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Be Ready When Travelers Come Back



It will take the US hotel industry approximately five years to achieve the occupancy, revenue, and profitability of 2019, forecasted by HotelAVE, an asset manager for about \$5 billion worth of hotel real estate.



“Throw your data from last year out, and treat the data from the past couple of weeks as the ‘new world order’ and forecast based on that”
~ Reed of Duetto~



The US hotel industry is projected to experience a 50.6% RevPar decline in 2020 due to Covid-19 pandemic, according to a special forecast revision from STR & Tourism Economics.

Outlook		
	2020 Forecast	2021 Forecast
Supply	-14.9%	+15.6%
Demand	-51.2%	+81.8%
Occupancy	-42.6% (37.9%)	+57.3% (59.7%)
ADR	-13.9% (\$112.91)	+3.7% (\$117.05)
RevPAR	-50.6% (\$42.84)	+63.1% (\$69.86)

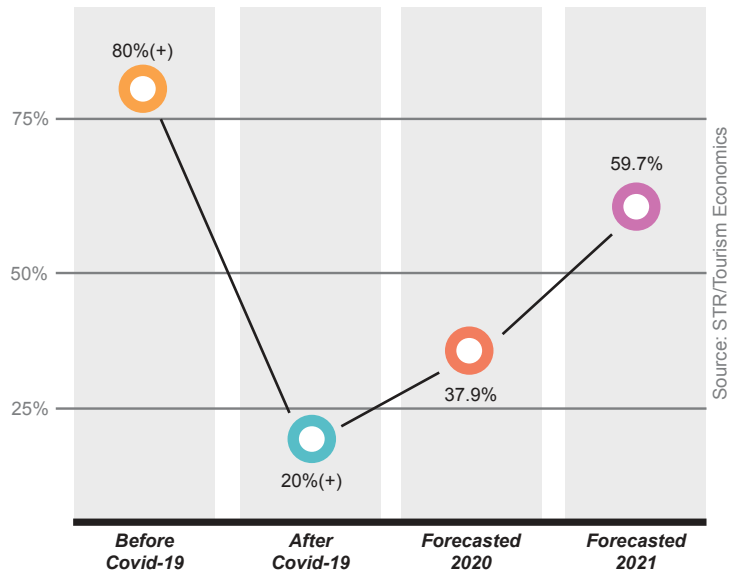
Source: STR/Tourism Economics

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*Monthly rate based upon walk-in coupon rate

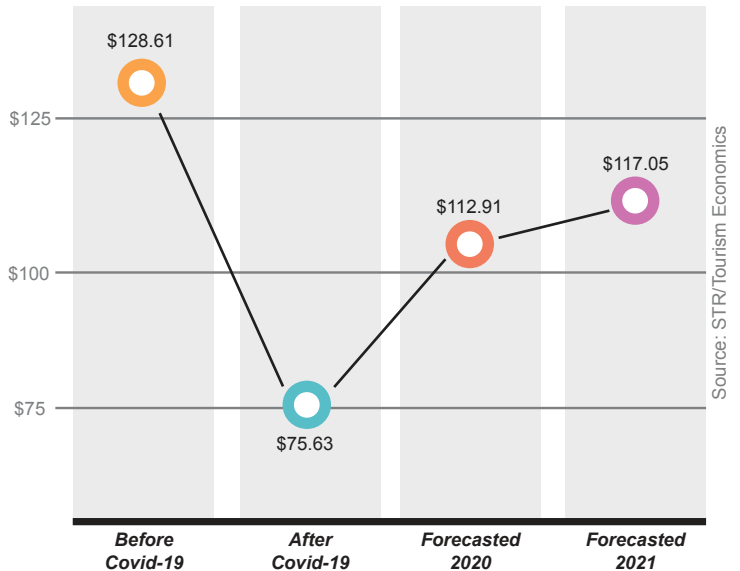
Phone: 865-908-6383 • Toll Free: 800-919-0696
1239 East Ridge Rd. Sevierville, TN 37862

Occupancy Statistics



Source: STR/Tourism Economics

ADR Statistics



Source: STR/Tourism Economics

Rev Par Statistics



Source: STR/Tourism Economics