

Lodgers' Tax

October 2, 2025
(Corn/Jones)



Lodgers' Tax Update July 2025 Activity Collected in June 2025

- All hotels reported on time.
- STR data shows we were at 64.7% occupancy. Down 9%
- ADR percent change this month is up 2.6% from last year.

Lodgers' Tax Report 5%



CITY OF ROSWELL

5% LODGERS' TAX COLLECTION REPORT

COLLECTED IN AUGUST 2025 FOR THE MONTH OF JULY 2025 ACTIVITY

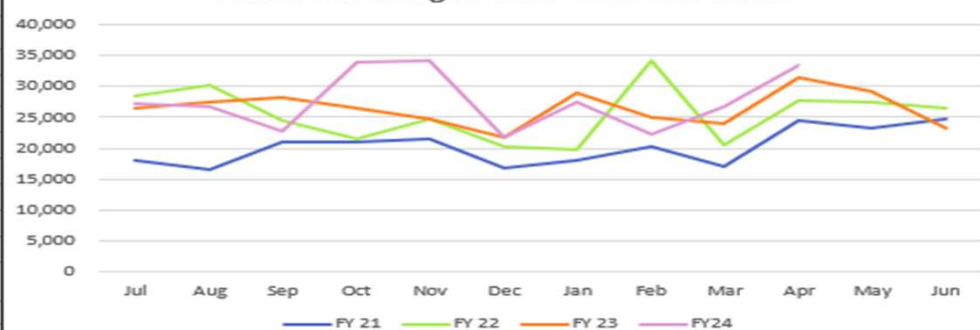
ROOM NIGHTS REPORTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
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
FY26	27,421	27,574											54,995
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 %	57.8%	56.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

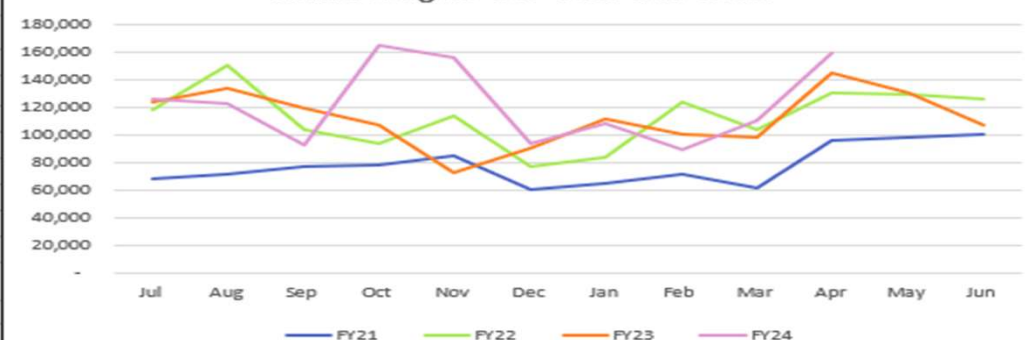
LODGERS' TAX COLLECTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
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
FY26	126,367	148,321											\$ 274,688

Actual Room Nights Sold - Four Year Trend



Actual Lodgers' Tax - Four Year Trend





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 August 2025 for July 2025 Activity

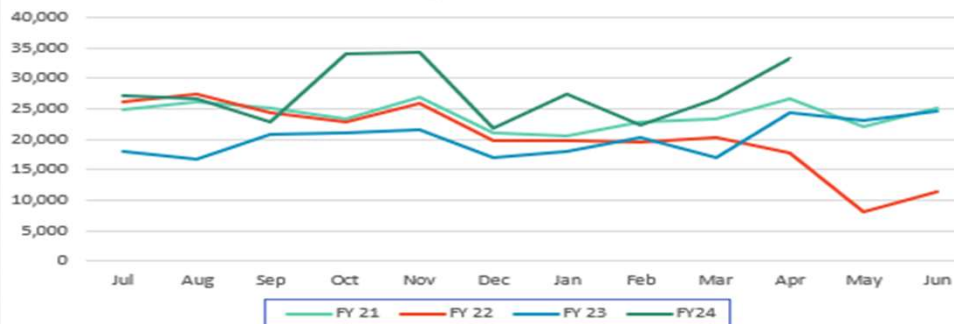
ROOM NIGHTS REPORTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
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	24,629	26,392	322,523
FY26	27,421	27,574											54,995
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 %	57.8%	56.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

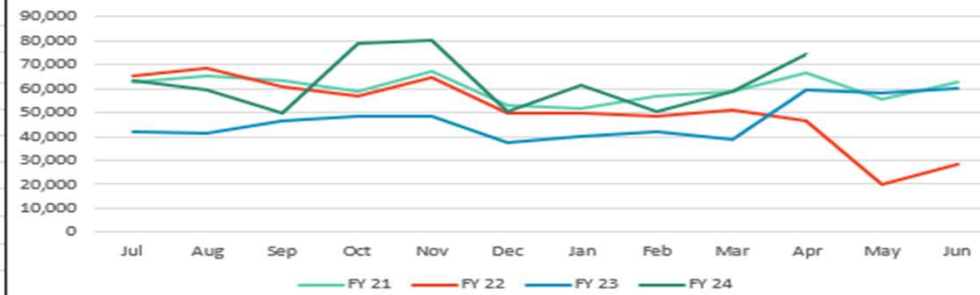
CONVENTION CENTER FEES COLLECTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
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
FY26	59,642	63,445											\$ 123,087

Actual Room Nights Sold - Four Year Trend

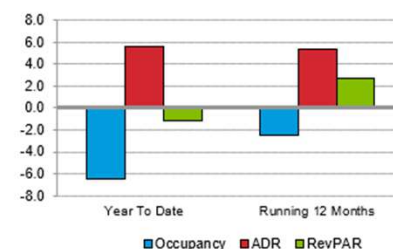
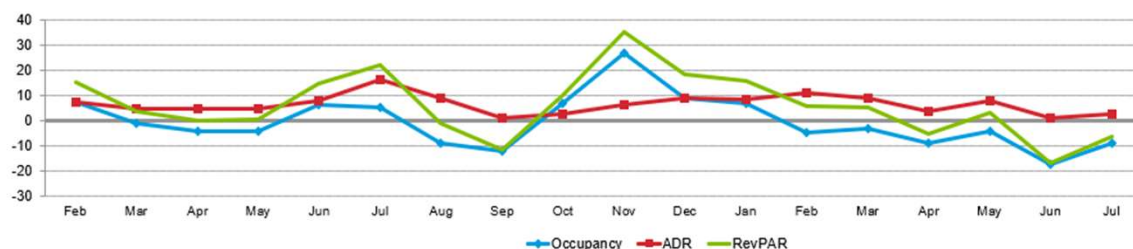


Actual Convention Center Bed Fee at \$2.50
Four Year Trend



For the Month of July 2025

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Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
65.9	66.8	62.5	63.1	64.7	63.1
62.6	65.9	66.8	63.2	63.1	64.7
5.3	1.2	-6.4	-0.1	2.6	-2.5

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
95.31	102.66	108.47	91.52	99.89	105.22
91.38	95.31	102.66	89.10	91.52	99.89
4.3	7.7	5.7	2.7	9.2	5.3

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
62.82	68.54	67.77	57.74	64.67	66.40
57.18	62.82	68.54	56.28	57.74	64.67
9.9	9.1	.11	2.6	12.0	2.7

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
267,332	267,332	267,456	460,265	460,265	460,389
267,332	267,332	267,332	460,265	460,265	460,265
0.0	0.0	0.0	0.0	0.0	0.0

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
176,215	178,481	167,104	290,405	297,969	290,510
167,232	176,215	178,481	290,694	290,405	297,969
5.3	1.3	-6.4	-0.1	2.6	-2.5

Year To Date			Running 12 Months		
2023	2024	2025	2023	2024	2025
16,794,944	18,323,244	18,125,362	26,577,850	29,765,356	30,568,415
15,286,998	16,794,944	18,323,244	25,902,027	26,577,850	29,765,356
9.9	9.1	11.1	2.6	12.0	2.7