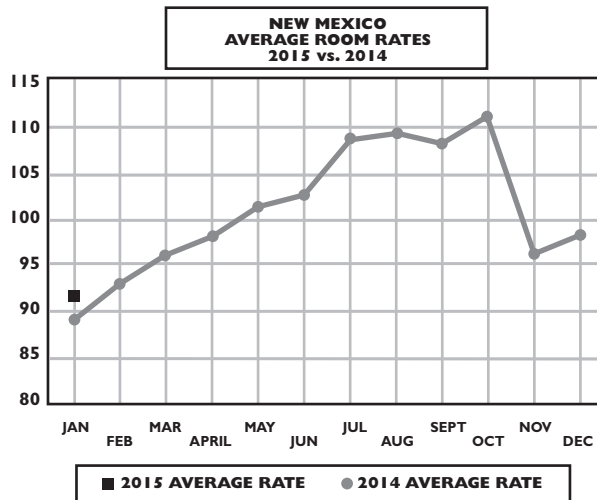
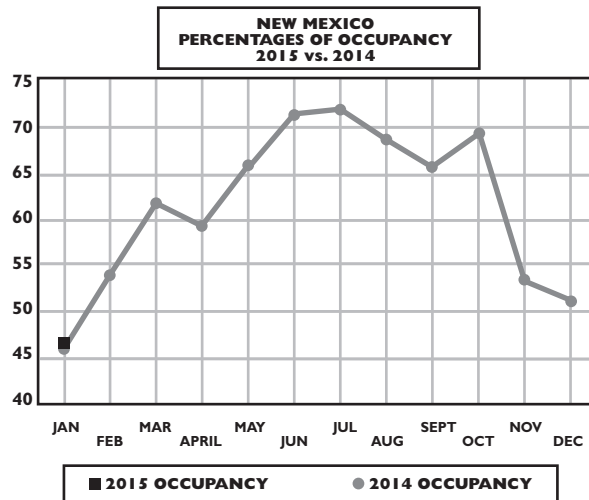


# ROCKY MOUNTAIN LODGING REPORT

New Mexico Edition

January 2015

LOCATION	ROOM NIGHTS		OCC %	ADR	REVPAR	2015 YEAR-TO-DATE			2014 YEAR-TO-DATE		
	AVAILABLE	OCCUPIED				OCC %	ADR	REVPAR	OCC %	ADR	REVPAR
<b>ALBUQUERQUE</b>											
Downtown/Airport	65,317	32,689	50.0%	\$88.03	\$44.06	50.0%	\$88.03	\$44.06	56.5%	\$84.18	\$47.57
Interstate 40 Corridor	110,645	46,627	42.1%	\$78.74	\$33.18	42.1%	\$78.74	\$33.18	39.8%	\$75.05	\$29.87
Albuquerque North	<u>57,920</u>	<u>29,762</u>	<u>51.4%</u>	<u>\$105.39</u>	<u>\$54.15</u>	<u>51.4%</u>	<u>\$105.39</u>	<u>\$54.15</u>	<u>49.0%</u>	<u>\$104.23</u>	<u>\$51.04</u>
<b>TOTAL</b>	233,882	109,077	46.6%	\$88.79	\$41.41	46.6%	\$88.80	\$41.41	46.8%	\$86.17	\$40.32
<b>SANTA FE</b>											
DOWNTOWN	46,221	22,117	47.9%	\$125.10	\$59.86	47.9%	\$125.10	\$59.86	47.7%	\$118.69	\$56.61
CERRILLOS ROAD	44,134	15,469	35.1%	\$67.43	\$23.63	35.1%	\$67.43	\$23.63	34.1%	\$67.91	\$23.16
SANTA FE PERIPHERY	<u>23,963</u>	<u>11,975</u>	<u>50.0%</u>	<u>\$95.33</u>	<u>\$47.64</u>	<u>50.0%</u>	<u>\$95.33</u>	<u>\$47.64</u>	<u>53.6%</u>	<u>\$92.51</u>	<u>\$49.59</u>
<b>TOTAL</b>	114,318	49,561	43.4%	\$99.91	\$43.31	43.4%	\$99.91	\$43.31	43.8%	\$96.55	\$42.29
<b>FARMINGTON</b>	25,754	12,458	48.4%	\$83.24	\$40.26	48.4%	\$83.24	\$40.27	48.7%	\$84.22	\$41.05
<b>LAS CRUCES</b>	27,435	14,302	52.1%	\$70.93	\$36.98	52.1%	\$70.93	\$36.98	62.8%	\$81.74	\$51.31
<b>TAOS</b>	24,335	11,524	47.4%	\$89.68	\$42.47	47.4%	\$89.68	\$42.47	41.0%	\$81.10	\$33.27
<b>OTHER NEW MEXICO</b>	<u>42,401</u>	<u>19,284</u>	<u>45.5%</u>	<u>\$109.40</u>	<u>\$49.76</u>	<u>45.5%</u>	<u>\$109.40</u>	<u>\$49.76</u>	<u>45.5%</u>	<u>\$102.63</u>	<u>\$46.69</u>
<b>TOTALS</b>	468,125	216,206	46.2%	\$91.73	\$42.36	46.2%	\$91.73	\$42.36	46.3%	\$89.45	\$41.46



The Rocky Mountain Lodging Report is compiled by: Ehrhardt Keefe Steiner & Hottman, PC in cooperation with the New Mexico Lodging Association, Robert S. Benton & Associates, Inc. and W. R. Hopping & CO. Readers are advised that the above do not represent the data contained herein to be definitive. Neither should the contents of this publication be construed as a recommendation on policies or actions. This report is subject to copyright laws. Reproduction of this report, in whole or in part, without written permission, is prohibited.

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**ROCKY MOUNTAIN LODGING REPORT**  
**Summary of Occupancy and Average Daily Room Rates for the State of New Mexico**

	OCCUPANCY PERCENTAGE		AVERAGE DAILY RATE		REVENUE PER AVAILABLE ROOM	
	2015	2014	2015	2014	2015	2014
<b>JANUARY</b>	46.2%	46.3%	\$91.73	\$89.45	\$42.36	\$41.46
<b>FEBRUARY</b>	-	-	-	-	-	-
<b>MARCH</b>	-	-	-	-	-	-
<b>APRIL</b>	-	-	-	-	-	-
<b>MAY</b>	-	-	-	-	-	-
<b>JUNE</b>	-	-	-	-	-	-
<b>JULY</b>	-	-	-	-	-	-
<b>AUGUST</b>	-	-	-	-	-	-
<b>SEPTEMBER</b>	-	-	-	-	-	-
<b>OCTOBER</b>	-	-	-	-	-	-
<b>NOVEMBER</b>	-	-	-	-	-	-
<b>DECEMBER</b>	-	-	-	-	-	-
<b>YEAR TO DATE</b>	46.2%	46.3%	\$91.73	\$89.45	\$42.36	\$41.46