

Downtown Cincinnati
Hotel Occupancy and Rates 2004-2013

Downtown, Regional, and National Hotel Occupancy					
	National	Cincinnati USA (OH-KY-IN)	Gr. Cincinnati	Downtown	
2004	61%	55%	55%	59%	
2005	63%	56%	55%	60%	
2006	63%	57%	54%	60%	
2007	63%	56%	53%	58%	
2008	60%	55%	55%	60%	
2009	55%	51%	52%	57%	
2010	58%	52%	53%	62%	
2011	60%	56%	56%	63%	
2012	61%	56%	56%	61%	
2013	62%	58%	57%	60%	

Downtown, Regional and National Hotel Rates					
	National	Cincinnati USA (OH-KY-IN)	Gr. Cincinnati	Downtown	
2004	\$86.19	\$72.08	\$80.72	\$108.74	
2005	\$90.83	\$73.83	\$80.84	\$110.92	
2006	\$97.31	\$77.75	\$86.85	\$115.73	
2007	\$103.64	\$82.17	\$92.02	\$126.97	
2008	\$106.55	\$85.70	\$87.89	\$124.14	
2009	\$97.51	\$81.54	\$83.45	\$115.32	
2010	\$98.08	\$84.54	\$83.61	\$117.98	
2011	\$101.64	\$84.71	\$86.39	\$122.56	
2012	\$106.10	\$86.78	\$90.04	\$126.15	
2013	\$110.33	\$90.54	\$95.15	\$131.64	

Downtown, Regional and National Hotel RevPar					
	National	Cincinnati USA (OH-KY-IN)	Gr. Cincinnati	Downtown	
2004	\$52.80	\$39.55	\$44.31	\$64.16	
2005	\$61.91	\$41.49	\$44.03	\$66.10	
2006	\$61.69	\$44.08	\$47.23	\$70.52	
2007	\$65.50	\$46.05	\$48.73	\$73.62	
2008	\$64.37	\$47.33	\$48.67	\$73.89	
2009	\$53.71	\$41.67	\$43.27	\$66.25	
2010	\$56.47	\$44.24	\$44.44	\$73.41	
2011	\$61.06	\$47.11	\$47.92	\$77.04	
2012	\$65.17	\$48.76	\$50.32	\$77.37	
2013	\$68.69	\$52.48	\$54.38	\$79.30	

Source: Cincinnati USA Conventions & Visitors Bureau, national rates provided by PricewaterhouseCoopers Hospitality Directions Report. *RevPAR, or revenue per available room, is a performance metric in the hotel industry, which is calculated by multiplying a hotel's average daily room rate (ADR) by its occupancy percentage.