

# Average U.S. hotel prices increased 5% in 2014

**By Hospitality Net**

Americans paid an average of \$137 per night for hotel accommodations in the U.S. during 2014 – an increase of 5 percent compared to 2013.

The findings from the biannual Hotels.com Hotel Price Index support a positive outlook on the U.S. travel industry, as price increases were felt across most of the 50 most popular domestic destinations.

“While U.S. hotel prices exceeded the global increase of 3 percent, travelers were not deterred from exploring top destinations and up-and-coming alike,” said Neha Parikh, vice president and general manager, Hotels.com North America. “Growing consumer confidence and lower gas prices contributed to a number of U.S. destinations reporting record visitor numbers in 2014.”

While the U.S. experienced a rise in hotel prices nationally, more than half of the top 50 domestic destinations remained under the national average price paid of \$137. Four top destinations remained under the \$100 mark, including 29th ranked Reno, which was the most affordable Top 50 destination in 2014 as the average price remained at \$83 per night.

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