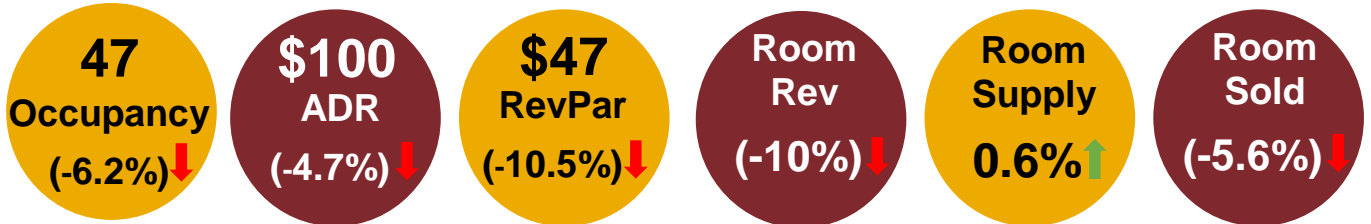


# MARYLAND LODGING MONITOR

(STR data through January 2018)

## Maryland Monthly Highlights, January 2018 vs 2017



### Percent Change January 2018 vs January 2017

Geography	Occ	ADR	RevPar	Room Rev	Room Supply	Room Sold
Baltimore City	(-12.7)	0.3	(-12.4)	(-9.7)	3.1	(-9.9)
MD Western Region	5.4	(-0.9)	4.4	5.1	0.7	6.1
MD Capital Region	(-8.1)	(-8.1)	(-15.5)	(-15.6)	0.0	(-8.1)
MD Central Region	(-4.9)	(-3.0)	(-7.8)	(-6.3)	1.6	(-3.4)
MD Southern Region	(-21.6)	3.0	(-19.2)	(-21.2)	(-2.4)	(-23.5)
MD Upper Eastern Shore	(-5.4)	(-0.8)	(-6.2)	(-6.2)	(-0.1)	(-5.5)
MD Lower Eastern Shore	(-2.6)	0.7	(-1.9)	(-2.0)	(-0.1)	(-2.7)

There are five major areas of analysis contained in this report:

- 1) Room Demand – Reflects the percent change in the number of rooms sold
- 2) Room Supply – Reflects the percent change in the number of rooms available
- 3) Room Rate (ADR) – Reflects the average rate paid for rooms sold
- 4) Room Revenue– Reflects the percent change in the amount of revenue collected
- 5) Occupancy Percent – Reflects the percentage of rooms occupied

The Maryland Regions contained in this report are comprised of the following counties:

- Capital Region: Frederick, Montgomery, Prince George's
- Central Region: Anne Arundel, Baltimore County, Baltimore City, Carroll, Harford, Howard
- Southern Region: Calvert, Charles, St. Mary's County
- Western Region: Allegany, Garrett, Washington
- Lower Eastern Shore: Wicomico, Worcester, Somerset
- Upper Eastern Shore: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Talbot