









The Heart of Aggieland®

Hotel Performance Summary College Station, TX+ | July 2024

July 2024	College Station, TX+	Previous Year	Fiscal Year					
		Occupancy	ADR	RevPAR	Supply	Demand	Revenue	
		63.5%	\$129.01	\$81.96	134.0K	85.1K	\$11.0M	
	Change vs. Previous Year	▲ 18.7%	▲ 22.7%	▲ 45.6%	▲ 1.7%	▲ 20.7%	▲ 48.1%	
	YTD Fiscal Year	55.3%	\$133.92	\$74.01	1.3M	724.2K	\$97.0M	
	YTD Change vs. Previous Year	▲ 3.1%	▲ 6.9%	▲ 10.2%	▲ 2.0%	▲ 5.2%	▲ 12.4%	

\$93

\$54

RevPAR

\$116

10M

5M

Revenue YOY Comparison

Revenue Long Term Trend

Jan 2019 Jan 2020

PY2023

Jan 2021

FV2022

Jan 2022

Team 4 FY2024

Hotel Performance by Week College Station, TX+

21-Jul 28-Jul

Source: STR

30-Jun 32% \$98 \$31 07-Jul \$127 14-Jul

July 2024 Day-of-Week Performance vs. Previous Year College Station, TX+

51%

Occupancy



\$166

\$107

ADR

SYMPHONY TOURISM ECONOMICS

Jan 2023

Jan 2024

COLLEGE STATION

Revenue

- FY2021



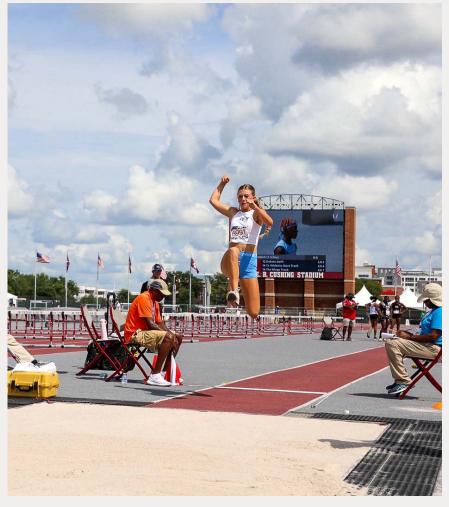














Campaign







Aggieland Express Pass

SCAN THE CODE. GET THE PASS. EARN THE PRIZES.

Get instant discounts, attend holiday events & earn points toward great prizes. All for **FREE!**













Holiday Programming









