

Smith Travel Research Report for Montana Lodging & Hospitality Association - February 2019 - February 2020

Month to Month

Occupancy Percent

Segment	2020	2019	% Chg
United States	62.2	62.0	0.2
Mountain	64.3	64.5	-0.3
Montana	49.6	46.2	7.4

Average Room Rate

Segment	2020	2019	% Chg
United States	130.78	128.95	1.4
Mountain	135.04	131.75	2.5
Montana	90.57	88.65	2.2

RevPAR

Segment	2020	2019	% Chg
United States	81.33	80.01	1.7
Mountain	86.80	84.95	2.2
Montana	44.93	40.94	9.7

Rev Avail Sold

Segment	Rev % Chg	Avail % Chg	Sold % Chg
United States	3.8	2.1	2.3
Mountain	3.2	1.0	0.7
Montana	9.0	-0.7	6.7

Year to Date

Occupancy Percent

Segment	2020	2019	% Chg
United States	58.5	58.2	0.5
Mountain	61.3	61.6	-0.5
Montana	46.0	44.2	4.0

Average Room Rate

Segment	2020	2019	% Chg
United States	128.44	126.68	1.4
Mountain	134.94	132.29	2.0
Montana	89.68	86.90	3.2

RevPAR

Segment	2020	2019	% Chg
United States	75.08	73.68	1.9
Mountain	82.78	81.54	1.5
Montana	41.21	38.41	7.3

Rev Avail Sold

Segment	Rev % Chg	Avail % Chg	Sold % Chg
United States	4.0	2.1	2.6
Mountain	2.7	1.1	0.6
Montana	6.9	-0.4	3.6

Participation for Statistics

Segment	Properties		Rooms	
	Census	Sample	Census	Sample
United States	55734	35101	5341586	4065112
Mountain	5577	3181	618241	357054
Montana	452	224	29349	18967

Source: Smith Travel Research