

COMMITTEE REPORT



REPORT TYPE: Tourism and Visitors Bureau Committee Report

MEETING: July 16, 2024

Present: LeAnn Durfey, Gerald Cook, Lonny Reisman

Absent: Brandon Greenhaw

DEPARTMENT: Administrative Services

STAFF CONTACT: Darrell Brown, Director of Administrative Services

Review Stephenville's Lodging Performance Review – Year to Date

DISCUSSION: The committee met on July 16, 2024, to review Stephenville's Lodging Performance Review – Year to Date. The presentation was made by Administrative Services Director Darrell Brown.

As requested by the Mayor, I'm presenting you information from the Texas Hotel Lodging Performance Report. For our newest Council members, this report is what Tourism reviews to compare our lodging activity with 4 other cities that have been self-selected.

As you can see from the report,

- 1st Quarter of 2024 – Stephenville had 520 rooms. This includes Airbnb's
- In 2023 our total room count was 493. (27 room increase)
- The sixth column Source Strategies Estimated Occupied Rooms for us is 57.20% for this quarter and last year we ended at 60.40% estimated occupancy
- Estimated Rooms Sold is \$27,216 with a Fair Market Share which list us 3rd of the 5 at 18.07% and our Average Daily Rate is \$99.64.

COMMITTEE ACTION:

No action was taken at this time.

Main Street Advisory Board Quarterly Update

DISCUSSION: The committee met on July 16, 2024, to review the Main Street Advisory Board Quarterly Update. The presentation was made by Main Street Manager Ashley Thomas.

COMMITTEE ACTION:

No action was taken at this time.