

Hotel Stay Data in Gallup FY20 Quarter 2

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 BestValue*, 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.

*This property is no longer "flagged" and has changed its sign to "America Inn" with some blue paint

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 October
- Makes event data untrackable
- Will result in substantial decreases in 2020 data



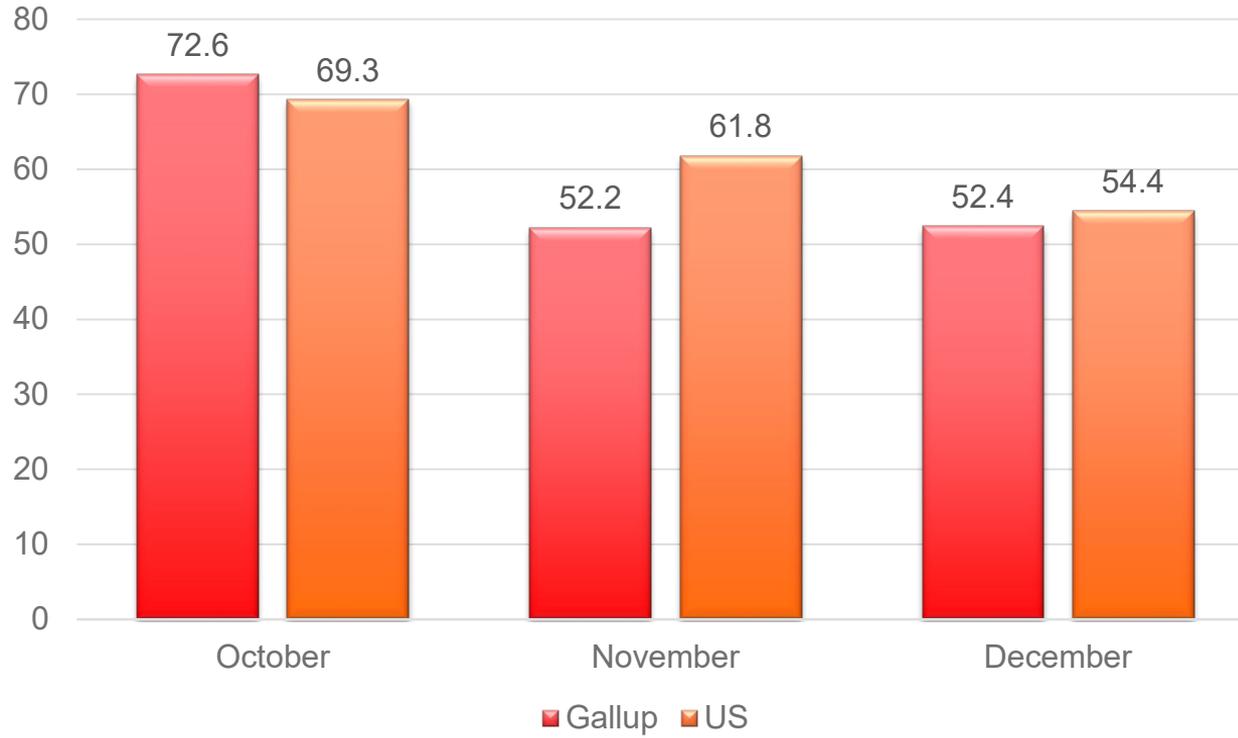
Gallup vs US Averages

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

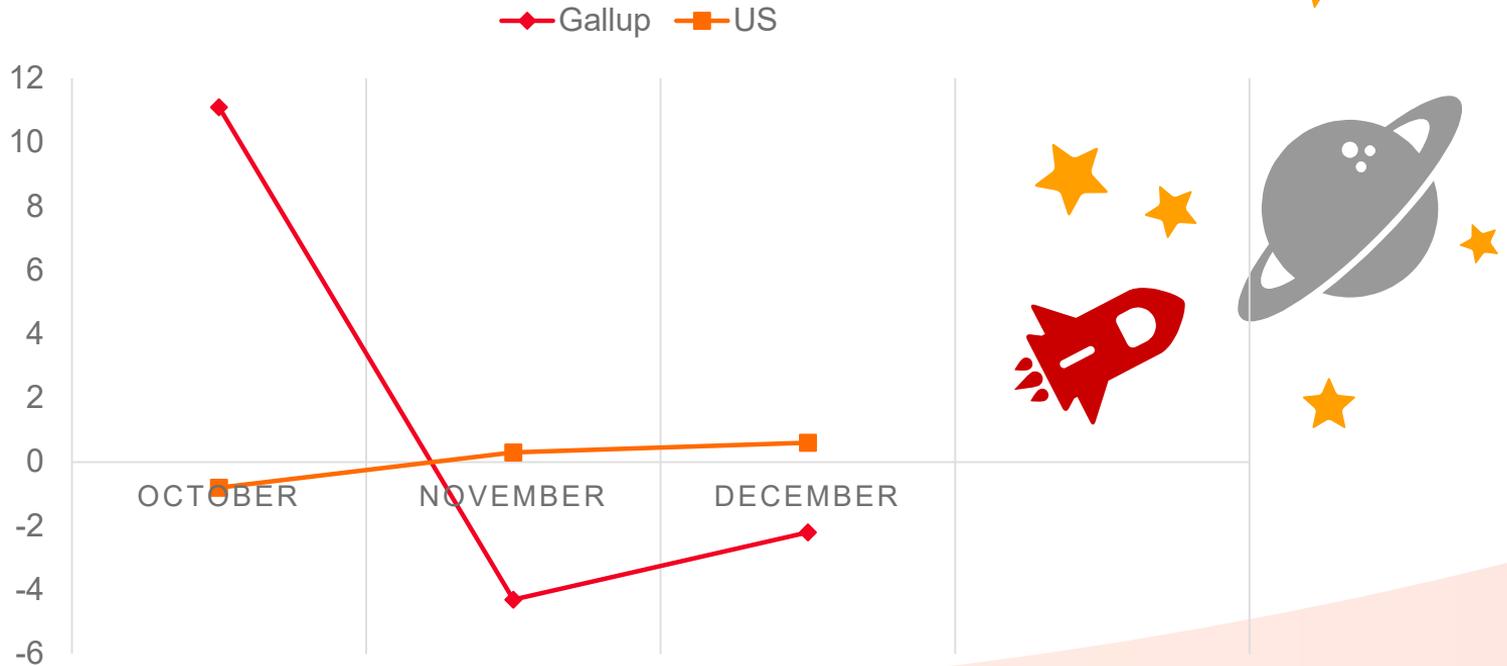
1.

Gallup vs US Occupancy

Percentage of Rooms Occupied Q1



PERCENT INCREASE/DECREASE 2019 OVER 2018

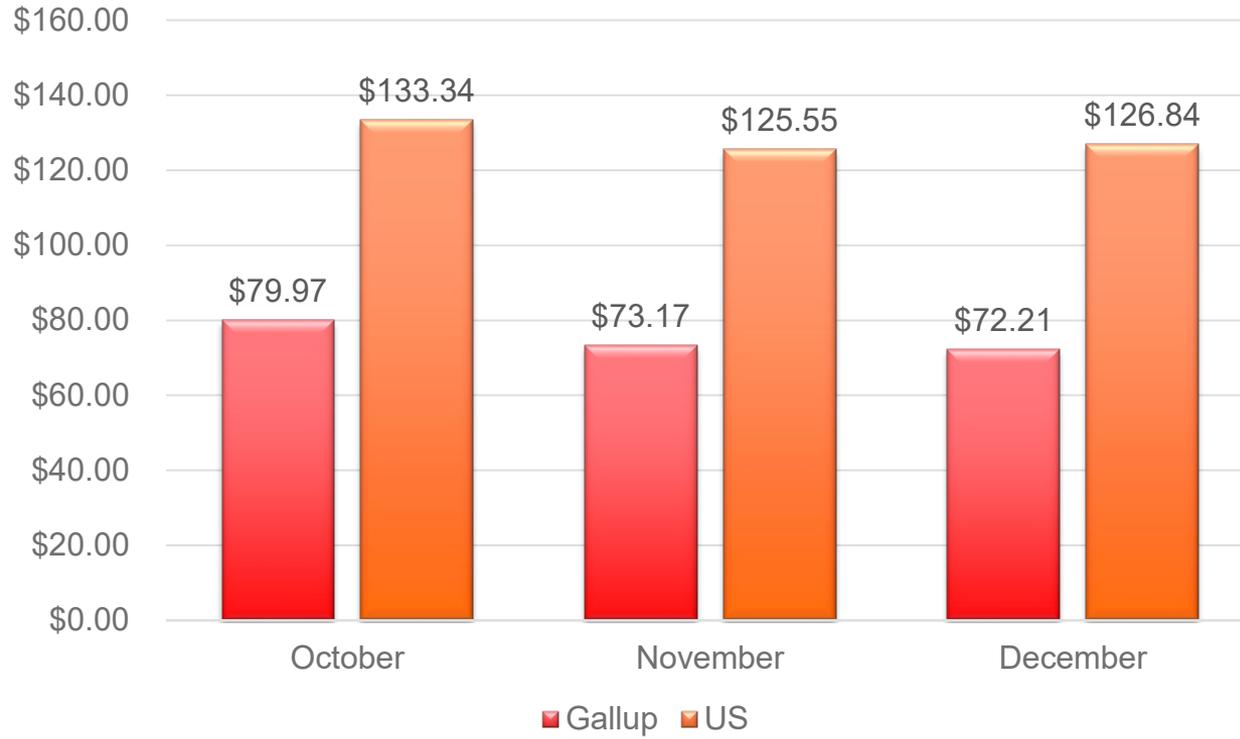


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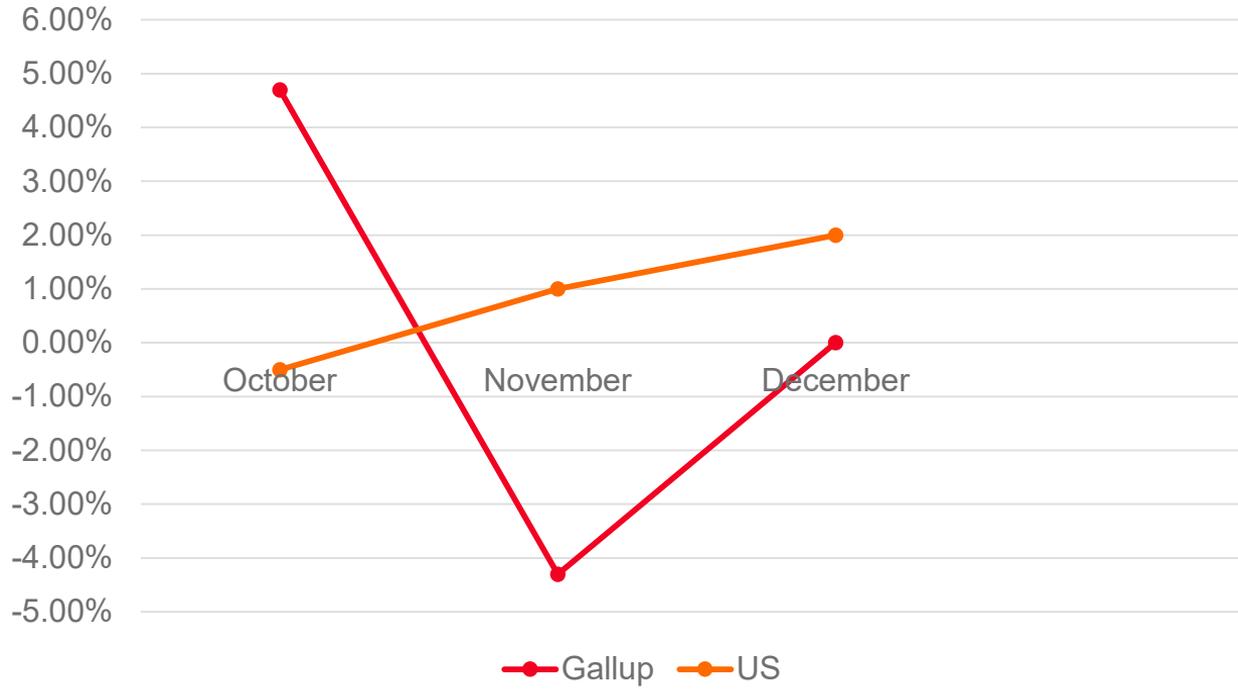
Gallup vs US

Average Daily Rate

ADR



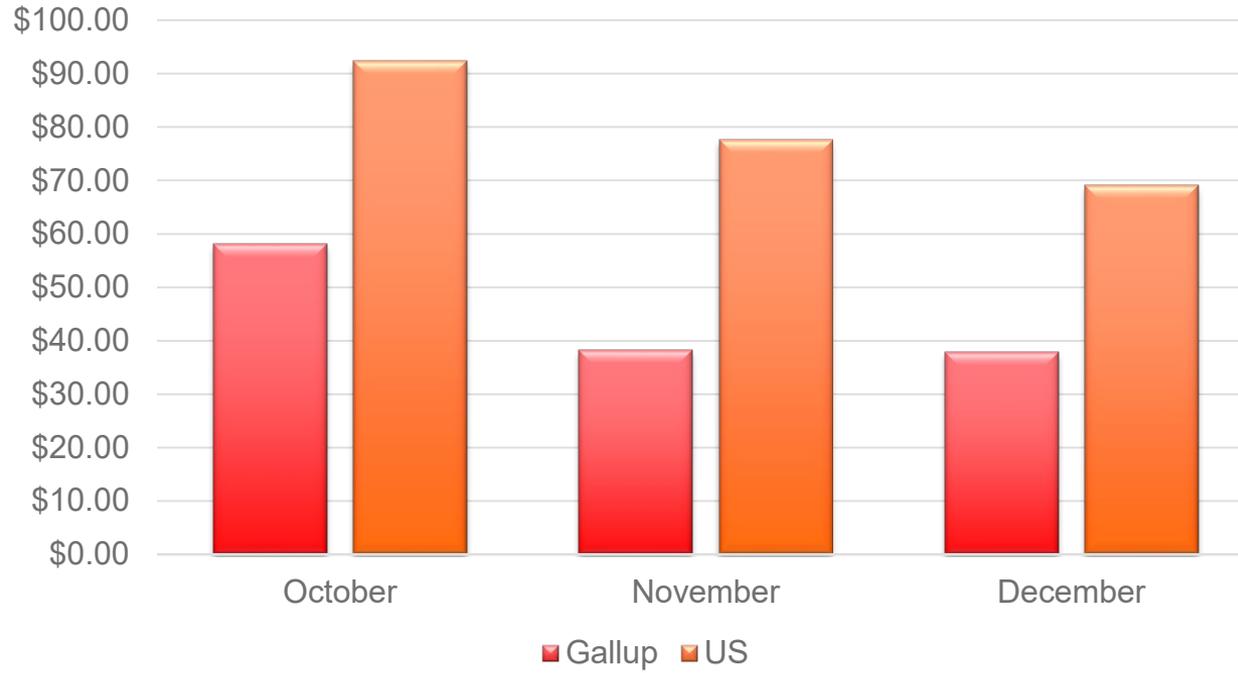
Average Daily Rate Percentage Change 2019 over 2018



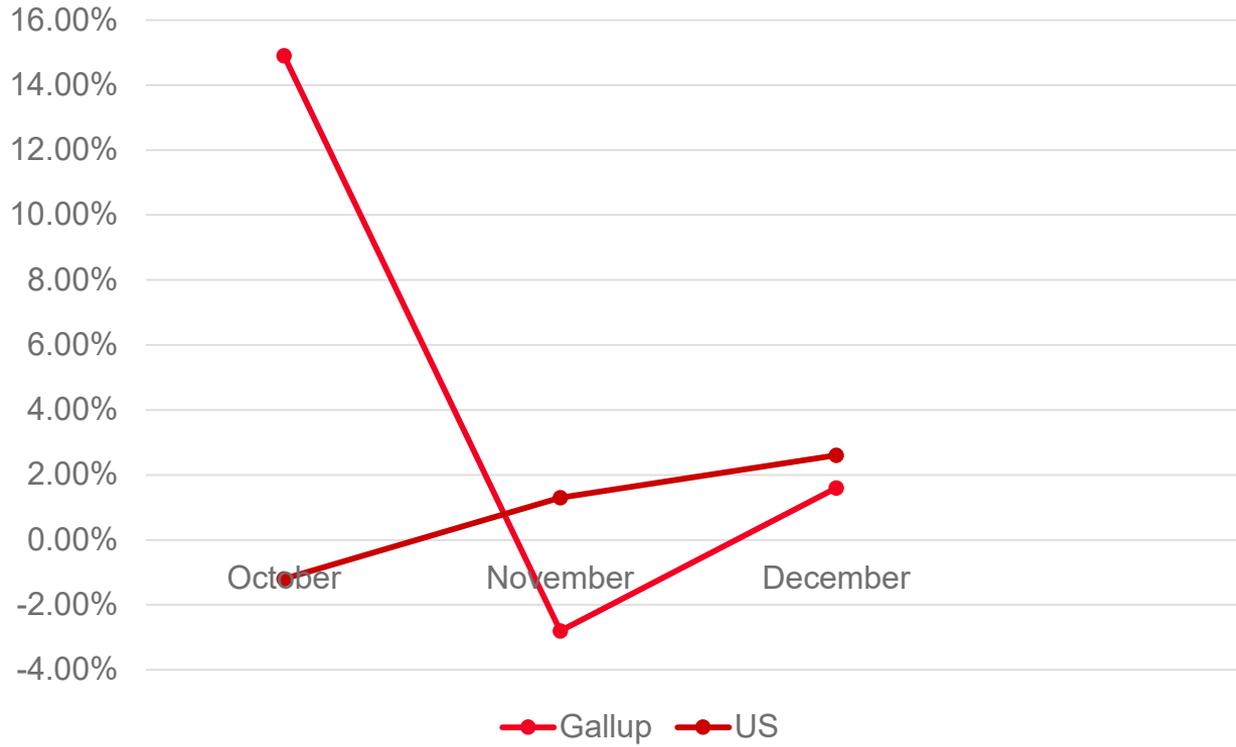
3.

Gallup vs US
Revenue Per Room
Available

Revenues Per Available Room Gallup vs US



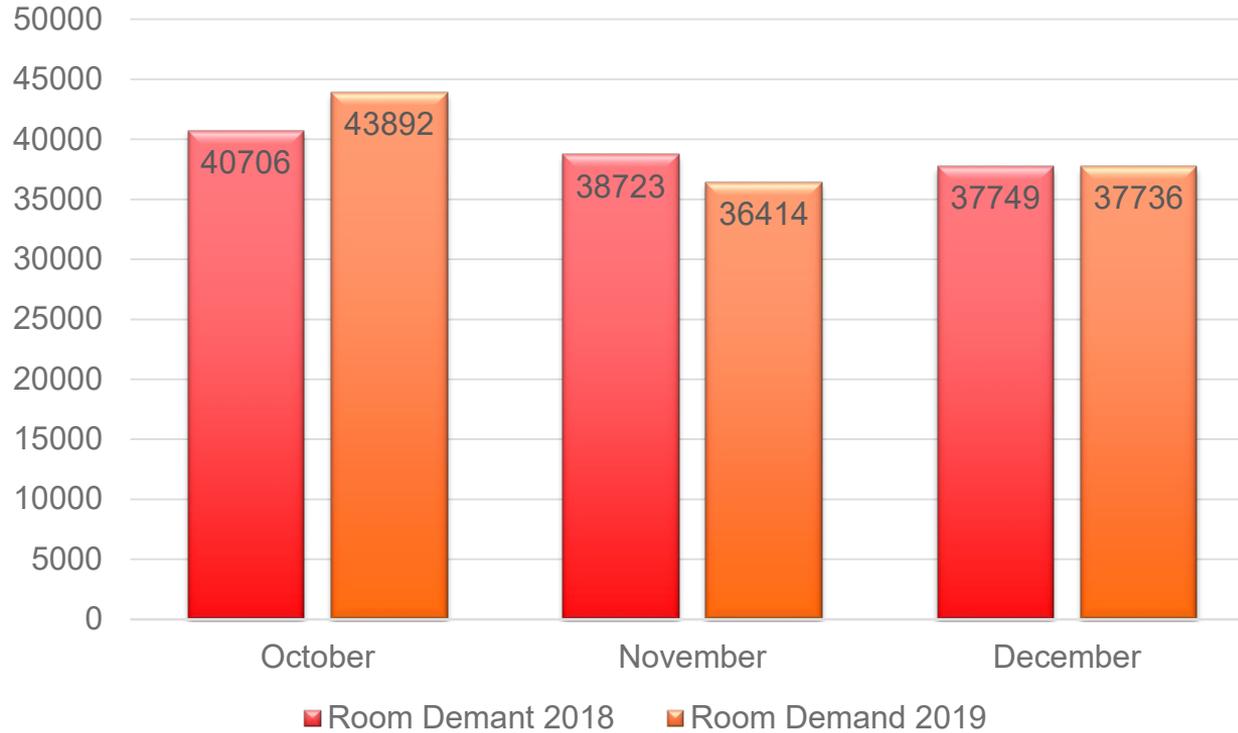
RevPAR 2019 over 2018 Percent Change



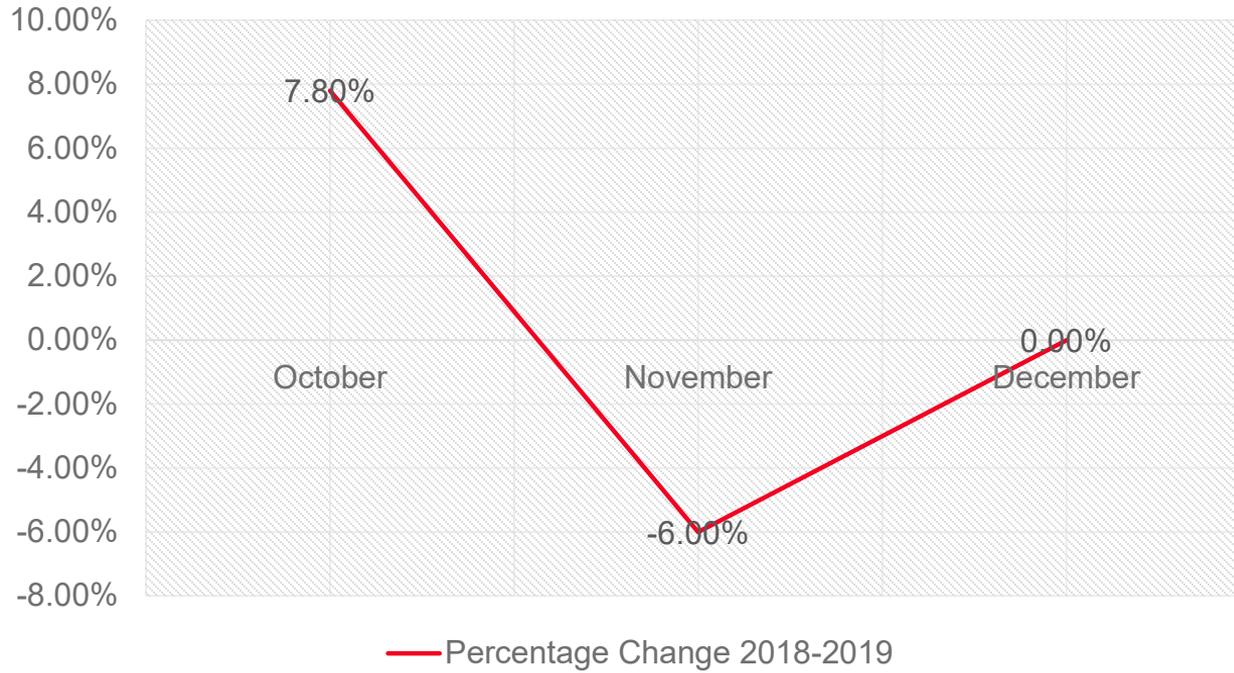
4.

Demand for Rooms in Gallup

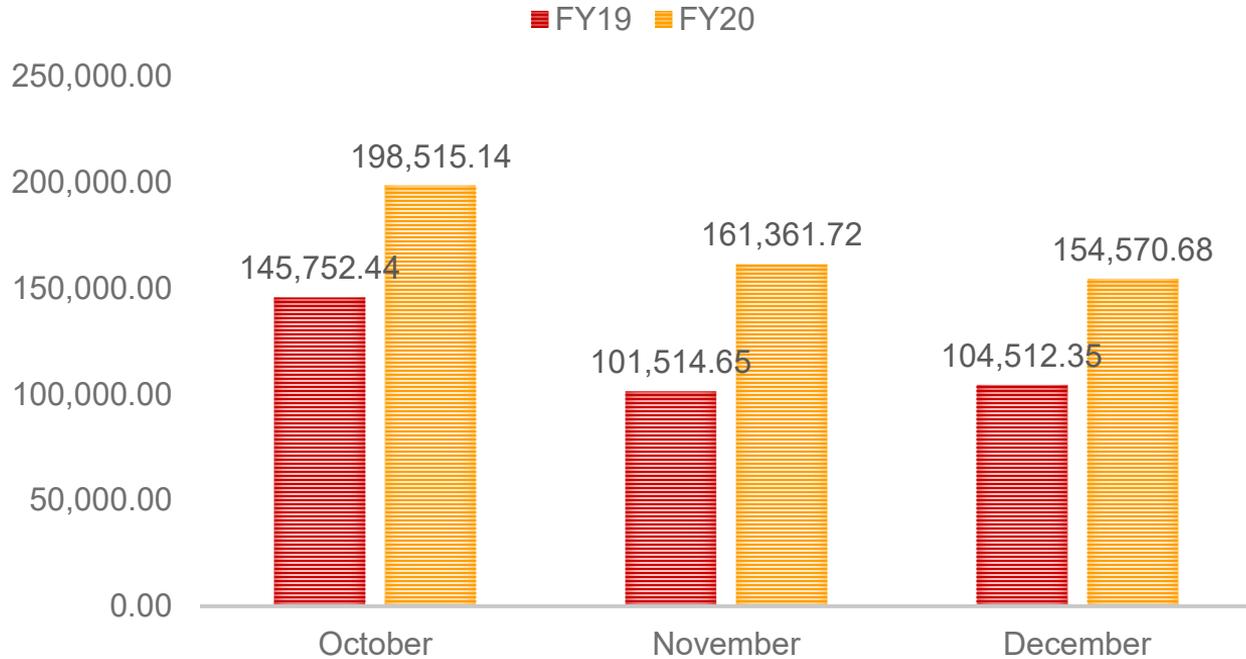
Gallup Total Monthly Room Demand



Percent Change in Room Demand 2018-2019



LODGERS TAX COLLECTED TO DATE



NOTE: Collections are not considered final until after the FY20 audit. Monthly revenues don't reflect the month of collection, only the month of submission to the City

Let's review some event dates- Q2

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

TDFL-10th Annual

October 25 up 27.1 %

October 26 up 22.7%

October 27 up 5.2%

Red Rock Balloon

Rally- 39th Annual

December 5 up 36.4%

December 6 up 38.1%

December 7 up 27.5%

December 8 up 11.1 %

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 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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