



Maryland Lodging Monitor

STR data through December 2023

MARYLAND MONTHLY HIGHLIGHTS — DECEMBER 2023 vs DECEMBER 2022

48.4% Occupancy 0.3% ▲	\$116.38 ADR 1.4% ▲	\$56.29 RevPar 1.7% ▲	Room Rev 2.2% ▲	Room Supply 0.6% ▲	Room Sold 0.8% ▲
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PERCENT CHANGE DECEMBER 2023 vs DECEMBER 2022

GEOGRAPHY	Occ %	ADR	RevPar	Room Rev	Room Supply	Room Sold
Baltimore City	4.2	0.4	4.7	2.5	-2.1	2.0
MD Western Region	-3.3	1.5	-1.9	-3.9	-2.0	-5.3
MD Capital Region	1.7	2.3	4.1	3.2	-0.8	0.8
MD Central Region	-0.6	0.5	-0.1	-0.5	-0.4	-1.0
MD Southern Region	-2.2	4.6	2.4	1.3	-1.0	-3.1
MD Upper Eastern Shore	6.0	6.3	12.7	38.7	23.1	30.5
MD Lower Eastern Shore	2.9	-5.7	-2.9	-2.0	0.9	3.9

MARYLAND CALENDAR YEAR TO DATE HIGHLIGHTS THROUGH DECEMBER 2023

61.0% Occupancy 3.1% ▲	\$139.52 ADR 4.6% ▲	\$85.1 RevPar 7.8% ▲	Room Rev 8.3% ▲	Room Supply 0.5% ▲	Room Sold 3.6% ▲
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PERCENT CHANGE CALENDAR YEAR TO DATE 2023 vs 2022

REGIONS	Occ %	ADR	RevPar	Room Rev	Room Supply	Room Sold
Baltimore City	1.9	3.6	5.5	5.3	-0.2	1.7
MD Western Region	1.5	4.4	6.0	5.0	-1.0	0.5
MD Capital Region	8.3	8.8	17.8	17.7	0.0	8.2
MD Central Region	0.4	3.7	4.2	4.8	0.6	1.0
MD Southern Region	7.2	4.0	11.5	1.5	-9.0	-2.5
MD Upper Eastern Shore	3.3	0.3	3.6	19.1	14.9	18.7
MD Lower Eastern Shore	-0.1	-0.4	-0.5	-0.8	-0.3	-0.3



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MARYLAND CURRENT MONTH ACTUALS				MARYLAND YEAR TO DATE ACTUALS			
MONTH	Occ %	ADR (\$)	RevPar (\$)	MONTH	Occ %	ADR (\$)	RevPar (\$)
January-23	46.7	111.22	51.97	January-23	46.7	111.22	51.97
February-23	53.5	117.80	63.04	February-23	50.0	114.54	57.26
March-23	59.8	126.20	75.47	March-23	53.4	119.08	63.61
April-23	63.9	132.56	84.66	April-23	56.1	122.93	68.90
May-23	67.0	147.12	98.50	May-23	58.4	128.80	75.16
June-23	70.2	156.33	109.80	June-23	60.4	134.31	81.12
July-23	68.2	161.17	109.95	July-23	61.6	138.83	85.48
August-23	66.4	155.60	103.30	August-23	62.1	141.18	87.67
September-23	66.2	148.30	98.15	September-23	62.6	142.01	88.85
October-23	63.7	144.69	92.24	October-23	62.6	142.23	89.09
November-23	66.2	148.30	98.15	November-23	62.6	142.01	88.85
December-23	48.4	116.38	56.29	December-23	61.0	139.52	85.10

MARYLAND CURRENT MONTH PERCENT CHANGE FROM PREVIOUS YEAR							
MONTH % CHANGE	Occ %	ADR	RevPar	Room Rev	Room Supply	Room Sold	Room Sample
January 23 vs January 22	15.3	14.5	32.0	32.7	0.5	15.9	68,150
February 23 vs February 22	9.5	12.6	23.4	23.0	-0.3	9.2	67,784
March 23 vs March 22	9.4	12.0	22.5	22.8	0.2	9.6	68,607
April 23 vs April 22	2.0	6.8	8.9	8.7	-0.2	1.8	69,274
May 23 vs May 22	3.5	6.6	10.3	10.0	-0.2	3.2	69,733
June 23 vs June 22	1.5	3.8	5.3	7.1	1.7	3.2	69,991
July 23 vs July 22	-1.1	0.9	-0.2	0.8	1.0	-0.1	70,515
August 23 vs August 22	1.0	1.1	2.1	2.7	0.6	1.5	70,268
Sept 23 vs Sept 22	2.7	4.6	7.4	7.8	0.4	3.1	69,891
Oct 23 vs Oct 22	-1.2	4.7	3.4	4.1	0.7	-0.5	70,322
Nov 23 vs Nov 22	1.6	3.2	4.9	5.8	0.8	2.4	68,360
Dec 23 vs Dec 22	0.3	1.4	1.7	2.2	0.6	0.8	67,785



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MARYLAND YEAR TO DATE PERCENT CHANGE FROM PREVIOUS YEAR							
GEOGRAPHY*	Occ	ADR	RevPar	Room Rev	Room Supply	Room Sold	Room Sampl
MD Western Region	1.5	4.4	6	5	-1	0.5	2,828
MD Capital Region	8.3	8.8	17.8	17.7	0	8.2	22,852
MD Central Region	0.4	3.7	4.2	4.8	0.6	1	31,172
MD Southern Region	7.2	4	11.5	1.5	-9	-2.5	2,394
MD Upper Eastern Shore	3.3	0.3	3.6	19.1	14.9	18.7	2,616
MD Lower Eastern Shore	-0.1	-0.4	-0.5	-0.8	-0.3	-0.3	5,923
Allegany County	6.4	7.6	14.4	14.4	0	6.3	943
Anne Arundel County	1.2	2.3	3.6	3.6	0	1.3	10,203
Baltimore City	1.9	3.6	5.5	5.3	-0.2	1.7	8,170
Baltimore County	-1.2	4.5	3.3	4.1	0.8	-0.4	5,623
Calvert County	24.2	8.1	34.2	-16.7	-37.9	-23	444
Cecil County	6	20.5	27.7	74.2	36.4	44.6	604
Charles County	3	3	6.1	6.1	0	3	936
Dorchester County							600
Frederick County	-0.5	5.3	4.8	4.4	-0.3	-0.8	2,789
Harford County	-5.3	1.5	-3.9	-2	1.9	-3.5	2,807
Howard County	3.6	4.9	8.7	11.3	2.4	6.1	3,146
Montgomery County	12.1	9.6	22.8	26.3	2.8	15.3	9,029
Prince George's County	7.6	8.4	16.6	14.2	-2.1	5.3	11,034
Queen Anne's County	-3.6	0.5	-3.1	22.9	26.9	22.3	544
St. Mary's County	1.5	5.1	6.7	6.3	-0.4	1.1	1014
Talbot County	0.1	-0.2	-0.1	-0.1	0	0.1	674
Washington County	0	4	4	2.2	-1.8	-1.7	1,794
Wicomico County	0.8	2	2.8	2.7	-0.1	0.7	1,351
Worcester County	-0.1	-0.6	-0.7	-1	-0.3	-0.4	4,452

*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.



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There are five major areas of analysis contained in this report:

- 1) Room Demand – Reflects the percent change in the number of rooms sold
- 2) Room Supply – Reflects the percent change in the number of rooms available
- 3) Room Rate (ADR) – Reflects the average rate paid for rooms sold
- 4) Room Revenue – Reflects the percent change in the amount of revenue collected
- 5) Occupancy Percent – Reflects the percentage of rooms occupied

The Maryland Regions contained in this report are comprised of the following counties:

- Capital Region: Frederick, Montgomery, Prince George's
- Central Region: Anne Arundel, Baltimore County, Baltimore City, Carroll, Harford, Howard
- Southern Region: Calvert, Charles, St. Mary's County
- Western Region: Allegany, Garrett, Washington
- Lower Eastern Shore: Wicomico, Worcester, Somerset
- Upper Eastern Shore: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Talbot