

HOTELS

After Texas storm and power outage, hotels hit occupancy highs

By Christina Jelski   | Feb 26, 2021



A strong storm brought snow to Austin, Texas. Hotel occupancy levels in the state hit a 50-week high earlier this month, according to STR. Photo Credit: Travel_with_me/Shutterstock.com

Texas occupancy levels hit a 50-week high earlier this month, as displaced Texans seeking shelter amid severe cold and widespread power outages drove up hotel demand, according to STR.

For the week of Feb. 14 to Feb. 20, Texas hotel occupancy reached 56.3%, which marked a 9.4 percentage point rise over the week prior and was the largest week-over-week occupancy increase for the state over the last year.

Texas ADR was up 5.8% week over week.

Among the Texas markets that saw the biggest surges in occupancy were McAllen/Brownsville, where occupancy hovered at over 70% for the week, and Fort Worth/Arlington, which reported occupancy of over 60%.

"Similar to what we saw with Hurricane Laura, there was increased hotel demand for most markets because there wasn't a great deal of business to lose ahead of the storm," said Isaac Collazo, STR's vice president of analytics. "We would have likely seen higher hotel performance across the state had hotels not experienced similar power and water loss as homes, in addition to the limited number of rooms available in some hotels due to reduced staffing as a result of the pandemic."

Collazo added that Texas hotel occupancy is expected to remain relatively strong in the near term, citing increased demand from insurance adjusters and residents still unable to return home due to frozen pipes and water damage.

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