

# Key Hotel Performance Metrics

Optimizing Hotel Revenue and Space Efficiency

## **RevPAR (Revenue per Available Room)**

Average revenue generated per available room.

$$\text{RevPAR} = \text{ADR} \times \text{Occupancy Rate}$$

## **ADR (Average Daily Rate)**

Average income per paid occupied room.

$$\text{ADR} = \frac{\text{Total Rooms Sold}}{\text{Total Room Revenue}}$$

## **GOPPAR (Gross Operating Profit per Available Room)**

Measures the overall profitability of a hotel.

$$\text{GOPPAR} = \frac{\text{Gross Operating Profit}}{\text{Total Available Rooms}}$$

## **Occ (Occupancy Rate)**

The percentage of available rooms that are occupied.

$$\text{Occupancy Rate} = \frac{\text{Total Available Rooms}}{\text{Total Occupied Rooms}} \times 100\%$$

## **TRevPAR (Total Revenue per Available Room)**

All sources of hotel revenue, not just room revenue.

$$\text{TRevPAR} = \frac{\text{Total Revenue}}{\text{Total Available Rooms}}$$

## **RevPAM (Revenue per Available Meter)**

Revenue generated per square meter of space in a hotel, such as a spa.

$$\text{RevPAM} = \frac{\text{Total Available Square Meters}}{\text{Total Revenue}}$$



# Hotel Performance Metrics

**Léo Pomar**



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