

## Monthly Data

# STR: US hotel performance for August 2020

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U.S. hotel occupancy fell 31.7% to 48.6% in August, ADR decreased 22.8% to \$102.46 and RevPAR dropped 47.3% to \$49.83.



By HNN Newswire

HENDERSONVILLE, Tennessee—The U.S. hotel industry showed slightly higher performance from the month prior, but at overall low levels during August 2020, according to data from STR.

In a year-over-year comparison with August 2019, the industry recorded the following:

- Occupancy: -31.7% to 48.6%
- Average daily rate (ADR): -22.8% to US\$102.46
- Revenue per available room (RevPAR): -47.3% to US\$49.83

The absolute occupancy level was the lowest for any August on record in the U.S., but all three key performance metrics were [up from July levels](#). Recent September weekly data shows [occupancy just below 50%](#) due to a slight decrease in demand.

Among the Top 25 Markets, Oahu Island, Hawaii, experienced the steepest drop in occupancy (-69.9% to 26.8%) and the largest decrease in RevPAR (-81.4% to US\$42.13).

San Francisco/San Mateo, California, posted the steepest decline in ADR (-50.1% to US\$123.23).

All of STR's COVID-19 analysis can be found [here](#).

A note to editors: All references to STR data and analysis should cite "STR" as the source. Please refrain from citing "STR, Inc." "Smith Travel Research" or "STR Global" in sourcing.

#### Additional Performance Data

STR's world-leading hotel performance sample comprises 68,000 hotels and 9.1 million hotel rooms around the globe. Please refer to the contacts listed below for additional data requests.

#### About STR

STR provides premium data benchmarking, analytics and marketplace insights for global hospitality sectors. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, an international headquarters in London, and an Asia Pacific headquarters in Singapore. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces. For more information, please visit [str.com](http://str.com) and [costargroup.com](http://costargroup.com).

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