

2024 YEAR-END LODGING PERFORMANCE

OCCUPANCY (%)		RevPAR	
2024	57.7	2024	\$105.27
2023	59.7	2023	\$99.73
Percent Change	-3.4%	Percent Change	+5.6%
ADR		REVENUE	
2024	\$182.59	2024	\$104,009,031
2023	\$161.18	2023	\$95,734,892
Percent Change	+9.2%	Percent Change	+8.6%

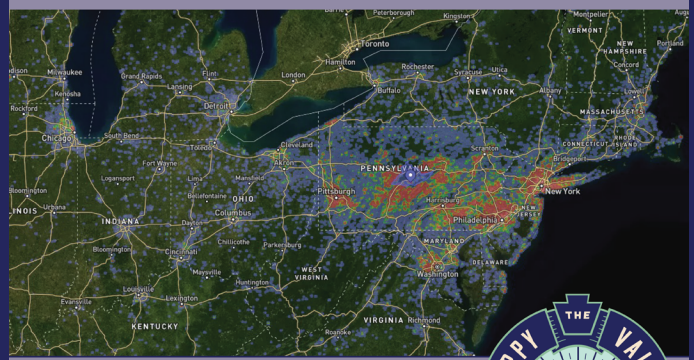


Hotel performance puts Happy Valley, PA on growth fast track

A look at year-end 2024 data shows that Centre County was the fastest growing tourism economy in the state. Once again, based on hotel performance, Happy Valley led the state in Revenue Per Available Room improvement, which is a key lodging metric. The 2024 gain was 8.6 percent. It was 16.5 percent in 2023. Centre County is now ranked No. 11 in the state overall in hotel room revenue, just a few million dollars shy of the No. 10 spot. (The county has made up more than 80 percent of the deficit to the 10th spot since 2022, which demonstrates significant growth over the past few years.) The top 10 is well within reach and a target for the next few years as the area adds inventory.



2024 VISITATION



HEAT MAP



Heightened interest in Happy Valley, PA

Happy Valley, PA experienced record visitation in 2024. The heat map above shows the areas of origin of visitors. In addition, Happyvalley.com witnessed record traffic, with more than 1 million users, and more than 2.3 million sessions.

2024 VISITATION

