

Lodgers' Tax

June 5, 2025
(Corn/Jones)

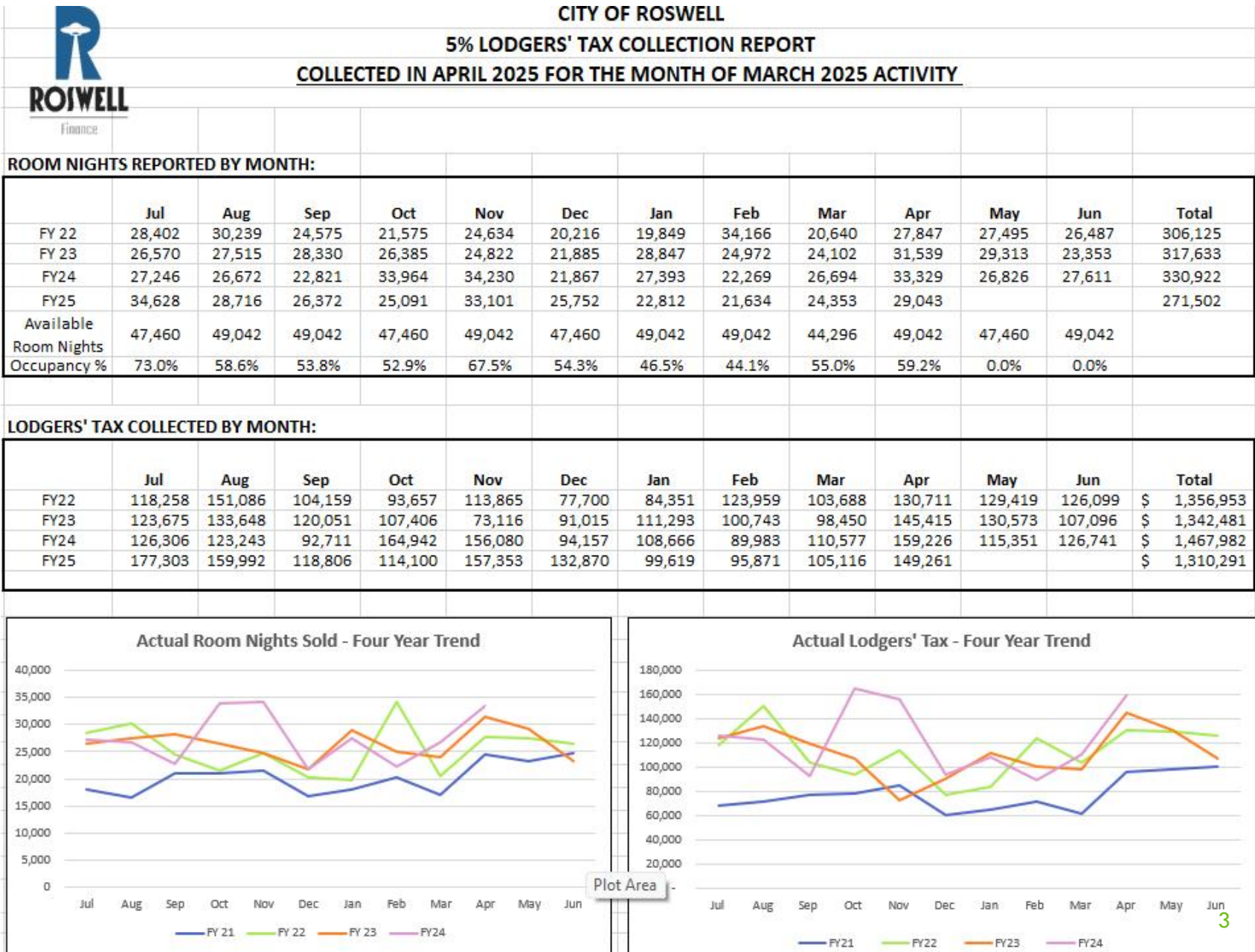
Lodgers' Tax Update March 2025 Activity Collected in April 2025

- One hotel did not report on time.
- STR data shows we were at 72.8% occupancy. Down 3.4%
- ADR percent change this month is up 9.1% from last year.

Lodgers' Tax Report 5%



- March 2025 Activity based on April 2025 Remittance.
- Occupancy at 72.8%.
- \$149,261 collected.
- One hotel did not report.





Lodgers' Tax Reports – Convention Center Bed Fee

\$2.50 days 1-15



CITY OF ROSWELL

\$2.50 CONVENTION CENTER BED FEE COLLECTION REPORT

Collected in April 2025 for March 2025 Activity

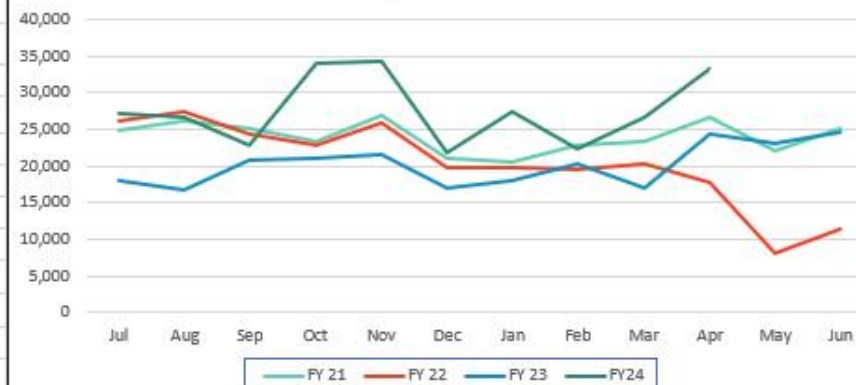
ROOM NIGHTS REPORTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY22	28,402	30,239	24,575	21,575	24,634	20,216	19,849	34,166	20,640	27,847	27,495	26,487	306,125
FY23	26,570	27,515	28,330	26,385	24,822	21,885	28,847	24,972	24,102	31,539	29,313	23,353	317,633
FY24	27,246	26,672	22,821	33,964	34,230	21,867	27,393	22,269	26,694	33,329	26,826	27,611	330,922
FY25	34,628	28,716	26,372	25,091	33,101	25,752	22,812	21,634	24,353	29,043			271,502
Available Room Nights	47,460	49,042	49,042	47,460	49,042	47,460	49,042	49,042	44,296	49,042	47,460	49,042	
Occupancy %	73.0%	58.6%	53.8%	52.9%	67.5%	54.3%	46.5%	44.1%	55.0%	59.2%	0.0%	0.0%	

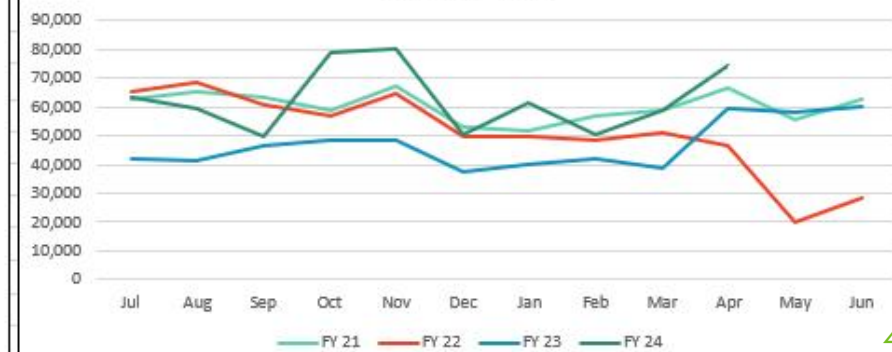
CONVENTION CENTER FEES COLLECTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY22	65,080	78,085	57,453	53,670	64,243	45,085	52,568	62,906	60,999	70,850	72,816	62,375	\$ 746,129
FY23	62,518	65,830	67,088	61,810	44,848	51,480	68,305	57,842	53,238	75,480	63,965	54,313	\$ 726,714
FY24	63,160	59,332	49,567	79,130	80,079	50,482	61,255	50,565	58,575	74,128	61,840	63,755	\$ 751,868
FY25	80,315	70,870	60,612	56,428	76,247	64,132	53,257	49,550	50,762	63,197			\$ 625,370

Actual Room Nights Sold - Four Year Trend



Actual Convention Center Bed Fee at \$2.50
Four Year Trend



- March 2025 Activity
- based on April 2025 Remittance.
- Occupancy at 72.8%.
- \$63,197 collected.
- One hotel did not report.

City of Roswell NM
For the Month of March 2025

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	70.7	55.5	51.7	51.0	65.8	75.3	66.0	62.4	75.8	71.2	58.6	58.9	75.6	70.5	56.2	54.6	62.7	72.8
Last Year	66.3	55.9	53.8	50.7	61.3	76.2	69.0	65.1	71.3	67.6	64.5	67.2	70.7	55.5	51.7	51.0	65.8	75.3
Percent Change	6.6	-0.6	-4.0	0.5	7.4	-1.1	-4.4	-4.2	6.3	5.2	-9.2	-12.4	7.0	27.0	8.9	7.0	-4.8	-3.4

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
62.8	64.0	63.4	62.0	64.5	65.4
59.4	62.8	64.0	63.8	62.0	64.5
5.7	1.9	-1.0	-2.8	4.1	1.4

ADR	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	101.95	93.54	88.81	89.54	94.42	104.40	100.83	101.82	108.12	113.88	100.78	100.93	104.88	99.58	96.86	97.07	104.81	113.91
Last Year	87.96	81.14	80.65	82.93	88.04	99.60	96.32	97.26	99.98	98.08	92.31	99.80	101.95	93.54	88.81	89.54	94.42	104.40
Percent Change	15.9	15.3	10.1	8.0	7.2	4.8	4.7	4.7	8.1	16.1	9.2	1.1	2.9	6.5	9.1	8.4	11.0	9.1

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
91.45	97.12	106.11	90.81	96.86	104.07
84.21	91.45	97.12	85.62	90.81	96.86
8.6	6.2	9.3	6.1	6.7	7.4

RevPAR	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	72.09	51.95	45.88	45.66	62.17	78.64	66.53	63.52	81.98	81.04	59.05	59.40	79.33	70.24	54.47	52.96	65.70	82.91
Last Year	58.32	45.34	43.42	42.08	53.96	75.86	66.44	63.30	71.33	66.33	59.55	67.07	72.09	51.95	45.88	45.66	62.17	78.64
Percent Change	23.6	14.6	5.7	8.5	15.2	3.7	0.1	0.3	14.9	22.2	-0.8	-11.4	10.0	35.2	18.7	16.0	5.7	5.4

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
57.41	62.16	67.24	56.30	62.52	68.10
49.99	57.41	62.16	54.60	56.30	62.52
14.8	8.3	8.2	3.1	11.1	8.9

Supply	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	39,091	37,830	39,091	39,091	35,308	39,091	37,830	39,091	37,830	39,091	39,091	37,830	39,091	37,830	39,091	39,091	35,308	39,091
Last Year	39,091	37,830	39,091	39,091	35,308	39,091	37,830	39,091	37,830	39,091	39,091	37,830	39,091	37,830	39,091	39,091	35,308	39,091
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
113,490	113,490	113,490	460,265	460,265	460,265
113,490	113,490	113,490	460,265	460,265	460,265
0.0	0.0	0.0	0.0	0.0	0.0

Demand	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	27,641	21,010	20,196	19,934	23,250	29,447	24,961	24,386	28,684	27,819	22,904	22,265	29,567	26,686	21,984	21,327	22,132	28,454
Last Year	25,918	21,140	21,044	19,836	21,640	29,773	26,097	25,442	26,990	26,437	25,217	25,424	27,641	21,010	20,196	19,934	23,250	29,447
Percent Change	6.6	-0.6	-4.0	0.5	7.4	-1.1	-4.4	-4.2	6.3	5.2	-9.2	-12.4	7.0	27.0	8.9	7.0	-4.8	-3.4

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
71,249	72,631	71,913	285,355	297,085	301,169
67,376	71,249	72,631	293,510	285,355	297,085
5.7	1.9	-1.0	-2.8	4.1	1.4

Revenue	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	2,818,121	1,965,300	1,793,528	1,784,804	2,195,159	3,074,165	2,516,820	2,482,944	3,101,316	3,168,035	2,308,282	2,247,172	3,100,940	2,657,308	2,123,350	2,070,209	2,319,675	3,241,097
Last Year	2,279,776	1,715,296	1,697,172	1,645,002	1,905,196	2,965,525	2,513,561	2,474,405	2,698,400	2,592,856	2,327,861	2,237,303	2,818,121	1,965,300	1,793,528	1,784,804	2,195,159	3,074,165
Percent Change	23.6	14.6	5.7	8.5	15.2	3.7	0.1	0.3	14.9	22.2	-0.8	-11.4	10.0	35.2	18.7	16.0	5.7	5.4

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
6,515,723	7,054,128	7,630,981	25,912,084	28,775,462	31,343,149
5,673,542	6,515,723	7,054,128	25,131,546	25,912,084	28,775,462
14.8	8.3	8.2	3.1	11.1	8.9

Census %	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
Census Rooms	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261	1261
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	93.7	93.7