

Journal of Hospitality Financial Management

The Professional Refereed Journal of the International Association of Hospitality Financial Management Educators

Volume 7 | Issue 1

Article 11

1999

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Recommended Citation

deRoos, Jan A, (1999) "Natural Occupancy Rates in Hotels," *Journal of Hospitality Financial Management*. Vol. 7 : Iss. 1 , Article 11.

Available at: <https://scholarworks.umass.edu/jhfm/vol7/iss1/11>

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NATURAL OCCUPANCY RATES IN HOTELS

Jan A. deRoos

ABSTRACT

Calculation of natural occupancy rates can assist market analysts in assessing the relationship between supply and demand in a market. In turn, this could help determine whether the market could absorb more supply in the short term and the long term. This paper outlines the procedure for estimating natural occupancy rates within the lodging industry.