

October 2024 Monthly Report		Current Month - October 2024 vs October 2023											
		Occupancy		ADR		RevPAR		Percent Change from October 2023					
		2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
<b>United States</b>		67.3%	65.8%	\$164.86	\$161.96	\$110.94	\$106.59	2.3%	1.8%	4.1%	4.6%	0.5%	2.7%
<b>Virginia</b>		67.8%	65.9%	\$142.44	\$136.86	\$96.64	\$90.18	3.0%	4.1%	7.2%	7.5%	0.3%	3.3%
<b>Virginia Class Scales</b>													
	Luxury	70.7%	66.9%	\$360.47	\$342.88	\$254.75	\$229.25	5.7%	5.1%	11.1%	11.1%	0.0%	5.7%
	Upper Upscale	75.2%	71.7%	\$216.12	\$202.25	\$162.49	\$145.00	4.9%	6.9%	12.1%	13.0%	0.8%	5.8%
	Upscale	72.1%	70.4%	\$160.08	\$155.35	\$115.35	\$109.30	2.4%	3.0%	5.5%	5.6%	0.0%	2.5%
	Upper Midscale	71.2%	69.7%	\$130.40	\$127.40	\$92.88	\$88.83	2.1%	2.4%	4.6%	5.7%	1.1%	3.3%
	Midscale	64.8%	62.9%	\$93.49	\$91.84	\$60.54	\$57.81	2.9%	1.8%	4.7%	4.7%	-0.1%	2.8%
	Economy	55.6%	54.4%	\$68.72	\$68.82	\$38.24	\$37.42	2.3%	-0.1%	2.2%	1.6%	-0.5%	1.8%
<b>Washington, DC</b>													
	Arlington, VA	74.9%	72.3%	\$216.51	\$204.23	\$162.15	\$147.63	3.6%	6.0%	9.8%	10.4%	0.5%	4.2%
	Alexandria, VA	79.8%	75.1%	\$234.73	\$218.12	\$187.26	\$163.76	6.3%	7.6%	14.4%	13.1%	-1.1%	5.1%
	Fairfax/Tysons Corner, VA	72.9%	69.7%	\$176.02	\$164.94	\$128.40	\$115.02	4.6%	6.7%	11.6%	11.4%	-0.2%	4.4%
	Suburban Virginia Area	75.3%	71.9%	\$176.24	\$170.74	\$132.76	\$122.71	4.8%	3.2%	8.2%	10.0%	1.7%	6.6%
	I-95 Fredericksburg, VA	69.6%	69.0%	\$161.10	\$153.26	\$112.18	\$105.77	0.9%	5.1%	6.1%	7.9%	1.7%	2.6%
	Dulles Airport Area, VA	63.3%	63.0%	\$101.33	\$101.23	\$64.16	\$63.76	0.5%	0.1%	0.6%	1.6%	1.0%	1.5%
		79.5%	74.5%	\$145.13	\$137.58	\$115.42	\$102.47	6.8%	5.5%	12.6%	12.6%	0.0%	6.8%
<b>Norfolk-Virginia Beach, VA</b>													
	Chesapeake/Suffolk, VA	60.7%	60.4%	\$120.61	\$117.88	\$73.16	\$71.23	0.4%	2.3%	2.7%	3.1%	0.4%	0.8%
	Newport News/Hampton, VA	68.1%	69.9%	\$100.99	\$96.60	\$68.75	\$67.48	-2.5%	4.5%	1.9%	1.9%	0.0%	-2.5%
	Norfolk/Portsmouth, VA	64.4%	63.4%	\$100.49	\$97.48	\$64.70	\$61.81	1.5%	3.1%	4.7%	6.5%	1.8%	3.3%
	Virginia Beach, VA	67.4%	64.3%	\$122.84	\$118.39	\$82.78	\$76.08	4.9%	3.8%	8.8%	7.7%	-1.0%	3.8%
	Williamsburg, VA	56.8%	57.6%	\$131.39	\$128.20	\$74.60	\$73.82	-1.4%	2.5%	1.1%	2.0%	0.9%	-0.5%
		53.1%	52.4%	\$140.96	\$142.53	\$74.88	\$74.74	1.3%	-1.1%	0.2%	-0.3%	-0.5%	0.8%
<b>Virginia Area</b>													
	Virginia Area (non-MSA)	66.5%	65.4%	\$139.43	\$132.62	\$92.70	\$86.75	1.6%	5.1%	6.9%	6.9%	0.0%	1.7%
	Lynchburg, VA	63.7%	62.8%	\$132.91	\$125.23	\$84.61	\$78.65	1.4%	6.1%	7.6%	7.8%	0.2%	1.6%
	Blacksburg/Wytheville, VA	64.4%	68.5%	\$132.63	\$131.59	\$85.44	\$90.17	-6.0%	0.8%	-5.2%	-1.9%	3.5%	-2.7%
	Staunton/Harrisonburg, VA	67.0%	59.5%	\$136.76	\$128.19	\$91.64	\$76.24	12.7%	6.7%	20.2%	15.2%	-4.1%	8.0%
	Roanoke, VA	65.4%	64.0%	\$121.39	\$121.43	\$79.39	\$77.68	2.2%	0.0%	2.2%	2.8%	0.6%	2.8%
	Charlottesville, VA	70.3%	73.6%	\$119.59	\$115.27	\$84.06	\$84.78	-4.4%	3.8%	-0.9%	-0.2%	0.7%	-3.8%
		77.2%	74.2%	\$215.10	\$201.64	\$166.04	\$149.68	4.0%	6.7%	10.9%	11.1%	0.1%	4.1%
<b>Bristol-Kingsport MSA</b>													
		79.2%	62.9%	\$120.00	\$113.31	\$95.10	\$71.22	26.1%	5.9%	33.5%	33.1%	-0.4%	25.6%
<b>Richmond - Petersburg, VA</b>													
	Petersburg/Chester, VA	67.5%	65.5%	\$115.27	\$116.32	\$77.79	\$76.16	3.1%	-0.9%	2.1%	2.6%	0.4%	3.5%
	Richmond CBD, VA	66.6%	64.0%	\$97.96	\$94.27	\$65.28	\$60.32	4.1%	3.9%	8.2%	6.1%	-2.0%	2.1%
	Richmond North/Glen Allen, VA	71.1%	69.0%	\$191.88	\$188.64	\$136.37	\$130.17	3.0%	1.7%	4.8%	4.8%	0.0%	3.0%
	Richmond West/Midlothian, VA	67.3%	67.4%	\$108.72	\$112.98	\$73.12	\$76.15	-0.2%	-3.8%	-4.0%	-1.6%	2.5%	2.3%
		64.8%	61.0%	\$93.47	\$96.54	\$60.57	\$58.91	6.2%	-3.2%	2.8%	2.8%	0.0%	6.2%
<b>VTC Tourism Regions</b>													
	Central Virginia	68.3%	66.6%	\$134.27	\$131.84	\$91.65	\$87.75	2.6%	1.8%	4.4%	5.5%	1.0%	3.6%
	Chesapeake Bay	65.3%	63.3%	\$125.38	\$119.95	\$81.93	\$75.87	3.3%	4.5%	8.0%	8.0%	0.0%	3.3%
	Coastal Virginia - Eastern Shore	59.7%	59.0%	\$121.98	\$122.20	\$72.80	\$72.06	1.2%	-0.2%	1.0%	-3.8%	-4.7%	-3.6%
	Coastal Virginia - Hampton Roads	60.5%	60.3%	\$120.37	\$117.64	\$72.82	\$70.95	0.3%	2.3%	2.6%	3.0%	0.4%	0.7%
	Northern Virginia	73.9%	70.7%	\$169.33	\$160.53	\$125.08	\$113.52	4.5%	5.5%	10.2%	10.7%	0.4%	4.9%
	Shenandoah Valley	65.4%	64.9%	\$122.62	\$121.49	\$80.22	\$78.87	0.8%	0.9%	1.7%	2.6%	0.9%	1.6%
	Southern Virginia	65.9%	66.1%	\$113.10	\$113.32	\$74.54	\$74.86	-0.2%	-0.2%	-0.4%	-3.2%	-2.8%	-3.0%
	Southwest Virginia - Blue Ridge Highlands	70.0%	59.7%	\$137.97	\$132.01	\$96.59	\$78.87	17.2%	4.5%	22.5%	19.3%	-2.6%	14.1%
	Southwest Virginia - Heart of Appalachia	62.2%	63.0%	\$99.65	\$94.13	\$61.95	\$59.31	-1.3%	5.9%	4.4%	11.3%	6.5%	5.1%
	Virginia Mountains	67.0%	68.9%	\$139.36	\$126.79	\$93.33	\$87.35	-2.8%	9.9%	6.8%	7.2%	0.3%	-2.5%

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Year to Date - October 2024 vs October 2023												
YTD October 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
<b>United States</b>	64.4%	64.5%	\$159.38	\$156.76	\$102.56	\$101.06	-0.2%	1.7%	1.5%	2.0%	0.5%	0.3%
<b>Virginia</b>	63.7%	63.6%	\$134.87	\$131.54	\$85.93	\$83.60	0.2%	2.5%	2.8%	3.4%	0.6%	0.8%
<b>Virginia Class Scales</b>												
Luxury	61.3%	59.9%	\$315.95	\$310.91	\$193.78	\$186.39	2.3%	1.6%	4.0%	5.5%	1.5%	3.8%
Upper Upscale	69.7%	67.6%	\$198.11	\$189.24	\$138.03	\$127.89	3.1%	4.7%	7.9%	9.7%	1.6%	4.8%
Upscale	68.5%	68.8%	\$153.98	\$151.63	\$105.55	\$104.25	-0.3%	1.6%	1.2%	1.4%	0.1%	-0.2%
Upper Midscale	66.5%	66.8%	\$126.98	\$125.32	\$84.41	\$83.72	-0.5%	1.3%	0.8%	2.2%	1.3%	0.8%
Midscale	61.3%	60.3%	\$90.54	\$91.06	\$55.51	\$54.92	1.7%	-0.6%	1.1%	0.6%	-0.5%	1.2%
Economy	52.9%	54.1%	\$69.49	\$70.02	\$36.74	\$37.86	-2.2%	-0.8%	-3.0%	-3.0%	-0.1%	-2.3%
<b>Washington, DC</b>	69.7%	68.5%	\$188.44	\$181.91	\$131.33	\$124.67	1.7%	3.6%	5.3%	6.2%	0.8%	2.5%
Arlington, VA	74.8%	72.9%	\$199.74	\$190.73	\$149.32	\$139.10	2.5%	4.7%	7.3%	7.2%	-0.2%	2.3%
Alexandria, VA	67.4%	67.9%	\$160.52	\$155.28	\$108.12	\$105.42	-0.8%	3.4%	2.6%	2.6%	0.1%	-0.7%
Fairfax/Tysons Corner, VA	70.0%	66.4%	\$162.36	\$157.69	\$113.63	\$104.71	5.4%	3.0%	8.5%	9.7%	1.1%	6.6%
Suburban Virginia Area	63.4%	64.4%	\$145.80	\$136.82	\$92.39	\$88.16	-1.7%	6.6%	4.8%	9.9%	4.9%	3.1%
I-95 Fredericksburg, VA	62.5%	64.7%	\$102.11	\$99.50	\$63.77	\$64.33	-3.4%	2.6%	-0.9%	-0.6%	0.3%	-3.1%
Dulles Airport Area, VA	74.5%	70.5%	\$132.20	\$129.03	\$98.44	\$90.93	5.7%	2.5%	8.3%	8.3%	0.0%	5.7%
<b>Norfolk-Virginia Beach, VA</b>	63.1%	63.6%	\$133.00	\$133.00	\$83.94	\$84.58	-0.8%	0.0%	-0.8%	-0.2%	0.6%	-0.2%
Chesapeake/Suffolk, VA	70.4%	73.1%	\$105.13	\$103.35	\$73.96	\$75.55	-3.8%	1.7%	-2.1%	-0.8%	1.4%	-2.4%
Newport News/Hampton, VA	65.2%	65.7%	\$99.17	\$97.02	\$64.68	\$63.74	-0.7%	2.2%	1.5%	2.9%	1.4%	0.7%
Norfolk/Portsmouth, VA	67.6%	69.5%	\$124.82	\$119.89	\$84.43	\$83.34	-2.7%	4.1%	1.3%	1.1%	-0.2%	-2.9%
Virginia Beach, VA	63.8%	62.4%	\$167.29	\$170.58	\$106.66	\$106.51	2.1%	-1.9%	0.1%	1.0%	0.9%	3.0%
Williamsburg, VA	51.2%	52.2%	\$138.75	\$143.99	\$71.04	\$75.09	-1.8%	-3.6%	-5.4%	-6.2%	-0.8%	-2.6%
<b>Virginia Area</b>	58.1%	58.0%	\$123.19	\$120.68	\$71.54	\$70.04	0.1%	2.1%	2.1%	2.2%	0.1%	0.1%
Virginia Area (non-MSA)	56.4%	55.9%	\$120.71	\$117.11	\$68.12	\$65.48	0.9%	3.1%	4.0%	3.7%	-0.3%	0.6%
Lynchburg, VA	57.8%	58.1%	\$122.80	\$120.18	\$70.97	\$69.78	-0.5%	2.2%	1.7%	3.0%	1.3%	0.8%
Blacksburg/Wytheville, VA	55.8%	55.1%	\$117.14	\$116.42	\$65.39	\$64.10	1.4%	0.6%	2.0%	2.8%	0.7%	2.1%
Staunton/Harrisonburg, VA	56.2%	57.8%	\$107.69	\$109.08	\$60.49	\$63.05	-2.8%	-1.3%	-4.1%	-3.5%	0.6%	-2.3%
Roanoke, VA	62.2%	62.6%	\$110.10	\$109.08	\$68.49	\$68.30	-0.6%	0.9%	0.3%	0.1%	-0.2%	-0.8%
Charlottesville, VA	65.8%	65.9%	\$173.15	\$166.92	\$113.96	\$109.96	-0.1%	3.7%	3.6%	3.2%	-0.4%	-0.5%
<b>Bristol-Kingsport MSA</b>	59.9%	58.8%	\$110.41	\$108.67	\$66.08	\$63.85	1.9%	1.6%	3.5%	3.3%	-0.2%	1.6%
<b>Richmond - Petersburg, VA</b>	62.9%	64.2%	\$114.37	\$110.93	\$71.93	\$71.22	-2.0%	3.1%	1.0%	1.9%	0.8%	-1.2%
Petersburg/Chester, VA	65.1%	66.4%	\$95.76	\$90.67	\$62.31	\$60.22	-2.0%	5.6%	3.5%	3.8%	0.3%	-1.7%
Richmond CBD, VA	62.7%	60.7%	\$182.59	\$175.69	\$114.55	\$106.70	3.3%	3.9%	7.4%	5.3%	-1.9%	1.3%
Richmond North/Glen Allen, VA	62.8%	65.0%	\$111.19	\$111.00	\$69.84	\$72.20	-3.4%	0.2%	-3.3%	-0.6%	2.8%	-0.8%
Richmond West/Midlothian, VA	59.4%	62.2%	\$96.00	\$93.12	\$57.07	\$57.95	-4.5%	3.1%	-1.5%	-1.5%	0.0%	-4.5%
<b>VTC Tourism Regions</b>												
Central Virginia	62.4%	63.3%	\$124.75	\$120.51	\$77.86	\$76.26	-1.4%	3.5%	2.1%	2.9%	0.8%	-0.6%
Chesapeake Bay	59.8%	60.8%	\$120.28	\$118.53	\$71.97	\$72.12	-1.7%	1.5%	-0.2%	-0.2%	0.0%	-1.7%
Coastal Virginia - Eastern Shore	56.9%	56.7%	\$128.75	\$134.84	\$73.27	\$76.43	0.4%	-4.5%	-4.1%	-6.5%	-2.4%	-2.1%
Coastal Virginia - Hampton Roads	63.0%	63.5%	\$132.67	\$132.70	\$83.60	\$84.29	-0.8%	0.0%	-0.8%	-0.3%	0.6%	-0.3%
Northern Virginia	69.3%	68.1%	\$152.66	\$146.83	\$105.86	\$100.05	1.8%	4.0%	5.8%	6.8%	0.9%	2.7%
Shenandoah Valley	56.5%	57.2%	\$107.90	\$108.74	\$60.99	\$62.18	-1.1%	-0.8%	-1.9%	-2.1%	-0.2%	-1.3%
Southern Virginia	60.6%	59.8%	\$109.23	\$107.70	\$66.24	\$64.41	1.4%	1.4%	2.8%	1.5%	-1.3%	0.1%
Southwest Virginia - Blue Ridge Highlands	56.2%	54.7%	\$121.30	\$121.37	\$68.13	\$66.38	2.7%	-0.1%	2.6%	3.0%	0.3%	3.0%
Southwest Virginia - Heart of Appalachia	52.4%	54.5%	\$91.54	\$89.89	\$48.01	\$48.95	-3.7%	1.8%	-1.9%	2.7%	4.7%	0.8%
Virginia Mountains	59.2%	58.9%	\$126.19	\$119.18	\$74.68	\$70.17	0.5%	5.9%	6.4%	6.1%	-0.3%	0.2%

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