

# Maryland Lodging Monitor

The Maryland Office of Tourism's bi-annual report on Maryland lodging data supplied by Smith Travel Research, Inc. Data for January – December 2016.

Lodging room demand statewide increased 3.7 percent, compared to the same twelve month period in 2015. Maryland's demand is slightly above the region's 3.5 percent and more than double the nation's growth. The number of rooms available (room supply) across the state increased 1.3 percent, region (0.9 percent), and nation (1.6 percent).

The average room rate for Maryland was \$119.39 – lower than the nation's \$123.97 rate and lower than the regional rate of \$125.92. Total room revenue for the state increased 5.2 percent compared to the same twelve-month period in 2015. Occupancy rates, which reflect changes in supply and demand for rooms, averaged 65.9 percent, nearly 2 percent more than last year. The national occupancy rate was 65.5 percent, and the region's occupancy rate was 66.5 percent.

## January – December 2016 Lodging Performance

Segment	Room Demand % Change	Room Supply % Change	Room Revenue % Change	Average Room Rate (\$)	Room Rate % Change	Occupancy Rate	Occupancy % Change	Number of Rooms Sampled
United States	1.7	1.6	4.8	123.97	3.1	65.5	0.1	3.7M
DC-MD-VA-DE Region	3.5	0.9	6.0	125.92	2.4	66.5	2.6	308,176
Maryland	3.7	1.3	5.2	119.39	1.5	65.9	2.3	66,633
<b>MD Counties</b>								
Baltimore City	-1.1	3.0	-2.0	159.99	-0.9	65.7	-4.0	8,471
Allegany	4.5	8.8	4.9	91.45	0.4	60.6	-3.9	1064
Anne Arundel	1.4	0.7	2.0	104.92	0.6	72.2	0.7	9969
Baltimore	3.4	1.4	6.1	96.92	2.6	65.5	1.9	5767
Calvert	7.4	0.0	6.1	97.43	-1.2	60.2	7.4	700
Cecil	2.9	0.0	4.3	84.25	1.3	61.6	2.9	870
Charles	4.6	0.2	11.7	92.52	6.8	71.1	4.3	975
Dorchester	2.0	0.0	2.4	163.38	0.4	54.2	2.0	600
Frederick	10.5	7.9	7.9	87.65	-2.3	65.0	2.3	2464
Harford	-3.4	-2.0	-2.5	91.08	0.9	64.0	-1.4	2439
Howard	1.5	1.8	1.1	95.47	-0.5	66.0	-0.3	3322
Montgomery	2.0	-1.2	4.4	129.14	2.4	67.8	3.2	9601
Prince George's	6.0	2.7	9.9	128.74	3.7	69.3	3.2	10236
Queen Anne's	14.0	9.4	16.8	134.25	2.5	53.4	4.2	371
St Mary's	26.1	6.6	19.4	82.86	-5.3	68.7	18.3	999
Talbot	13.6	7.3	9.6	159.50	-3.5	50.3	5.9	787
Washington	0.9	0.2	0.9	76.41	-0.1	61.1	0.8	1928
Wicomico	8.3	0.0	10.0	95.33	1.6	57.9	8.2	1235
Worcester	4.2	1.2	5.2	154.89	1.0	59.5	2.9	3720
<b>MD Regions</b>								
Western Region	1.9	2.6	1.9	82.37	0.1	59.9	-0.7	3163
Capital Region	4.7	1.5	7.3	124.52	2.5	68.2	3.1	22301
Central Region	1.9	0.8	3.1	115.48	1.3	68.0	1.0	30666
Southern Region	12.3	2.4	12.8	89.94	0.5	67.7	9.7	2674
Upper Eastern Shore	7.2	3.3	7.3	127.73	0.0	55.0	3.8	2822
Lower Eastern Shore	4.8	1.0	5.7	144.05	0.8	59.0	3.8	5007

Source: Smith Travel Research, Inc.; County data unavailable due to small sample sizes in Caroline, Carroll, Garrett, Kent and Somerset counties. Data for these counties is included in their respective regions.