

Current Month - September 2024 vs September 2023												
September 2024 Monthly Report	Occupancy		ADR		RevPAR		Percent Change from July 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
United States	64.6%	66.2%	\$162.63	\$160.70	\$105.04	\$106.41	-2.5%	1.2%	-1.3%	-0.8%	0.5%	-2.0%
Virginia	63.9%	65.6%	\$139.89	\$136.82	\$89.43	\$89.79	-2.6%	2.2%	-0.4%	0.0%	0.4%	-2.2%
Virginia Class Scales												
Luxury	68.6%	63.9%	\$331.38	\$339.03	\$227.33	\$216.54	7.4%	-2.3%	5.0%	5.0%	0.0%	7.4%
Upper Upscale	70.4%	70.4%	\$208.56	\$196.86	\$146.92	\$138.62	0.0%	5.9%	6.0%	6.7%	0.7%	0.8%
Upscale	68.8%	70.9%	\$159.01	\$156.45	\$109.39	\$110.90	-3.0%	1.6%	-1.4%	-1.3%	0.0%	-2.9%
Upper Midscale	65.9%	68.8%	\$129.19	\$129.49	\$85.10	\$89.15	-4.3%	-0.2%	-4.6%	-3.2%	1.4%	-3.0%
Midscale	60.9%	62.1%	\$93.03	\$93.48	\$56.68	\$58.08	-1.9%	-0.5%	-2.4%	-2.1%	0.3%	-1.6%
Economy	53.1%	55.4%	\$69.39	\$71.44	\$36.88	\$39.58	-4.1%	-2.9%	-6.8%	-7.4%	-0.6%	-4.6%
Washington, DC	70.6%	71.7%	\$204.40	\$193.09	\$144.34	\$138.51	-1.6%	5.9%	4.2%	5.1%	0.9%	-0.7%
Arlington, VA	73.7%	74.7%	\$218.67	\$202.06	\$161.26	\$150.97	-1.3%	8.2%	6.8%	6.6%	-0.2%	-1.5%
Alexandria, VA	69.0%	70.1%	\$175.52	\$166.07	\$121.15	\$116.41	-1.5%	5.7%	4.1%	3.8%	-0.2%	-1.8%
Fairfax/Tysons Corner, VA	72.1%	70.7%	\$177.11	\$163.72	\$127.64	\$115.76	1.9%	8.2%	10.3%	12.1%	1.7%	3.6%
Suburban Virginia Area	65.6%	67.1%	\$161.33	\$150.70	\$105.78	\$101.12	-2.3%	7.1%	4.6%	6.2%	1.5%	-0.8%
I-95 Fredericksburg, VA	60.4%	64.0%	\$101.37	\$100.21	\$61.24	\$64.12	-5.6%	1.2%	-4.5%	-3.6%	1.0%	-4.7%
Dulles Airport Area, VA	75.5%	73.5%	\$139.28	\$132.41	\$105.13	\$97.27	2.7%	5.2%	8.1%	8.1%	0.0%	2.7%
Norfolk-Virginia Beach, VA	63.1%	64.2%	\$125.29	\$128.81	\$79.03	\$82.73	-1.8%	-2.7%	-4.5%	-3.9%	0.6%	-1.2%
Chesapeake/Suffolk, VA	69.6%	73.8%	\$102.07	\$101.47	\$71.00	\$74.84	-5.7%	0.6%	-5.1%	-3.7%	1.5%	-4.3%
Newport News/Hampton, VA	62.6%	66.9%	\$91.34	\$93.82	\$57.22	\$62.73	-6.3%	-2.6%	-8.8%	-7.2%	1.8%	-4.7%
Norfolk/Portsmouth, VA	70.2%	69.9%	\$122.07	\$121.23	\$85.68	\$84.74	0.4%	0.7%	1.1%	0.1%	-1.0%	-0.6%
Virginia Beach, VA	66.3%	66.2%	\$154.27	\$164.54	\$102.33	\$108.90	0.2%	-6.2%	-6.0%	-5.2%	0.9%	1.1%
Williamsburg, VA	47.8%	47.3%	\$128.13	\$130.83	\$61.27	\$61.84	1.2%	-2.1%	-0.9%	-1.4%	-0.5%	0.7%
Virginia Area	59.2%	62.3%	\$131.98	\$132.36	\$78.19	\$82.46	-4.9%	-0.3%	-5.2%	-5.5%	-0.3%	-5.2%
Virginia Area (non-MSA)	58.4%	60.2%	\$124.45	\$125.41	\$72.62	\$75.53	-3.1%	-0.8%	-3.9%	-4.0%	-0.1%	-3.2%
Lynchburg, VA	56.1%	61.6%	\$131.33	\$124.61	\$73.63	\$76.78	-9.0%	5.4%	-4.1%	-0.7%	3.5%	-5.8%
Blacksburg/Wytheville, VA	58.1%	60.8%	\$138.61	\$142.33	\$80.60	\$86.49	-4.3%	-2.6%	-6.8%	-9.1%	-2.4%	-6.6%
Staunton/Harrisonburg, VA	57.0%	58.9%	\$120.91	\$121.42	\$68.91	\$71.56	-3.3%	-0.4%	-3.7%	-3.2%	0.5%	-2.8%
Roanoke, VA	61.8%	69.5%	\$119.06	\$116.19	\$73.55	\$80.80	-11.2%	2.5%	-9.0%	-9.3%	-0.3%	-11.5%
Charlottesville, VA	66.9%	69.2%	\$184.11	\$187.18	\$123.13	\$129.46	-3.3%	-1.6%	-4.9%	-7.1%	-2.3%	-5.5%
Bristol-Kingsport MSA	66.3%	63.9%	\$129.33	\$129.58	\$85.78	\$82.84	3.7%	-0.2%	3.5%	3.2%	-0.3%	3.4%
Richmond - Petersburg, VA	60.1%	63.9%	\$112.59	\$111.82	\$67.62	\$71.41	-6.0%	0.7%	-5.3%	-4.3%	1.0%	-5.0%
Petersburg/Chester, VA	58.9%	67.8%	\$93.38	\$91.50	\$55.04	\$62.08	-13.1%	2.0%	-11.3%	-10.9%	0.5%	-12.7%
Richmond CBD, VA	63.4%	63.5%	\$185.18	\$177.32	\$117.40	\$112.63	-0.2%	4.4%	4.2%	4.2%	0.0%	-0.2%
Richmond North/Glen Allen, VA	60.4%	63.9%	\$106.21	\$110.60	\$64.20	\$70.62	-5.3%	-4.0%	-9.1%	-6.8%	2.5%	-3.0%
Richmond West/Midlothian, VA	55.6%	59.4%	\$91.34	\$92.55	\$50.83	\$54.94	-6.2%	-1.3%	-7.5%	-7.5%	0.0%	-6.2%
VTC Tourism Regions												
Central Virginia	60.7%	64.0%	\$126.85	\$125.55	\$77.00	\$80.31	-5.1%	1.0%	-4.1%	-3.2%	1.0%	-4.2%
Chesapeake Bay	59.8%	66.1%	\$123.08	\$123.94	\$73.62	\$81.87	-9.4%	-0.7%	-10.1%	-10.1%	0.0%	-9.4%
Coastal Virginia - Eastern Shore	59.9%	62.2%	\$129.53	\$136.40	\$77.60	\$84.84	-3.7%	-5.0%	-8.5%	-12.9%	-4.7%	-8.2%
Coastal Virginia - Hampton Roads	63.0%	64.2%	\$125.04	\$128.48	\$78.76	\$82.54	-2.0%	-2.7%	-4.6%	-4.0%	0.6%	-1.4%
Northern Virginia	69.9%	70.3%	\$164.91	\$154.63	\$115.34	\$108.71	-0.5%	6.7%	6.1%	6.7%	0.6%	0.1%
Shenandoah Valley	58.1%	59.9%	\$115.03	\$116.99	\$66.88	\$70.12	-3.0%	-1.7%	-4.6%	-4.3%	0.4%	-2.6%
Southern Virginia	60.5%	63.2%	\$108.77	\$120.77	\$65.85	\$76.27	-4.1%	-9.9%	-13.7%	-16.0%	-2.8%	-6.8%
Southwest Virginia - Blue Ridge Highlands	59.5%	60.9%	\$143.75	\$147.07	\$85.55	\$89.54	-2.3%	-2.3%	-4.5%	-6.0%	-1.6%	-3.8%
Southwest Virginia - Heart of Appalachia	54.9%	59.1%	\$95.20	\$94.26	\$52.22	\$55.69	-7.2%	1.0%	-6.2%	-0.1%	6.5%	-1.1%
Virginia Mountains	59.6%	65.5%	\$136.00	\$126.89	\$81.06	\$83.17	-9.1%	7.2%	-2.5%	-3.0%	-0.5%	-9.5%

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Year to Date - September 2024 vs September 2023												
YTD September 2024 Monthly Report	Occupancy		ADR		RevPAR		Percent Change from YTD 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
United States	64.0%	64.3%	\$158.73	\$156.15	\$101.62	\$100.43	-0.5%	1.6%	1.2%	1.7%	0.5%	0.0%
Virginia	63.3%	63.3%	\$133.91	\$130.89	\$84.70	\$82.83	-0.1%	2.3%	2.3%	2.9%	0.6%	0.6%
Virginia Class Scales												
Luxury	60.7%	59.1%	\$308.98	\$306.72	\$187.45	\$181.42	2.6%	0.7%	3.3%	5.0%	1.6%	4.2%
Upper Upscale	69.0%	67.1%	\$195.86	\$187.63	\$135.22	\$125.91	2.9%	4.4%	7.4%	9.2%	1.7%	4.6%
Upscale	68.2%	68.6%	\$153.24	\$151.20	\$104.51	\$103.68	-0.5%	1.3%	0.8%	0.9%	0.1%	-0.4%
Upper Midscale	65.8%	66.3%	\$126.38	\$124.84	\$83.10	\$82.82	-0.9%	1.2%	0.3%	1.7%	1.4%	0.5%
Midscale	60.9%	59.9%	\$90.28	\$91.07	\$54.96	\$54.58	1.6%	-0.9%	0.7%	0.2%	-0.5%	1.0%
Economy	52.7%	54.2%	\$69.58	\$70.16	\$36.68	\$38.00	-2.7%	-0.8%	-3.5%	-3.3%	0.2%	-2.5%
Washington, DC												
Arlington, VA	69.1%	68.1%	\$184.97	\$179.21	\$127.82	\$122.04	1.5%	3.2%	4.7%	5.6%	0.9%	2.3%
Alexandria, VA	74.2%	72.7%	\$195.51	\$187.51	\$145.05	\$136.29	2.1%	4.3%	6.4%	6.4%	-0.1%	2.0%
Fairfax/Tysons Corner, VA	66.7%	67.7%	\$158.58	\$154.14	\$105.81	\$104.32	-1.4%	2.9%	1.4%	1.5%	0.1%	-1.3%
Suburban Virginia Area	69.4%	65.8%	\$160.64	\$156.07	\$111.45	\$102.67	5.5%	2.9%	8.5%	9.7%	1.1%	6.6%
I-95 Fredericksburg, VA	62.7%	63.9%	\$143.86	\$134.73	\$90.14	\$86.09	-1.9%	6.8%	4.7%	10.2%	5.2%	3.2%
Dulles Airport Area, VA	62.4%	64.8%	\$102.21	\$99.30	\$63.73	\$64.39	-3.8%	2.9%	-1.0%	-0.8%	0.2%	-3.6%
	73.9%	70.0%	\$130.62	\$127.99	\$96.51	\$89.62	5.5%	2.1%	7.7%	7.7%	0.0%	5.5%
Norfolk-Virginia Beach, VA												
Chesapeake/Suffolk, VA	63.4%	64.0%	\$134.36	\$134.63	\$85.25	\$86.10	-0.8%	-0.2%	-1.0%	-0.4%	0.6%	-0.2%
Newport News/Hampton, VA	70.6%	73.5%	\$105.58	\$104.09	\$74.55	\$76.48	-3.9%	1.4%	-2.5%	-1.0%	1.5%	-2.4%
Norfolk/Portsmouth, VA	65.3%	66.0%	\$99.02	\$96.97	\$64.67	\$63.96	-1.0%	2.1%	1.1%	2.5%	1.4%	0.4%
Virginia Beach, VA	67.7%	70.1%	\$125.06	\$120.05	\$84.63	\$84.17	-3.5%	4.2%	0.5%	0.5%	-0.1%	-3.6%
Williamsburg, VA	64.6%	63.0%	\$170.89	\$174.99	\$110.31	\$110.23	2.5%	-2.3%	0.1%	1.0%	0.9%	3.4%
	51.3%	52.1%	\$138.53	\$144.15	\$71.04	\$75.13	-1.6%	-3.9%	-5.4%	-6.2%	-0.8%	-2.4%
Virginia Area												
Virginia Area (non-MSA)	57.1%	57.2%	\$121.01	\$119.11	\$69.14	\$68.13	-0.1%	1.6%	1.5%	1.6%	0.1%	0.0%
Lynchburg, VA	55.6%	55.1%	\$119.08	\$116.03	\$66.26	\$63.96	0.9%	2.6%	3.6%	3.2%	-0.4%	0.6%
Blacksburg/Wytheville, VA	57.0%	56.9%	\$121.52	\$118.63	\$69.31	\$67.48	0.3%	2.4%	2.7%	3.7%	1.0%	1.3%
Staunton/Harrisonburg, VA	54.6%	54.5%	\$114.43	\$114.94	\$62.45	\$62.70	0.1%	-0.4%	-0.4%	1.1%	1.5%	1.5%
Roanoke, VA	55.1%	57.1%	\$105.83	\$107.50	\$58.34	\$61.39	-3.5%	-1.6%	-5.0%	-4.4%	0.6%	-2.9%
Charlottesville, VA	61.3%	61.4%	\$108.87	\$108.25	\$66.74	\$66.46	-0.2%	0.6%	0.4%	0.2%	-0.3%	-0.4%
	64.5%	64.9%	\$167.45	\$162.43	\$108.04	\$105.48	-0.6%	3.1%	2.4%	1.9%	-0.5%	-1.1%
Bristol-Kingsport MSA												
	57.6%	58.3%	\$108.91	\$108.10	\$62.79	\$63.01	-1.1%	0.8%	-0.4%	-0.6%	-0.2%	-1.3%
Richmond - Petersburg, VA												
Petersburg/Chester, VA	62.3%	64.0%	\$114.09	\$110.24	\$71.11	\$70.60	-2.7%	3.5%	0.7%	1.9%	1.2%	-1.5%
Richmond CBD, VA	64.8%	66.7%	\$95.61	\$90.27	\$61.97	\$60.21	-2.8%	5.9%	2.9%	3.6%	0.6%	-2.2%
Richmond North/Glen Allen, VA	61.6%	59.8%	\$177.93	\$172.86	\$109.67	\$103.38	3.1%	2.9%	6.1%	6.1%	0.0%	3.1%
Richmond West/Midlothian, VA	62.3%	64.8%	\$111.50	\$110.76	\$69.47	\$71.74	-3.8%	0.7%	-3.2%	-0.5%	2.8%	-1.1%
	58.8%	62.4%	\$96.32	\$92.74	\$56.67	\$57.85	-5.7%	3.9%	-2.0%	-2.0%	0.0%	-5.7%
VTC Tourism Regions												
Central Virginia	61.7%	62.9%	\$123.39	\$119.08	\$76.17	\$74.89	-1.8%	3.6%	1.7%	2.7%	1.0%	-0.9%
Chesapeake Bay	59.2%	60.6%	\$119.64	\$118.36	\$70.84	\$71.69	-2.2%	1.1%	-1.2%	-1.2%	0.0%	-2.2%
Coastal Virginia - Eastern Shore	56.6%	56.4%	\$129.56	\$136.38	\$73.33	\$76.94	0.3%	-5.0%	-4.7%	-6.8%	-2.2%	-1.9%
Coastal Virginia - Hampton Roads	63.4%	63.9%	\$134.02	\$134.32	\$84.91	\$85.81	-0.8%	-0.2%	-1.1%	-0.5%	0.6%	-0.3%
Northern Virginia	68.8%	67.8%	\$150.62	\$145.20	\$103.67	\$98.50	1.5%	3.7%	5.2%	6.3%	1.0%	2.4%
Shenandoah Valley	55.5%	56.3%	\$105.89	\$107.06	\$58.78	\$60.27	-1.4%	-1.1%	-2.5%	-2.8%	-0.3%	-1.7%
Southern Virginia	60.1%	59.1%	\$108.76	\$106.99	\$65.31	\$63.22	1.6%	1.7%	3.3%	2.1%	-1.1%	0.5%
Southwest Virginia - Blue Ridge Highlands	54.6%	54.1%	\$118.88	\$120.02	\$64.93	\$64.95	0.9%	-1.0%	0.0%	0.7%	0.8%	1.7%
Southwest Virginia - Heart of Appalachia	51.3%	53.5%	\$90.38	\$89.31	\$46.36	\$47.76	-4.1%	1.2%	-2.9%	1.4%	4.5%	0.2%
Virginia Mountains	58.3%	57.7%	\$124.48	\$118.17	\$72.58	\$68.24	1.0%	5.3%	6.4%	6.0%	-0.3%	0.6%

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