

STR DATA

STR: January US Hotel Performance Nearly Back to Early Pandemic Levels

Top Three Markets By Occupancy Are Miami, Tampa and Phoenix



Miami hotels reported the highest occupancy level in January among U.S. markets at 54.5%. (Getty Images)

By HNN Newswire

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The U.S. hotel industry showed higher performance levels from the prior month, according to January 2021 data from [STR](#).

January 2021 (percentage change from January 2020):

- Occupancy: 39.3% (-28.3%)
- Average daily rate (ADR): US\$90.79 (-27.8%)
- Revenue per available room (RevPAR): US\$35.72 (-48.2%)

Occupancy and RevPAR levels were up from December but remained closer to the earlier months of the pandemic. ADR was down slightly from the previous month.

Among the Top 25 Markets, Oahu Island, Hawaii, reported the lowest January occupancy level (23.6%), which represented a 72.9% decrease in year-over-year comparisons.

Miami, Florida, reported the highest occupancy level (54.5%), which was down 32.3% year over year. The market also showed the highest ADR (US\$195.08), which represented a 25.5% decline year over year. The next highest occupancy levels were seen in Tampa, Florida (54.2%), and Phoenix, Arizona (49.3%).

In addition to Miami, six other markets posted ADR above US\$100.

Overall, the Top 25 Markets showed lower occupancy but higher ADR than all other markets.

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

Additional Performance Data

STR's world-leading hotel performance sample comprises 68,000 properties and 9.1 million rooms around the globe. Members of the media should 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 and costargroup.com.

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