

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 2015.

Lodging room demand statewide increased 2.9 percent, compared to the same twelve month period in 2014. Maryland's demand almost equal to the region's 3.0 percent and is equivalent to the nation's growth. The number of rooms available (room supply) across the state increased 1.2 percent, region (0.6 percent), and nation (1.1 percent).

The average room rate for Maryland was \$117.62 – lower than the nation's \$120.01 rate and lower than the regional rate of \$122.72. Total room revenue for the state increased 7.4 percent compared to the same twelve-month period in 2014. Occupancy rates, which reflect changes in supply and demand for rooms, averaged 64.5 percent, 2 percent more than last year. The national occupancy rate was 65.6 percent, 1.7 percent more than last year and the region's occupancy rate was 64.9 percent, 2.4 percent more than last year.

January – December 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	2.9	1.1	7.4	120.01	4.4	65.6	1.7	3.6M
DC-MD-VA-DE Region	3.0	0.6	6.3	122.72	3.2	64.9	2.4	305,446
Maryland	2.9	1.2	4.9	117.62	2.0	64.5	2.0	65,677

MD Counties

Baltimore City	-1.1	3.0	-2.0	159.99	-0.9	65.7	-4.0	8,471
Allegany	3.7	2.9	5.8	91.00	2.0	63.2	0.8	1000
Anne Arundel	1.5	2.2	4.0	104.48	2.4	72.2	-0.6	9,909
Baltimore	4.5	2.9	8.4	94.76	3.8	63.6	1.5	5,668
Calvert	12.9	0.0	13.9	98.63	0.9	56.1	12.9	772
Cecil	4.1	0.0	9.1	83.15	4.8	59.8	4.1	870
Charles	9.5	0.0	13.9	85.94	4.1	68.2	9.5	969
Dorchester	8.9	0.0	9.2	162.44	0.3	53.3	8.9	600
Frederick	1.6	3.3	4.0	89.43	2.4	63.6	-1.6	2,464
Harford	-0.3	-2.4	3.5	90.23	3.8	65.0	2.2	2,420
Howard	1.4	1.3	6.2	95.88	4.7	66.1	0.1	3,304
Montgomery	0.7	1.0	3.6	126.13	2.9	66.3	-0.3	9,574
Prince George's	4.2	-0.5	6.4	124.05	2.1	67.3	4.7	9,577
Queen Anne's	3.9	0.0	6.9	130.33	2.9	52.6	3.9	368
St Mary's	16.3	-1.9	14.8	87.62	-1.3	58.0	18.6	999
Talbot	9.7	0.6	12.4	165.12	2.4	47.7	9.1	787
Washington	2.2	0.0	4.0	76.35	1.9	61.0	2.2	1,976
Wicomico	7.8	0.0	9.4	94.34	1.5	53.8	7.7	1,235
Worcester	7.3	1.5	9.7	153.29	2.2	57.9	5.7	3,379

MD Regions

Western Region	2.3	0.8	4.3	82.18	1.9	60.6	1.5	3,147
Capital Region	2.4	0.5	5.0	121.41	2.5	66.5	1.9	21,615
Central Region	1.1	2.0	2.0	114.21	1.3	67.3	-0.8	30,690
Southern Region	12.4	-0.7	14.2	89.20	1.6	61.8	13.1	2,740
Upper Eastern Shore	6.7	0.2	9.9	127.63	3.0	53.2	6.5	2,819
Lower Eastern Shore	7.5	1.3	9.7	142.86	2.1	57.0	6.2	4,666

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.