

STR: Rise continues, 95% of hotels break even on profit

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Gross operating profit reached the break-even point for 95% of US hotels as the sector climbed to 70% of the 2019 level, according to STR's May report. "While the improvement is encouraging, many hotels are still experiencing financial difficulty, and even more are seeing staffing issues as evidenced by the stagnant rate of labor costs," STR's Raquel Ortiz said.

