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# VISIT MCMINNVILLE

## Occupancy Trend Report Analysis

*April 2016*

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# INTRODUCTION & SELECTED FINDINGS



# INTRODUCTION

Following are summary observations from the current STR Trend Report for McMinnville through March 2016. The report summarizes findings with respect to occupancy, ADR (average daily rate), and RevPAR (revenue per available room).

Note that this report includes data for 7 properties in McMinnville representing 362 rooms (or approximately 132,130 room nights per year).

Data for other types of properties (condominiums, vacation rentals by owner, bed and breakfasts, etc.) are not included in the STR reporting. Such data is not readily available and may yield different results.

Results presented herein are the period January 2010 through March 2016.



# SUMMARY OF SELECTED FINDINGS

- Occupancy is clearly on an upward trajectory, with growth noted (to varying degrees) in almost every month, particularly over the last 10-12 months.
- August has generally been the strongest month historically (followed by July and June/September), with August reaching over 80% occupancy for the first time in August 2015 (81.8%).
- Occupancy exceeded 70% in June for the first time in June 2015 (72.5%)
- September exhibited the greatest relative growth in 2015, jumping over 11 percentage points to 73.2% average occupancy (also the first time September was over 70%).



# SUMMARY OF SELECTED FINDINGS

- December, January, and February have also shown relatively rapid growth, with December 2015 in particular jumping 13 points to nearly 50% occupancy.
- March, April, and November, while having grown over the last few years, have remained relatively flat over that time period at about 55-57% occupancy.
- Average occupancy for the current fiscal year (July 2015-June 2016) is currently averaging 62.0% overall, as compared to 56.7% for FY1415.



# SUMMARY OF SELECTED FINDINGS

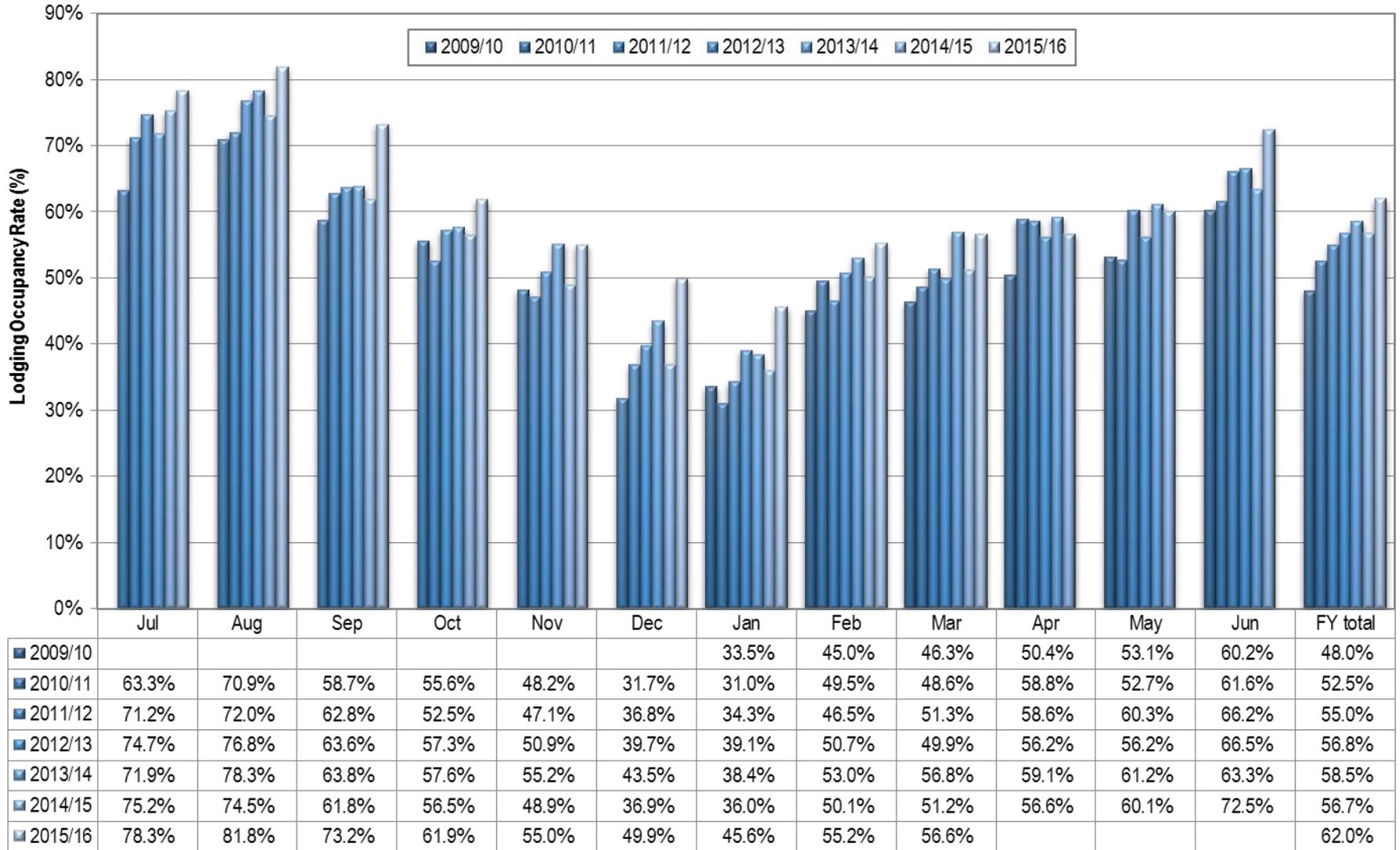
- ADR is averaging \$89.10 for the current FY, as compared to \$92.60 for FY1415. Although rates are up over the last few years, they are a bit softer over the last nine months, perhaps helping to drive some of the increase in occupancy.
- Rates range from highs of \$104.04 in July and \$102.63 in August, to lows around \$72-73 in December and January.
- RevPar is tracking higher, averaging \$55.23 for FY1516 vs. \$52.52 for FY1415. As such, the growth in occupancy is outpacing the relative decline in rates.



OCCUPANCY DATA



# MCMINNVILLE OCCUPANCY

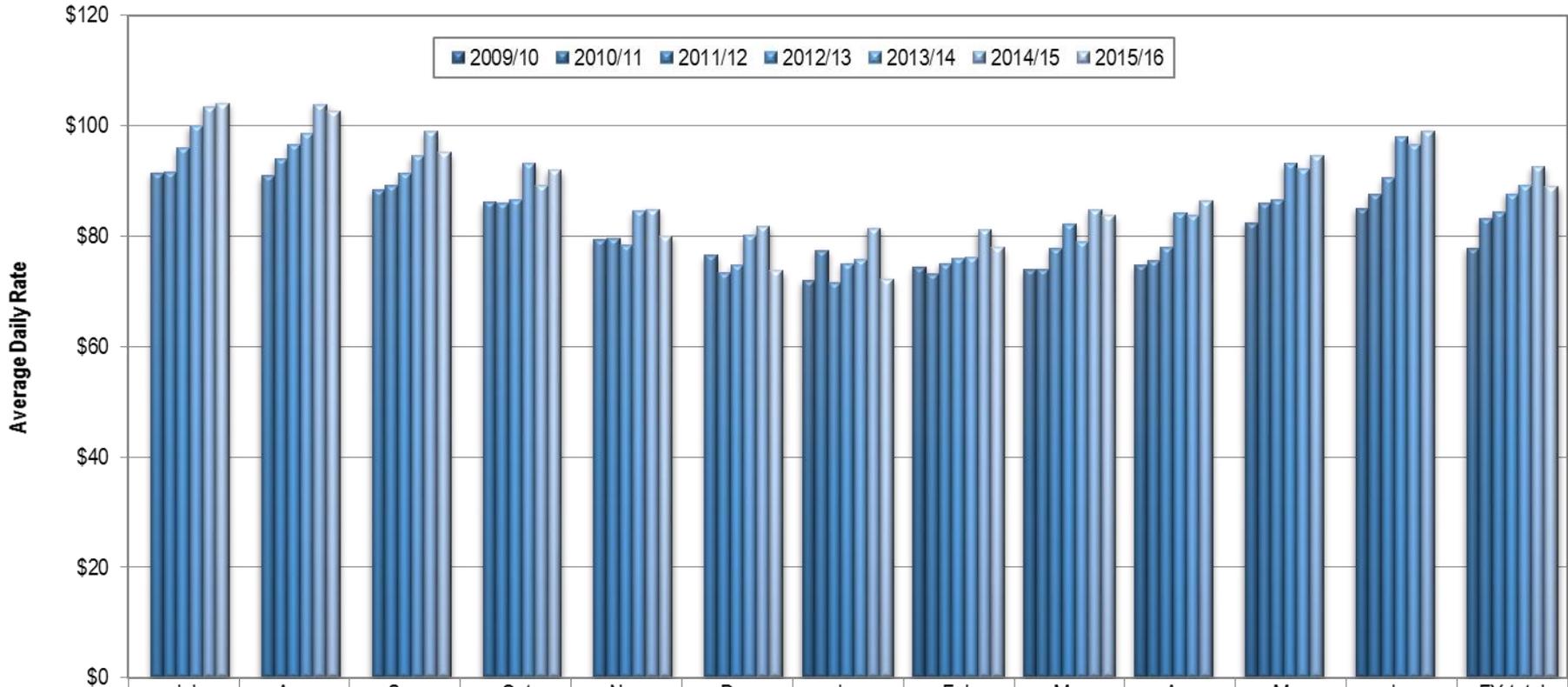


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AVERAGE DAILY RATE (ADR)



# AVERAGE DAILY RATE (ADR)



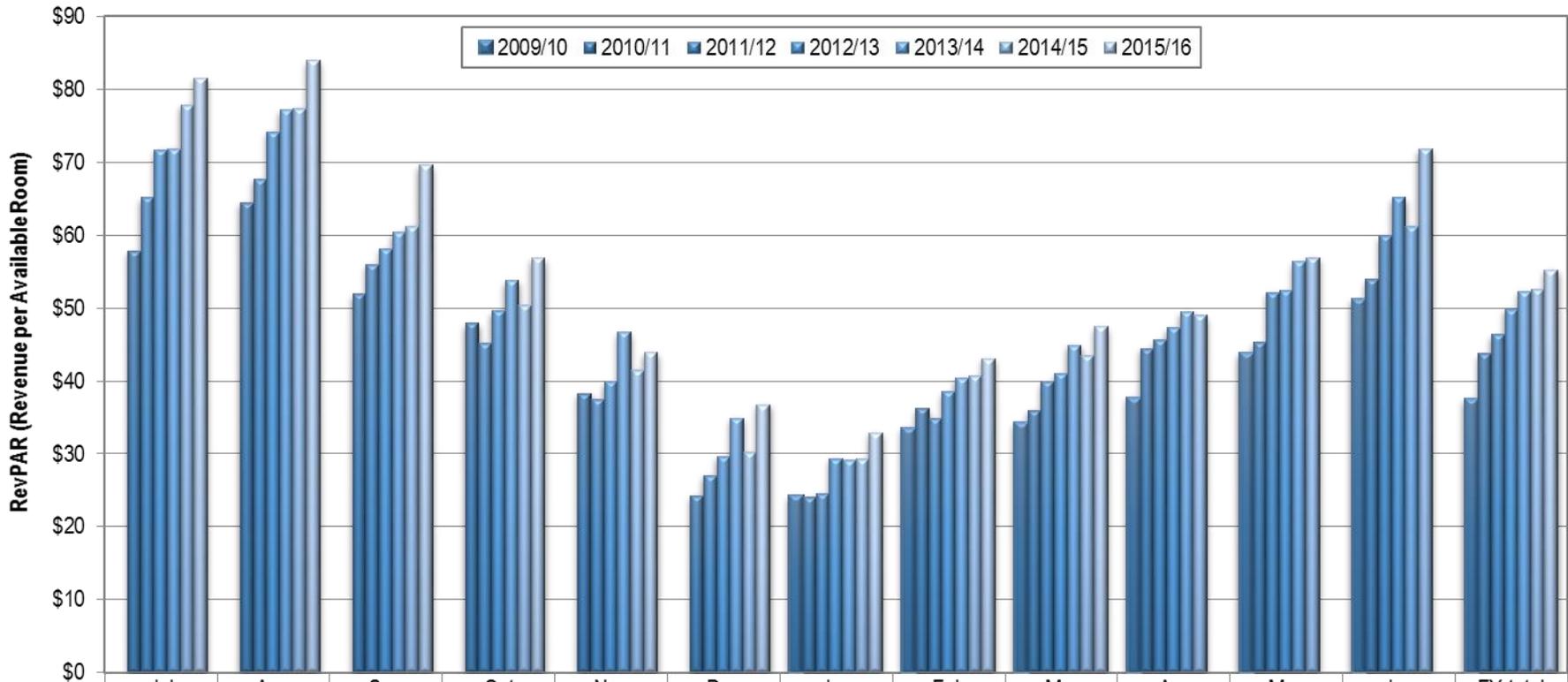
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
■ 2009/10							\$71.99	\$74.44	\$73.89	\$74.73	\$82.43	\$85.01	\$77.81
■ 2010/11	\$91.47	\$90.91	\$88.46	\$86.15	\$79.42	\$76.53	\$77.40	\$73.15	\$74.02	\$75.63	\$85.98	\$87.52	\$83.27
■ 2011/12	\$91.61	\$93.99	\$89.19	\$86.01	\$79.53	\$73.35	\$71.58	\$75.04	\$77.81	\$77.92	\$86.54	\$90.56	\$84.30
■ 2012/13	\$95.99	\$96.58	\$91.34	\$86.59	\$78.35	\$74.71	\$75.08	\$75.98	\$82.29	\$84.20	\$93.21	\$97.93	\$87.65
■ 2013/14	\$99.99	\$98.53	\$94.61	\$93.22	\$84.57	\$80.18	\$75.87	\$76.16	\$79.05	\$83.83	\$92.16	\$96.69	\$89.28
■ 2014/15	\$103.45	\$103.89	\$99.00	\$89.18	\$84.83	\$81.75	\$81.43	\$81.12	\$84.78	\$86.50	\$94.70	\$99.03	\$92.60
■ 2015/16	\$104.04	\$102.63	\$95.13	\$91.95	\$79.91	\$73.70	\$72.27	\$77.92	\$83.78				\$89.10



REVPAR



# MCMINNVILLE REVPAR



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2009/10							\$24.14	\$33.49	\$34.21	\$37.65	\$43.76	\$51.15	\$37.39
2010/11	\$57.86	\$64.49	\$51.92	\$47.87	\$38.25	\$24.28	\$24.01	\$36.19	\$35.97	\$44.47	\$45.31	\$53.93	\$43.74
2011/12	\$65.19	\$67.66	\$55.97	\$45.17	\$37.42	\$27.02	\$24.54	\$34.87	\$39.90	\$45.66	\$52.15	\$59.90	\$46.34
2012/13	\$71.71	\$74.15	\$58.12	\$49.58	\$39.92	\$29.65	\$29.33	\$38.54	\$41.06	\$47.28	\$52.35	\$65.13	\$49.80
2013/14	\$71.85	\$77.15	\$60.37	\$53.72	\$46.65	\$34.88	\$29.11	\$40.37	\$44.94	\$49.54	\$56.36	\$61.24	\$52.25
2014/15	\$77.83	\$77.42	\$61.21	\$50.38	\$41.48	\$30.18	\$29.30	\$40.67	\$43.40	\$48.97	\$56.91	\$71.78	\$52.52
2015/16	\$81.49	\$83.97	\$69.61	\$56.87	\$43.92	\$36.77	\$32.92	\$43.03	\$47.42				\$55.23