



Item Number: {{item.number}}

## **Planning Commission**

### **NEW BUSINESS**

**Meeting of: May 14, 2025**

**Submitted By:**

Alex Jauregui, City Planner

**Subject:**

City of Victorville Hotel Occupancy Update

**Recommendation:**

Staff recommends that the Planning Commission take the following actions:

- 1. Hotel Occupancy Update** – Review and file; and
- 2. Future Projects** – Request a market analysis to be submitted in conjunction with any future entitlement submittal that includes new hotel development.

**Background:**

At the Planning Commission's April 9, 2025, meeting, the Planning Commission requested an update on the City of Victorville's hotel occupancy rates and associated hotel data.

While City Staff has not previously generated a specific report on hotel occupancy rates within the City, some hotel proposals have included market analyses to support their development proposals due to site specific impacts. Most recently, a hotel approved in September 2022 via Case No. PLAN21-00019, included a market analysis (Attachment B) due to the hotel's location near residentially zoned property as well as the proposal being the first hotel in the City located near US Highway 395.

**Summary:**

While City specific data was unavailable at this time, State, County, and regional level data was located by Staff from various sources (Attachment A) and shows that the areas average hotel occupancy rate is approximately 63% based on the most recent data available from 2024. Further information on average daily rate (ADR), revenue per available room (RevPAR), and local revenue impacts is also included in the data provided.

City Staff was unable to procure City specific hotel occupancy data that would address all hotels within the City limits due to a variety of factors, including: most readily available data provided at the State, County, or regional level; data tailored to a specific hotel type (e.g. extended stay, business hotels, etc.); and cost. Although City specific data was unavailable at this time, moving forward, City Staff intends to continue to seek data sources that will provide City specific data and also fall within the City's established budget. Additionally, Staff finds that given the various factors such as hotel type, location, and current market conditions that impact hotel development, a market analysis for each specific hotel project is warranted and will provide insight into each proposal brought before the Planning Commission.

**Attachments:** Attachment A – Hotel Occupancy and Associated Data  
Attachment B – PLAN21-00019 Hotel Market Analysis