

December 2025 Monthly Report	Current Month - December 2025 vs December 2024											
	Occupancy		ADR		RevPAR		Percent Change from December 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Revenue	Room Supply	Room Demand
United States	53.0%	53.5%	\$158.37	\$157.06	\$83.93	\$83.95	-0.9%	0.8%	0.0%	0.7%	0.7%	-0.1%
Virginia	50.6%	50.6%	\$116.07	\$116.82	\$58.68	\$59.15	-0.1%	-0.6%	-0.8%	0.1%	0.9%	0.7%
Virginia Class Scales												
Luxury	54.8%	58.6%	\$314.28	\$314.95	\$172.25	\$184.69	-6.5%	-0.2%	-6.7%	0.0%	7.2%	0.2%
Upper Upscale	53.4%	55.3%	\$175.68	\$176.08	\$93.79	\$97.35	-3.4%	-0.2%	-3.7%	-3.0%	0.7%	-2.8%
Upscale	54.0%	53.8%	\$129.41	\$128.34	\$69.87	\$69.00	0.4%	0.8%	1.3%	3.0%	1.7%	2.2%
Upper Midscale	51.6%	51.0%	\$106.23	\$107.70	\$54.77	\$54.91	1.1%	-1.4%	-0.3%	0.3%	0.6%	1.7%
Midscale	47.2%	47.2%	\$79.61	\$79.85	\$37.59	\$37.72	0.0%	-0.3%	-0.3%	1.4%	1.8%	1.7%
Economy	45.5%	45.0%	\$61.05	\$61.39	\$27.79	\$27.63	1.1%	-0.5%	0.6%	0.1%	-0.5%	0.6%
VTC Defined Tourism Regions												
Central Virginia	50.0%	49.7%	\$110.88	\$110.09	\$55.47	\$54.67	0.7%	0.7%	1.5%	4.0%	2.5%	3.3%
Chesapeake Bay	42.8%	41.4%	\$91.19	\$104.60	\$39.06	\$43.34	3.4%	-12.8%	-9.9%	-14.8%	-5.5%	-2.3%
Coastal Virginia - Eastern Shore	38.5%	37.2%	\$94.28	\$95.53	\$36.29	\$35.56	3.4%	-1.3%	2.0%	2.0%	0.0%	3.4%
Coastal Virginia - Hampton Roads	50.2%	48.2%	\$105.29	\$106.72	\$52.84	\$51.48	4.0%	-1.3%	2.6%	0.6%	-2.0%	1.9%
Northern Virginia	55.3%	56.4%	\$131.83	\$133.05	\$72.86	\$75.05	-2.0%	-0.9%	-2.9%	-1.3%	1.7%	-0.4%
Shenandoah Valley	45.2%	43.7%	\$93.41	\$94.09	\$42.20	\$41.15	3.3%	-0.7%	2.6%	4.3%	1.7%	5.1%
Southern Virginia	45.8%	50.5%	\$97.97	\$104.67	\$44.82	\$52.90	-9.5%	-6.4%	-15.3%	-15.3%	0.0%	-9.5%
Southwest Virginia - Blue Ridge Highlands	42.9%	47.8%	\$109.16	\$108.76	\$46.82	\$51.95	-10.2%	0.4%	-9.9%	-8.8%	1.2%	-9.2%
Southwest Virginia - Heart of Appalachia	36.1%	37.2%	\$85.90	\$83.52	\$30.97	\$31.11	-3.2%	2.9%	-0.4%	-0.4%	0.0%	-3.2%
Virginia Mountains	47.7%	47.2%	\$130.76	\$125.53	\$62.44	\$59.25	1.2%	4.2%	5.4%	9.5%	3.9%	5.1%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC	53.8%	56.6%	\$154.07	\$163.05	\$82.95	\$92.27	-4.9%	-5.5%	-10.1%	-9.4%	0.8%	-4.1%
Arlington, VA	55.2%	59.5%	\$159.74	\$160.32	\$88.23	\$95.31	-7.1%	-0.4%	-7.4%	-7.2%	0.3%	-6.8%
Alexandria, VA	52.5%	55.6%	\$125.40	\$137.42	\$65.89	\$76.44	-5.5%	-8.7%	-13.8%	-13.7%	0.1%	-5.5%
Fairfax/Tysons Corner, VA	59.0%	58.8%	\$152.48	\$148.84	\$90.00	\$87.57	0.3%	2.4%	2.8%	2.8%	0.0%	0.3%
Suburban Virginia Area	53.5%	51.2%	\$137.01	\$136.52	\$73.26	\$69.96	4.3%	0.4%	4.7%	6.4%	1.6%	6.1%
I-95 Fredericksburg, VA	51.7%	52.4%	\$92.70	\$94.61	\$47.93	\$49.60	-1.4%	-2.0%	-3.4%	-3.5%	-0.1%	-1.5%
Dulles Airport Area, VA	59.1%	59.4%	\$124.42	\$121.16	\$73.51	\$72.00	-0.6%	2.7%	2.1%	9.5%	7.2%	6.6%
Norfolk-Virginia Beach, VA	50.3%	48.3%	\$105.52	\$106.97	\$53.03	\$51.67	4.0%	-1.4%	2.6%	0.6%	-2.0%	1.9%
Chesapeake/Suffolk, VA	56.8%	54.0%	\$86.06	\$85.90	\$48.91	\$46.38	5.3%	0.2%	5.5%	2.2%	-3.0%	2.1%
Newport News/Hampton, VA	54.3%	51.7%	\$78.02	\$81.11	\$42.39	\$41.89	5.2%	-3.8%	1.2%	-0.5%	-1.7%	3.5%
Norfolk/Portsmouth, VA	51.7%	51.2%	\$104.51	\$102.45	\$54.02	\$52.44	1.0%	2.0%	3.0%	2.9%	-0.1%	0.9%
Virginia Beach, VA	45.5%	42.0%	\$110.20	\$109.17	\$50.11	\$45.83	8.3%	1.0%	9.3%	8.1%	-1.1%	7.1%
Williamsburg, VA	48.2%	49.0%	\$145.13	\$149.30	\$69.96	\$73.08	-1.5%	-2.8%	-4.3%	-8.4%	-4.3%	-5.8%
Virginia Area	44.4%	44.7%	\$109.94	\$108.77	\$48.85	\$48.63	-0.6%	1.1%	0.5%	1.7%	1.2%	0.6%
Virginia Area (non-MSA)	40.1%	40.7%	\$122.42	\$112.36	\$49.15	\$45.68	-1.2%	9.0%	7.6%	6.8%	-0.8%	-2.0%
Virginia Shenandoah Valley Regional	40.8%	41.9%	\$90.22	\$91.52	\$36.84	\$38.31	-2.4%	-1.4%	-3.8%	-3.9%	-0.1%	-2.5%
Staunton/Harrisonburg, VA	49.9%	45.9%	\$96.26	\$96.75	\$48.05	\$44.37	8.9%	-0.5%	8.3%	12.3%	3.7%	12.9%
Charlottesville, VA	47.1%	46.7%	\$144.86	\$145.14	\$68.21	\$67.81	0.8%	-0.2%	0.6%	2.5%	1.9%	2.7%
Roanoke, VA	49.3%	49.6%	\$101.92	\$100.68	\$50.20	\$49.99	-0.8%	1.2%	0.4%	5.5%	5.1%	4.2%
Lynchburg, VA	44.6%	41.2%	\$108.74	\$103.88	\$48.53	\$42.83	8.2%	4.7%	13.3%	10.8%	-2.2%	5.9%
Blacksburg/Wytheville, VA	40.3%	43.7%	\$93.69	\$97.31	\$37.74	\$42.55	-7.9%	-3.7%	-11.3%	-9.3%	2.2%	-5.8%
Virginia South Central	47.5%	53.1%	\$119.79	\$125.14	\$56.85	\$66.45	-10.6%	-4.3%	-14.4%	-14.6%	-0.2%	-10.8%
Bristol-Kingsport MSA	47.4%	54.9%	\$105.56	\$104.85	\$49.98	\$57.54	-13.7%	0.7%	-13.1%	-10.4%	3.2%	-11.0%
Richmond - Petersburg, VA	51.7%	51.9%	\$103.68	\$104.84	\$53.63	\$54.37	-0.3%	-1.1%	-1.4%	2.1%	3.5%	3.3%
Richmond CBD, VA	50.6%	54.0%	\$172.24	\$179.95	\$87.18	\$97.14	-6.2%	-4.3%	-10.3%	-10.3%	0.0%	-6.2%
Richmond North/Glen Allen, VA	51.8%	52.2%	\$99.28	\$98.29	\$51.47	\$51.28	-0.6%	1.0%	0.4%	1.8%	1.5%	0.8%
Richmond East-Airport	57.3%	54.4%	\$96.36	\$97.50	\$55.19	\$53.01	5.4%	-1.2%	4.1%	15.4%	10.9%	16.8%
Richmond West/Midlothian, VA	53.0%	52.8%	\$87.00	\$85.73	\$46.12	\$45.28	0.4%	1.5%	1.9%	1.6%	-0.3%	0.1%
Petersburg/Chester, VA	48.5%	48.3%	\$89.12	\$87.06	\$43.26	\$42.07	0.4%	2.4%	2.8%	10.7%	7.6%	8.1%

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YTD December 2025 Monthly Report	Year to Date - December 2025 vs December 2024											
	Occupancy		ADR		RevPAR		Percent Change from YTD 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
United States	62.3%	63.1%	\$160.54	\$159.06	\$100.02	\$100.31	-1.2%	0.9%	-0.3%	0.4%	0.7%	-0.5%
Virginia	62.3%	62.2%	\$133.46	\$132.93	\$83.16	\$82.70	0.2%	0.4%	0.6%	1.9%	1.4%	1.5%
Virginia Class Scales												
Luxury	62.4%	62.5%	\$336.36	\$326.42	\$209.92	\$204.15	-0.2%	3.0%	2.8%	7.9%	5.0%	4.7%
Upper Upscale	66.4%	67.3%	\$198.16	\$195.26	\$131.62	\$131.44	-1.3%	1.5%	0.1%	1.7%	1.6%	0.2%
Upscale	67.7%	67.9%	\$151.75	\$152.03	\$102.70	\$103.22	-0.3%	-0.2%	-0.5%	1.4%	1.9%	1.6%
Upper Midscale	64.1%	64.3%	\$125.76	\$125.23	\$80.60	\$80.55	-0.4%	0.4%	0.1%	1.6%	1.5%	1.2%
Midscale	58.8%	58.9%	\$90.69	\$90.03	\$53.34	\$53.07	-0.2%	0.7%	0.5%	2.6%	2.1%	1.9%
Economy	53.9%	52.3%	\$67.79	\$68.69	\$36.51	\$35.91	3.0%	-1.3%	1.7%	1.4%	-0.3%	2.7%
VTC Tourism Regions												
Central Virginia	62.7%	61.1%	\$124.58	\$123.82	\$78.09	\$75.64	2.6%	0.6%	3.2%	6.4%	3.1%	5.8%
Chesapeake Bay	57.0%	57.9%	\$118.81	\$118.88	\$67.67	\$68.87	-1.7%	-0.1%	-1.8%	-2.2%	-0.5%	-2.2%
Coastal Virginia - Eastern Shore	54.1%	54.7%	\$127.22	\$125.47	\$68.83	\$68.58	-1.0%	1.4%	0.4%	-1.4%	-1.7%	-2.7%
Coastal Virginia - Hampton Roads	61.9%	61.4%	\$130.29	\$129.59	\$80.71	\$79.58	0.9%	0.5%	1.4%	0.9%	-0.6%	0.3%
Northern Virginia	66.5%	67.6%	\$150.04	\$150.22	\$99.72	\$101.51	-1.7%	-0.1%	-1.8%	-0.5%	1.3%	-0.4%
Shenandoah Valley	56.3%	55.2%	\$107.25	\$106.88	\$60.36	\$58.97	2.0%	0.3%	2.4%	4.0%	1.6%	3.7%
Southern Virginia	57.8%	59.3%	\$111.33	\$108.60	\$64.39	\$64.42	-2.5%	2.5%	0.0%	5.6%	5.6%	3.0%
Southwest Virginia - Blue Ridge Highlands	55.5%	55.6%	\$125.28	\$121.72	\$69.50	\$67.73	-0.3%	2.9%	2.6%	4.2%	1.5%	1.2%
Southwest Virginia - Heart of Appalachia	48.8%	50.6%	\$92.18	\$91.32	\$45.00	\$46.24	-3.6%	0.9%	-2.7%	-1.1%	1.6%	-2.0%
Virginia Mountains	58.4%	58.2%	\$131.41	\$126.74	\$76.80	\$73.79	0.4%	3.7%	4.1%	7.1%	2.9%	3.3%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC	65.9%	68.0%	\$186.81	\$185.97	\$123.07	\$126.53	-3.2%	0.5%	-2.7%	-1.3%	1.5%	-1.7%
Arlington, VA	69.7%	72.6%	\$193.81	\$194.59	\$135.16	\$141.19	-3.9%	-0.4%	-4.3%	-5.0%	-0.7%	-4.6%
Alexandria, VA	63.4%	65.6%	\$150.86	\$157.29	\$95.71	\$103.23	-3.3%	-4.1%	-7.3%	-7.0%	0.3%	-3.0%
Fairfax/Tysons Corner, VA	68.0%	68.5%	\$163.17	\$161.01	\$110.95	\$110.24	-0.7%	1.3%	0.6%	0.2%	-0.5%	-1.1%
Suburban Virginia Area	64.5%	63.2%	\$152.78	\$152.32	\$98.51	\$96.30	2.0%	0.3%	2.3%	2.5%	0.2%	2.1%
I-95 Fredericksburg, VA	60.7%	61.2%	\$102.37	\$101.29	\$62.11	\$61.94	-0.8%	1.1%	0.3%	4.0%	3.8%	3.0%
Dulles Airport Area, VA	71.5%	72.5%	\$135.98	\$130.97	\$97.28	\$94.93	-1.3%	3.8%	2.5%	6.6%	4.0%	2.7%
Norfolk-Virginia Beach, VA	62.0%	61.5%	\$130.60	\$129.90	\$81.01	\$79.90	0.8%	0.5%	1.4%	0.8%	-0.6%	0.3%
Chesapeake/Suffolk, VA	69.7%	68.1%	\$102.41	\$103.01	\$71.43	\$70.19	2.4%	-0.6%	1.8%	3.0%	1.2%	3.6%
Newport News/Hampton, VA	65.2%	63.8%	\$94.54	\$97.29	\$61.64	\$62.05	2.2%	-2.8%	-0.7%	-1.6%	-0.9%	1.3%
Norfolk/Portsmouth, VA	65.6%	65.5%	\$123.91	\$122.25	\$81.32	\$80.13	0.1%	1.4%	1.5%	1.8%	0.3%	0.5%
Virginia Beach, VA	61.1%	60.8%	\$163.78	\$160.49	\$100.14	\$97.62	0.5%	2.1%	2.6%	2.0%	-0.6%	-0.1%
Williamsburg, VA	52.0%	52.8%	\$143.02	\$141.06	\$74.43	\$74.43	-1.4%	1.4%	0.0%	-2.1%	-2.1%	-3.5%
Virginia Area	56.8%	56.7%	\$124.33	\$122.30	\$70.59	\$69.31	0.2%	1.7%	1.9%	3.6%	1.8%	1.9%
Virginia Area (non-MSA)	51.8%	51.9%	\$122.47	\$118.05	\$63.42	\$61.25	-0.2%	3.7%	3.5%	4.0%	0.4%	0.2%
Virginia Shenandoah Valley Regional	54.3%	55.2%	\$105.61	\$106.99	\$57.29	\$59.05	-1.7%	-1.3%	-3.0%	-2.0%	1.0%	-0.7%
Staunton/Harrisonburg, VA	58.6%	55.2%	\$108.99	\$106.75	\$63.86	\$58.87	6.2%	2.1%	8.5%	11.0%	2.3%	8.7%
Charlottesville, VA	63.0%	62.9%	\$177.47	\$176.41	\$111.83	\$110.91	0.2%	0.6%	0.8%	3.9%	3.0%	3.2%
Roanoke, VA	60.7%	61.2%	\$112.44	\$110.09	\$68.29	\$67.36	-0.7%	2.1%	1.4%	5.3%	3.9%	3.1%
Lynchburg, VA	57.2%	55.8%	\$122.96	\$120.75	\$70.34	\$67.33	2.6%	1.8%	4.5%	6.1%	1.6%	4.2%
Blacksburg/Wytheville, VA	53.8%	54.9%	\$118.25	\$117.64	\$63.67	\$64.59	-1.9%	0.5%	-1.4%	-3.6%	-2.2%	-4.1%
Virginia South Central	60.6%	62.9%	\$132.16	\$128.41	\$80.08	\$80.82	-3.7%	2.9%	-0.9%	6.0%	7.0%	3.0%
Bristol-Kingsport MSA	60.1%	59.9%	\$116.35	\$110.03	\$69.89	\$65.87	0.3%	5.8%	6.1%	12.6%	6.2%	6.5%
Richmond - Petersburg, VA	63.9%	61.8%	\$114.19	\$113.73	\$72.96	\$70.31	3.4%	0.4%	3.8%	7.1%	3.2%	6.7%
Richmond CBD, VA	64.3%	61.9%	\$185.03	\$182.90	\$118.90	\$113.26	3.8%	1.2%	5.0%	5.0%	0.0%	3.8%
Richmond North/Glen Allen, VA	62.9%	61.8%	\$110.55	\$110.22	\$69.53	\$68.13	1.8%	0.3%	2.1%	6.0%	3.9%	5.7%
Richmond East-Airport	69.5%	63.0%	\$105.24	\$107.32	\$73.15	\$67.65	10.3%	-1.9%	8.1%	18.0%	9.1%	20.3%
Richmond West/Midlothian, VA	61.3%	59.2%	\$95.60	\$95.46	\$58.60	\$56.49	3.6%	0.1%	3.7%	3.6%	-0.1%	3.5%
Petersburg/Chester, VA	64.1%	63.0%	\$97.10	\$94.93	\$62.26	\$59.77	1.8%	2.3%	4.2%	7.8%	3.5%	5.4%

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