

2025 Revenue Management: Shaping the New Baseline

By: Austin Ford

NEXT
SERIES

The **Heart** of Hospitality

Today's Presenter



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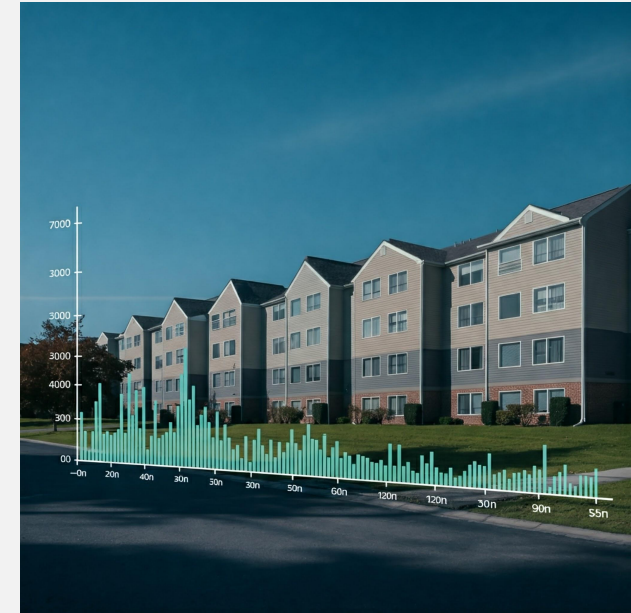
Session Background & Expectations

- ❖ Setting realistic revenue benchmarks using a blend of historical data analysis and adaptive foresight.
- ❖ Explore how revenue management strategies have shifted from 2024 and how to stabilize amidst evolving market dynamics.
- ❖ Discuss how to set forward-looking KPIs and stay ahead of trends, making your business resilient and adaptable.



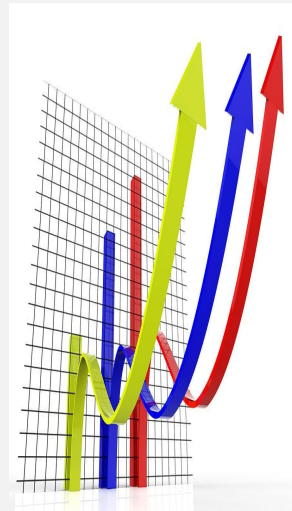
2024-A Year In Review

- *Supply growth was roughly a 3% year-over-year increase, while demand held steady. Increased supply is still contributing to decreases in occupancy.*
- *Shorter stays are also adding to the occupancy decrease.*
- *Q1 2025 booking windows are pacing longer than in Q1 2024*



What has Happened so Far?

- ❖ *Occupancy paces behind for Q1 as booking windows elongate and rates stay consistent.*
- ❖ *Rates are very consistent with 2024*
- ❖ *These two factors have led to decreased RevPAR*



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 Day

 Week

 Month

ADR ^①

\$225
primary

▼3%

\$233
compare

Adjusted RevPAR ^①

\$51
primary

▲50%

\$34
compare

Adjusted Paid Occupancy % ^①

23%
primary

▲55%

15%
compare

Unit Revenue (Nightly) ^①

\$2M
primary

▲50%

\$1M
compare

Filters

Company / Snapshot - Annual

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Day

Week

Month

ADR ⓘ

\$193
primary

▼11%

\$218
compare

Adjusted RevPAR ⓘ

\$17
primary

▲21%

\$14
compare

Adjusted Paid Occupancy % ⓘ

8.91%
primary

▲37%

6.51%
compare

Unit Revenue (Nightly) ⓘ

\$92K
primary

▲6.45%

\$86K
compare

Apply Filters

Date Range

1/1/2025 - 12/31/2025

Markets

Brenham, Dallas-Fort Worth, Delmarva - East...

KPIs

ADR Adjusted Paid Occupancy %

Adjusted RevPAR Unit Revenue (Nightly)

Filters and Units

Nothing Set

Company / Snapshot - Annual

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 Day

 Week

 Month

ADR ⓘ

\$94
primary

▼21%

\$119
compare

Adjusted RevPAR ⓘ

\$16
primary

▼28%

\$23
compare

Adjusted Paid Occupancy % ⓘ

17%
primary

▼9%

19%
compare

Unit Revenue (Nightly) ⓘ

\$211K
primary

▼31%

\$304K
compare

2025-What to Expect?

- ***A vast majority of PM's have a positive outlook for 2025***
 - ***While most expect an increase in Revenue and Occupancy, several challenges will accompany that growth***
 - ***Factors like economic slowdown and decreased demand are just some of the concerns***

A photograph of a modern, single-story villa with large glass windows and a covered patio. In the foreground, there is a swimming pool with two lounge chairs and towels. The background shows lush tropical foliage. The entire image is covered with a semi-transparent blue gradient.

Questions?



*The **Heart** of Hospitality*