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## Waco Hotel Occupancy Tops the State

**WACO, TX (August 17, 2018)** – Texas hotel occupancy statistics for the quarter ended June 30, 2018 were issued this week by Source Strategies, Inc., and Waco tops the state at 82.7%. This figure is a 7.1% increase in Waco’s hotel occupancy over the same quarter last year, which was 75.6%.

The nearest competitor is Midland, an oilpatch city, at 77%. Austin-Round Rock is third on the list, at 76.3%.

Waco’s hotel occupancy has been in the top five cities in the state since 2016.

In response to this high hotel demand, there are seven hotels with a total of 795 rooms either under construction or with a permit to build issued by the city of Waco. These hotels will come online over the next several years, with the Hilton Garden Inn slated to open in September.

Key factors driving this demand include sporting events, Baylor University, conventions, corporate meetings and training, and tourism. Magnolia Market is averaging 33,665 visitors each week in 2018, and continues to be a primary driver in the tourism sector.

“Hotel stays are important for Waco’s economy,” said Carla Pendergraft, Director of Marketing for the Waco Convention & Visitors Bureau. “The hotel sector reported \$86,544,429 in revenues in 2017. Hotels create jobs for many Wacoans.”

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