

# 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 - June 2011

Lodging room demand statewide was up 2.5 percent, compared to the same six-month period in 2010. Maryland's demand was comparable with the region, and grew less than the nation's. The number of rooms available (room supply) remained relatively flat across the state, region, and nation. As new development tapered off in 2010 in Maryland, hotels began to absorb pent up demand in the beginning of this year with more consistent supply.

Average room rates for Maryland were at \$109 – higher than the nation's \$100.54 room rate and lower than the regional room rate of \$118. Total room revenue is rebounding, up 3.5 percent compared to the same six-month period in 2010 due to the increase in demand. Occupancy rates, which reflect changes in supply and demand for rooms, averaged 60 percent, 1.9 percent more than last year, compared to 59 percent occupancy rate and 5 percent growth for the U.S., and 61 percent occupancy rate and 1.5 percent growth for the region.

## January - June 2011 Lodging Performance

Segment	Room Demand	Room Supply % Change	Room Revenue	Average Room Rate (\$)	Room Rate % Change	Occupancy Rate	Occupancy % Change
United States	5.8	0.8	9.4	100.54	3.3	59.2	5.0
DC-MD-VA-DE Region	2.6	1.0	3.6	118.01	1.0	60.6	1.5
Maryland	2.5	0.6	3.5	109.00	1.0	59.8	1.9

### MD Counties

Baltimore City	3.5	1.0	4.4	138.21	0.8	62.4	2.5
Allegany	-2.1	0.0	-1.1	84.05	1.0	47.4	-2.1
Anne Arundel	1.1	0.0	1.5	95.19	0.4	70.3	1.1
Baltimore	5.0	-0.8	7.1	89.32	1.9	58.9	5.8
Calvert	-2.1	0.0	-1.3	99.56	0.8	55.5	-2.1
Cecil	12.4	5.3	17.8	70.75	4.8	48.6	6.8
Charles	7.9	4.3	6.1	82.59	-1.7	55.3	3.4
Dorchester	-4.6	0.0	1.0	154.17	5.9	46.2	-4.6
Frederick	9.0	-1.1	6.9	81.22	-1.9	63.7	10.2
Harford	12.1	0.0	18.1	77.74	5.3	62.0	12.1
Howard	5.7	0.0	6.5	87.70	0.7	64.3	5.7
Montgomery	2.3	3.3	5.4	127.27	3.1	66.0	-1.0
Prince George's	-1.6	0.0	-2.9	125.38	-1.4	61.9	-1.6
Queen Anne's	6.7	0.0	8.2	104.52	1.4	47.5	6.7
St Mary's	-4.6	0.0	3.4	94.70	8.4	51.0	-4.6
Talbot	3.1	1.3	5.9	136.38	2.7	40.1	1.8
Washington	3.5	4.6	5.8	73.34	2.3	48.4	-1.0
Wicomico	-7.0	-2.0	-2.7	78.16	4.7	42.2	-5.2
Worcester	1.7	-1.4	4.8	115.93	3.0	46.9	3.2

### MD Regions

Western Region	1.7	2.7	3.1	77.14	1.4	47.6	-0.9
Capital Region	1.1	1.3	1.5	121.76	0.4	63.9	-0.2
Central Region	3.9	0.2	4.8	104.61	0.8	64.5	3.7
Southern Region	1.6	2.0	3.2	90.05	1.6	54.1	-0.3
Upper Eastern Shore	4.0	2.0	6.6	110.61	2.5	44.6	2.0
Lower Eastern Shore	-0.0	-1.5	3.8	109.13	3.8	45.8	1.5

Source: Smith Travel Research, Inc.