

Lodgers' Tax

August 5, 2025
(Corn/Jones)



Lodgers' Tax Update May 2025 Activity Collected in June 2025

- One hotel did not report on time.
- STR data shows we were at 59.8% occupancy. Down 4.1%
- ADR percent change this month is up 7.7% from last year.

Lodgers' Tax Report 5%



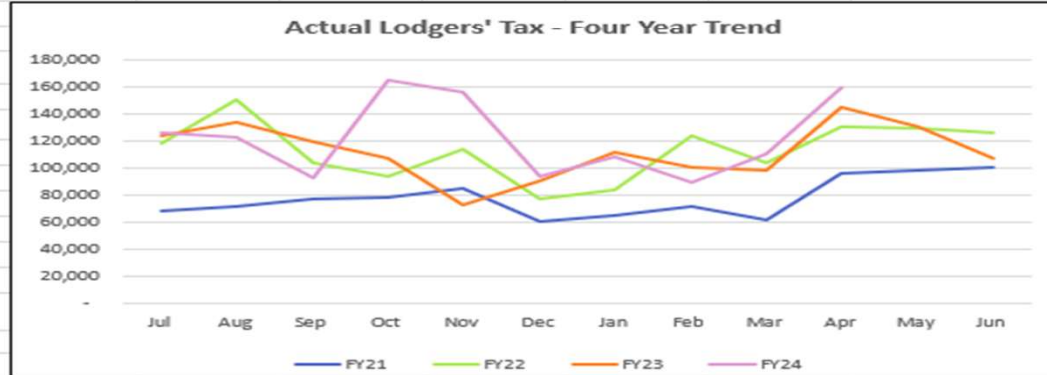
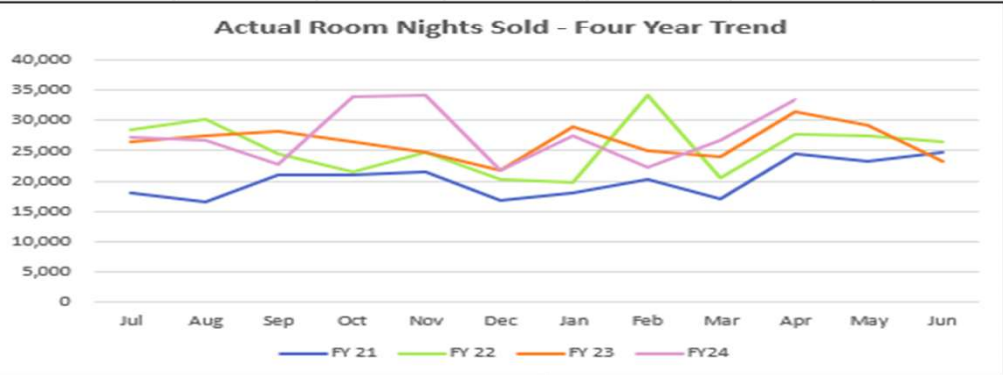
CITY OF ROSWELL 5% LODGERS' TAX COLLECTION REPORT COLLECTED IN JUNE 2025 FOR THE MONTH OF MAY 2025 ACTIVITY

ROOM NIGHTS REPORTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY 22	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
FY 23	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	24,629	26,392	322,523
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%	51.9%	53.8%	

LODGERS' TAX COLLECTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY22	118,258	151,086	104,159	93,657	113,865	77,700	84,351	123,959	103,688	130,711	129,419	126,099	\$ 1,356,953
FY23	123,675	133,648	120,051	107,406	73,116	91,015	111,293	100,743	98,450	145,415	130,573	107,096	\$ 1,342,481
FY24	126,306	123,243	92,711	164,942	156,080	94,157	108,666	89,983	110,577	159,226	115,351	126,741	\$ 1,467,982
FY25	177,303	159,992	118,806	114,100	157,353	132,870	99,619	95,871	105,116	149,261	117,774	124,547	\$ 1,552,612





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 June 2025 for May 2025 Activity

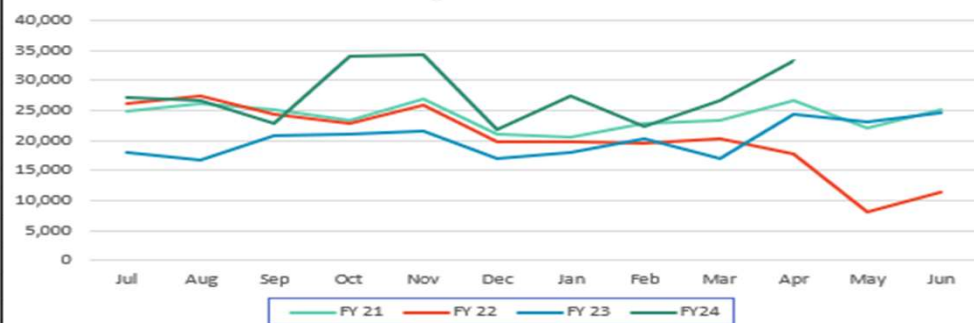
ROOM NIGHTS REPORTED BY MONTH:

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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
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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%	51.9%	53.8%	

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	56,455	58,595	\$ 740,420

Actual Room Nights Sold - Four Year Trend



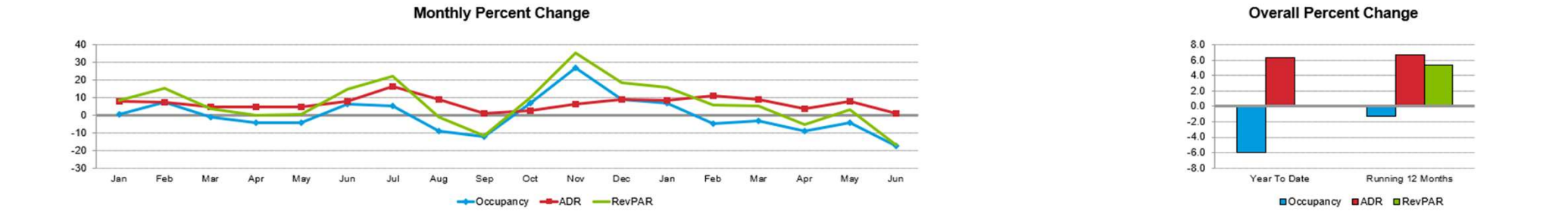
Actual Convention Center Bed Fee at \$2.50
Four Year Trend



Tab 2 - Trend City of Roswell, NM+: City of Roswell NM

City of Roswell NM
For the Month of June 2025

Currency: USD - US Dollar



Occupancy (%)	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	51.0	65.8	75.3	66.0	62.4	75.8	71.2	58.6	58.9	75.6	56.2	54.6	62.7	72.8	60.2	59.8	62.5
	Last Year	50.7	61.3	76.2	69.0	65.1	71.3	67.6	64.5	67.2	70.7	55.5	51.0	65.8	75.3	68.0	62.4	75.8
Percent Change		0.5	7.4	-1.1	-4.4	-4.2	6.3	5.2	-9.2	-12.4	7.0	27.0	7.0	-4.8	-3.4	-8.8	-4.1	-17.6

ADR	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	89.54	94.42	104.40	100.83	101.82	108.12	113.88	100.78	100.93	104.88	99.58	97.07	104.81	113.91	104.62	109.66	109.05
	Last Year	82.93	88.04	99.60	96.32	97.26	99.98	98.08	92.31	99.80	101.95	93.54	89.54	94.42	104.40	100.83	101.82	108.12
Percent Change		8.0	7.2	4.8	4.7	4.7	8.1	16.1	9.2	1.1	2.9	6.5	8.4	11.0	9.1	3.8	7.7	0.9

RevPAR	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	45.66	62.17	78.64	66.53	63.52	81.98	81.04	59.05	59.40	79.33	70.24	52.96	65.70	82.91	62.96	65.62	68.16
	Last Year	42.08	53.96	75.86	66.44	63.30	71.33	68.33	59.55	67.07	72.09	51.95	45.66	62.17	78.64	66.53	63.52	81.98
Percent Change		8.5	15.2	3.7	0.1	0.3	14.9	22.2	-0.8	-11.4	10.0	35.2	16.0	5.7	5.4	-5.4	3.3	-16.9

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

Demand	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	19,934	23,250	29,447	24,961	24,386	28,684	27,819	22,904	22,285	29,567	26,886	21,327	22,132	28,454	22,765	23,390	23,644
	Last Year	19,836	21,640	29,773	26,097	25,442	26,990	26,437	25,217	25,424	27,641	21,010	19,934	23,250	29,447	24,961	24,386	28,684
Percent Change		0.5	7.4	-1.1	-4.4	-4.2	6.3	5.2	-9.2	-12.4	7.0	27.0	7.0	-4.8	-3.4	-8.8	-4.1	-17.6

Revenue	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	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	2,070,209	2,319,675	3,241,097	2,381,769	2,565,020	2,578,336
	Last Year	1,645,002	1,905,196	2,965,525	2,513,561	2,474,405	2,698,400	2,592,856	2,327,861	2,537,303	2,818,121	1,965,300	1,784,804	2,195,159	3,074,165	2,516,820	2,482,944	3,101,316
Percent Change		8.5	15.2	3.7	0.1	0.3	14.9	22.2	-0.8	-11.4	10.0	35.2	16.0	5.7	5.4	-5.4	3.3	-16.9

Census %	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	Census Props	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
% 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	93.7	93.7	93.7	93.7	93.7

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