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# Maryland hotels improve revenue, occupancy rates in 2012

Report shows demand for hotel rooms in the state strengthened



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Hotels and inns across Maryland saw a few more heads in beds in 2012, a new report from the **Maryland Office of Tourism Development** shows.

Lodging revenue across the state increased 3.4 percent in 2012, according to the bi-annual Maryland Lodging Monitor, based on data from Smith Travel Research. The report did not disclose specific dollar amounts.

The demand for rooms also increased 1.3 percent across the state, and overall occupancy rates rose 0.5 percent.

Hotel occupancy in Maryland was consistent with the country's 61.4 percent occupancy rate and the 61.8 percent regional occupancy rate. Baltimore City, Allegany, Baltimore, Cecil, Dorchester, Prince George's, Talbot, Washington, Wicomico and Worcester counties all saw higher occupancy rates over 2011.

The average room rate in Maryland was \$113.23 in 2012, higher than the national average of \$106.10 and lower than the \$116.61 regional average.

Washington County made the largest strides with a 9.3 increase in room demand, 12.1 percent increase in room revenue and 11.1 percent increase in hotel occupancy.

However, the percentage increase Maryland saw in lodging revenue was half that of the 7.3 percent national increase in room revenue.

Both the number of hotel rooms available and demand for them increased in overall Maryland during 2012, according to the report. Allegany, Calvert, Charles and Montgomery counties were the only counties that saw drops in demand for rooms since 2011.

Sarah covers hospitality/tourism, minority business, marketing and new media