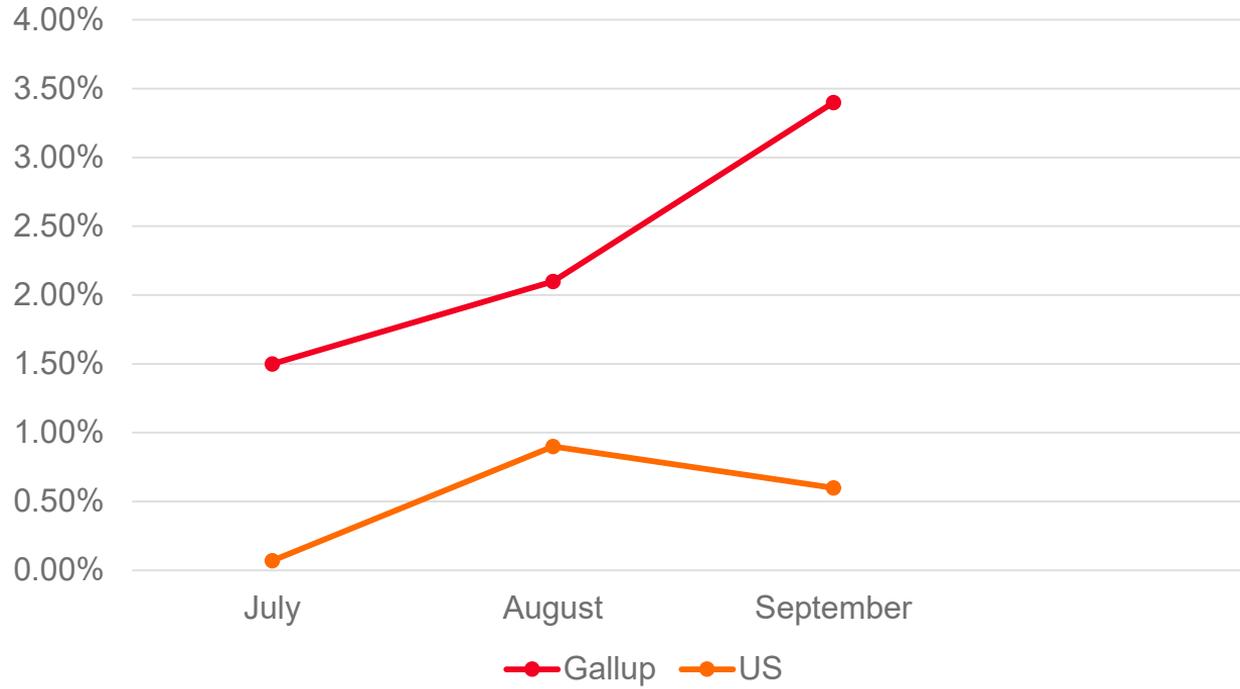
Gallup vs US

Average Daily Rate

ADR



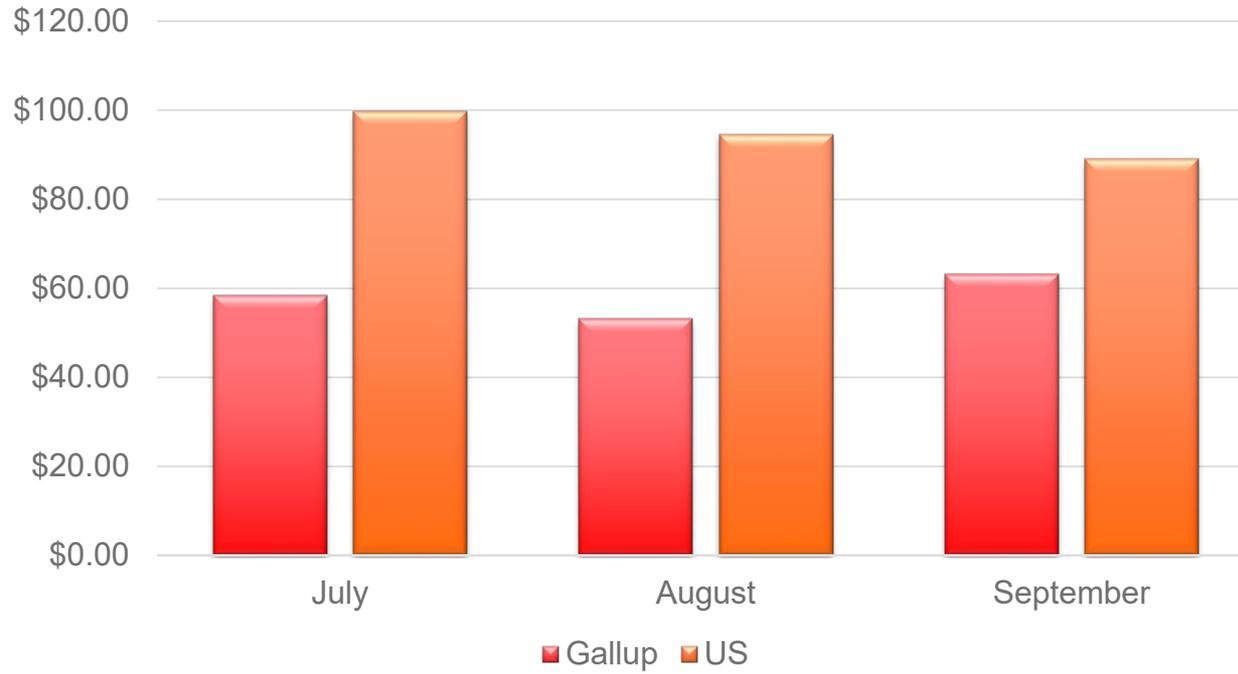
Average Daily Rate Percentage Change 2019 over 2018



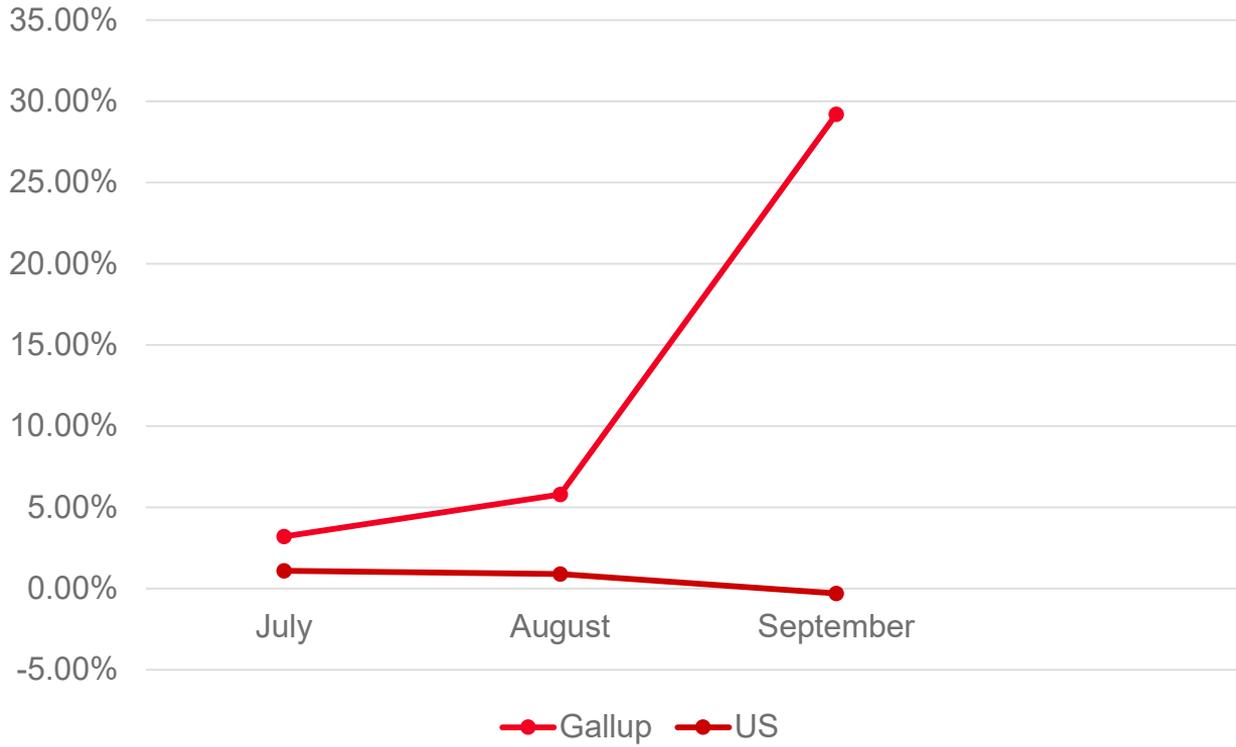
3.

Gallup vs US
Revenue Per Room
Available

Revenues Per Available Room Gallup vs US



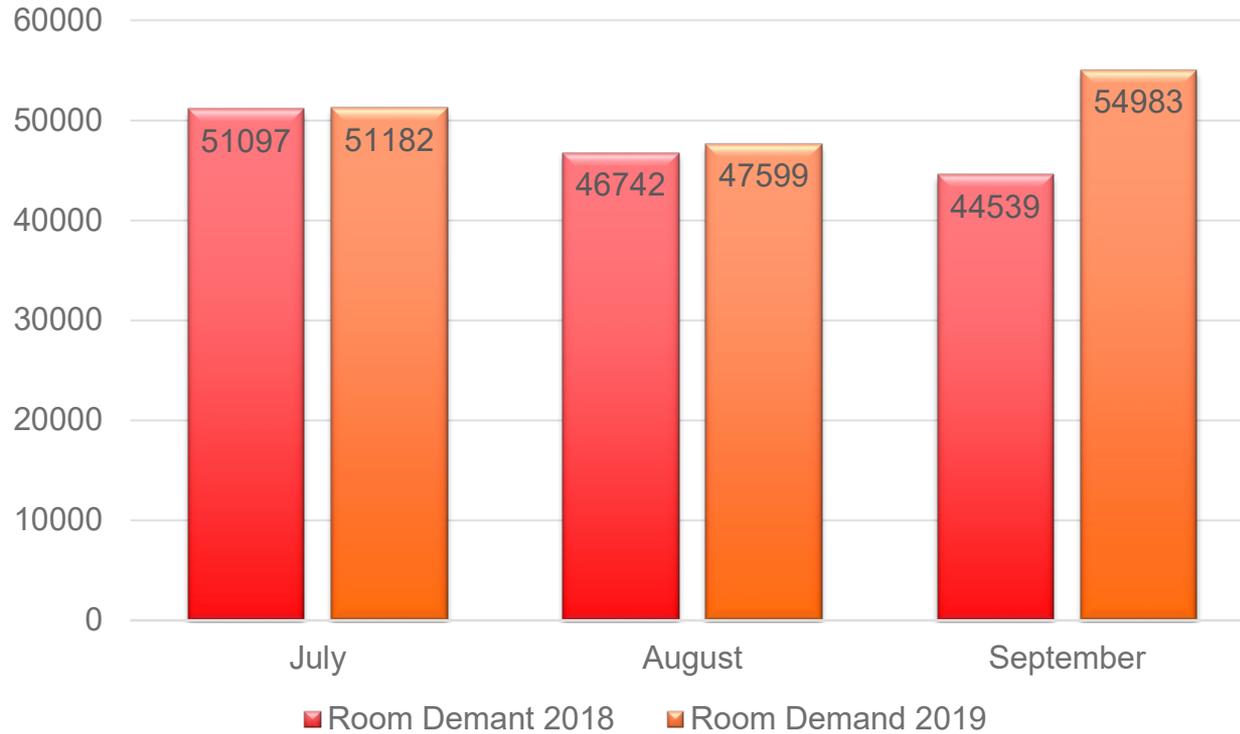
RevPAR 2019 over 2018 Percent Change



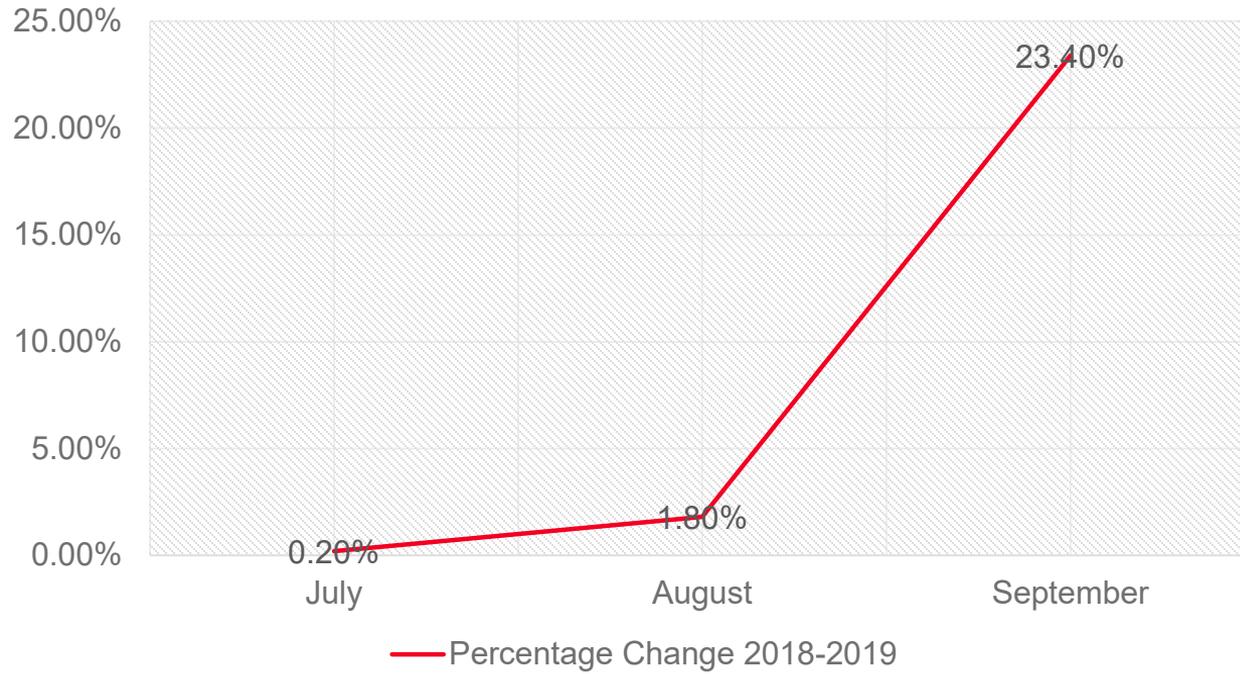
4.

Demand for Rooms in Gallup

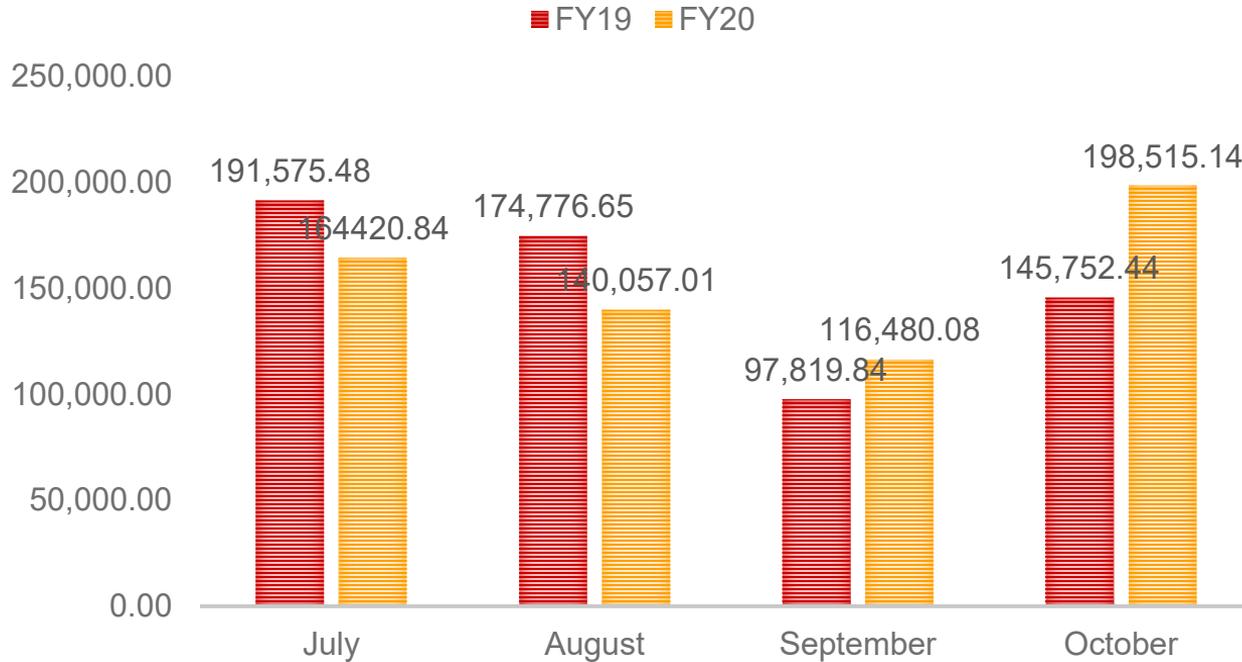
Gallup Total Monthly Room Demand



Percent Change in Room Demand 2018-2019



LODGERS TAX COLLECTED TO DATE



Note: Lodgers Tax Revenues are not official until after the fiscal audit. We are in FY19's audit right now. In addition, most revenues post a month behind. We have not yet collected October revenues.

Let's review some event dates- July & August

These percentages are based on hotel stays on the same approximate event dates for 2019 over 2018.

Mario Estrada & Wildthing

July 13 down 14.1%

July 14 down 0.6%

Kicker Arenacross

July 19 up 7.4%

July 20 up 12.2%

Freedom Ride, Flight & Cruise

July 26 up 7.4%

July 27 up 5.1%

Gallup Ceremonial

August 3 up 17.2%

August 4, down .5%

August 5 down 5.9%

August 6 down 1.6%

August 7 down 3.5%

August 8 up 0.7%

August 9 down 0.3%

August 10 up 1%

Overall week summary: down 1.4% from the previous year

Tri-State Firefighters Convention

August 1 up 4.85%

August 2 up 13.4%

Gallup Senior Softball & Gloria Saucedo Tournaments

August 30 down 9.3%

August 31 down 1.9%

Let's review some event dates- September

These percentages are based on hotel stays on the same approximate event dates for 2019 over 2018.

Gallup Film Festival & Red Rock 100 Desert Race

September 12 up 31.7%

September 13 up 30.8%

September 14 up 34%

Friends of Hubbell Rug Auction

September 27 up 45.5%

September 28 up 37.6%

Due to the Marathon Turn-Around we cannot use this data to extrapolate whether or not these events had any impact on hotel stays.

Note about Ceremonial

The City made two efforts this year to help Ceremonial:

1. The Gallup Native Arts Market had 115 artists, many of whom booked hotel stays
2. We received and operated a grant with the New Mexico Tourism Department that executed \$18,000 worth of advertising on behalf of the event.

There was not an independent economic and marketing analysis done because the State wanted everything to run through the County and Ceremonial, and Ceremonial was not given adequate time by the state to work with the City Tourism Department to complete the report (the state gave them the forms in the middle of their event which is not Ceremonial's fault at all).

A photograph of a hotel room. On the left is a dark wood desk with a large flat-screen TV on top. A chair is tucked under the desk. In the center is a window with sheer white curtains and a brown valance. To the right of the window is a beige armchair. Further right is a nightstand with a lamp and a telephone. On the far right is a bed with a dark wood headboard, white linens, and a red blanket. A red semi-transparent box is overlaid on the lower half of the image, containing white text.

Any questions?

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