



Hotel Motel Tax Board Presentation

Visit South Bend Mishawaka

August 13, 2026

visitsouthbend.com

STR Data Points

Through June



Occupancy

Down 5%

55%



Demand

Down 5%

484,001



Average Daily Rate

Up 11%

\$129.24

	Occupancy												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
2016	42.1	50.9	52.7	60.9	59.9	69.7	72.2	65.1	64.8	61.2	55.9	42.9	58.2
2017	47.0	56.4	56.9	56.6	62.4	72.3	71.2	65.6	64.8	58.7	53.7	40.4	58.8
2018	41.4	51.2	50.6	53.7	57.0	68.3	69.5	68.1	62.2	58.9	47.5	41.0	55.8
2019	40.7	46.5	49.8	53.6	54.6	64.9	66.1	60.2	61.1	56.3	52.6	39.7	53.8
2020	42.5	48.4	31.1	23.3	31.2	36.5	45.9	46.4	41.9	41.6	38.2	32.4	38.3
2021	37.8	41.3	51.8	53.3	56.6	58.2	62.7	61.8	59.0	59.7	52.0	42.8	53.1
2022	41.8	48.1	49.2	53.1	57.3	61.1	64.9	61.6	66.0	52.7	48.5	37.7	53.5
2023	38.4	45.2	49.5	48.3	51.9	59.9	63.6	59.8	60.8	48.9	44.5	36.1	50.6
2024	36.3	42.9	45.8	51.5	53.1	58.8	64.6	61.1	58.4	52.9	52.8	42.4	51.7
2025	45.4	52.0	58.1	60.9	62.4	67.9	70.4	67.0	66.8	63.4	54.8	40.4	59.1
2026	42.8	48.7	53.2	57.4	59.7	69.8							50.5

STR DATA

Select 15 Properties

Through June

61%

Occupancy
(-2% YOY)

\$165

ADR
+10% YOY

-5%

Demand Growth

State Data

Through May

58%

Occupancy

\$127

ADR

3%

Demand Growth

FY27 Budget Request – Century Center

Account	Description	2025	2026	2027
37013	CC Lease – (Energy Savings)	\$221,437	\$221,437	\$221,437
38529	CC – Debt Service	\$385,000	\$385,000	\$0
39265	CC – Operations	\$1,275,000	\$1,450,000	\$1,450,000
42010	CC – Building & Grounds	\$100,000	\$800,000	\$250,000

YOY Savings: \$935,000



Budget Detail

P&L	2025	2026
Revenue	\$3,358,086	\$3,440,131
Expense	<u>\$3,414,199</u>	<u>\$3,428,857</u>
Net	(\$56,113)	\$11,274

P&L	2026 YTD (June 30)
Revenue	\$1,685,994
Expense	<u>\$1,629,506</u>
Net	\$56,488

2025 YTD
(\$280,274)

WHERE PEACE FLOWS AND MUSIC FOLLOWS

AUGUST 14 & 15, 2026

BOOTS ON THE BEND

ST. JOSEPH COUNTY FAIRGROUNDS / SOUTH BEND, INDIANA



THANK YOU!