

Résultats de l'industrie hôtelière pour le continent américain en 2012

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The Americas region recorded positive results in the three key performance metrics when reported in U.S. dollars for 2012, according to data compiled by STR and STR Global. In 2012, the Americas region reported a 2.4-percent increase in occupancy to 61.5 percent, a 3.8-percent gain in average daily rate to US\$108.53 and a 6.3-percent jump in revenue per available room to US\$66.77.

Among the key markets in the region, Los Angeles, California, rose 5.1 percent in occupancy to 75.4 percent in 2012, reporting the largest increase in that metric, followed by San Juan, Puerto Rico, with a 4.2-percent increase to 76.8 percent.

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