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In March, the Americas region reported a slight 0.2-percent increase in occupancy to 63.7 percent, a 3.9-percent rise in average daily rate to US$113.62 and a 4.1-percent growth in revenue per available room to US$72.33.
Among the key markets in the region, Miami, Florida, reported the largest occupancy increase, rising 4.1 percent to 89.1 percent, followed by New York, New York, with a 3.6-percent increase to 84.2 percent. Panama City, Panama (-24.7 percent to 50.9 percent), and Buenos Aires, Argentina (-15.8 percent to 60.4 percent), reported the largest occupancy decreases for the month.
Miami rose 14.4 percent in ADR to US$238.12, reporting the only double-digit increase in that metric. Buenos Aires reported the largest ADR decrease, falling 11.0 percent to US$146.83.
Three markets experienced double-digit RevPAR increases: Miami (+19.1 percent to US$212.20); New York (+12.4 percent to US$197.39); and San Francisco, California (+10.9 percent to US$130.57).

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Consultez la source sur Veille info tourisme: The Americas region recorded positive results in the three key performance metrics