

# 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 – June 2015.

Lodging room demand statewide increased 3.3 percent, compared to the same six-month period in 2014. Maryland's demand grew less than the region's 3.9 percent and is equivalent to the nation's growth. The number of rooms available (room supply) remained relatively flat across the state (0.8 percent), region (0.4 percent), and nation (1.0 percent).

The average room rate for Maryland was \$114.73 – lower than the nation's \$119.02 rate and lower than the regional rate of \$124.18. Total room revenue for the state increased 5.7 percent compared to the same six-month period in 2014. Occupancy rates, which reflect changes in supply and demand for rooms, averaged 63.7 percent, 2.4 percent more than last year. The national occupancy rate was 65.2 percent, 2.3 percent more than last year and the region's occupancy rate was 64.8 percent, 3.5 percent more than last year.

## January – June 2015 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	3.3	1.0	8.2	119.02	4.8	65.2	2.3	3.6M
DC-MD-VA-DE Region	3.9	0.4	8.6	124.18	4.5	64.8	3.5	304,595
Maryland	3.3	0.8	5.7	114.73	2.4	63.7	2.4	65,640

### MD Counties

Baltimore City	-3.5	1.3	-3.0	158.23	0.5	64.5	-4.7	8,340
Allegany	5.4	0.0	3.9	86.55	-1.4	60.4	5.4	913
Anne Arundel	1.3	2.2	5.3	102.67	3.9	72.5	-0.8	9,911
Baltimore	6.0	3.6	10.8	94.61	4.5	63.8	2.3	5,665
Calvert	20.3	0.0	20.3	95.99	-0.0	56.1	20.3	772
Cecil	1.9	0.0	7.6	81.87	5.6	57.8	1.9	870
Charles	10.9	0.0	16.3	86.03	4.9	68.8	10.9	969
Dorchester	3.2	0.0	6.0	154.44	2.7	47.5	3.2	600
Frederick	2.2	1.3	4.4	89.62	2.1	64.3	0.9	2,227
Harford	3.0	-0.7	6.2	88.49	3.1	62.1	3.8	2,286
Howard	1.7	0.0	7.1	95.88	5.3	66.6	1.7	3,240
Montgomery	2.7	1.0	8.4	130.98	5.6	67.9	1.7	9,572
Prince George's	4.9	-0.5	7.2	126.16	2.2	68.4	5.4	9,875
Queen Anne's	4.8	0.0	6.9	124.12	2.1	48.8	4.8	368
St Mary's	11.0	-5.4	8.2	85.29	-2.5	56.6	17.3	899
Talbot	7.6	-0.3	7.0	145.48	-0.6	44.3	7.9	594
Washington	3.4	0.0	5.7	77.10	2.2	59.3	3.4	1,976
Wicomico	9.6	0.0	8.9	84.99	-0.7	49.0	9.6	1,234
Worcester	8.2	1.0	9.0	126.47	0.7	50.9	7.2	3,938

### MD Regions

Western Region	3.8	0.0	4.8	80.99	0.9	58.4	3.8	3,060
Capital Region	3.7	0.3	7.6	124.58	3.7	67.8	3.3	21,674
Central Region	1.0	1.6	3.1	112.61	2.0	67.0	-0.6	30,416
Southern Region	12.8	-1.9	14.6	87.95	1.6	61.6	15.0	2,640
Upper Eastern Shore	4.8	-0.1	7.2	118.17	2.3	49.9	4.9	2,626
Lower Eastern Shore	8.6	0.8	9.1	118.63	0.4	50.4	7.8	5,224

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.