

February 2026 Monthly Report	Current Month - February 2026 vs February 2025											
	Occupancy		ADR		RevPAR		Percent Change from February 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Revenue	Room Supply	Room Demand
United States	60.4%	59.1%	\$162.58	\$159.36	\$98.28	\$94.20	2.3%	2.0%	4.3%	5.0%	0.7%	2.9%
Virginia	56.7%	55.4%	\$121.02	\$119.03	\$68.59	\$65.98	2.2%	1.7%	4.0%	4.7%	0.8%	3.0%
Virginia Class Scales												
Luxury	54.3%	49.4%	\$279.35	\$277.82	\$151.80	\$137.14	10.1%	0.6%	10.7%	16.3%	5.0%	15.6%
Upper Upscale	63.5%	62.3%	\$176.81	\$175.26	\$112.30	\$109.23	1.9%	0.9%	2.8%	4.3%	1.4%	3.3%
Upscale	62.5%	60.4%	\$137.61	\$135.49	\$86.02	\$81.89	3.4%	1.6%	5.0%	6.6%	1.5%	5.0%
Upper Midscale	57.0%	55.8%	\$111.54	\$110.08	\$63.58	\$61.39	2.2%	1.3%	3.6%	3.2%	-0.3%	1.9%
Midscale	52.4%	52.0%	\$82.60	\$81.82	\$43.31	\$42.52	0.9%	1.0%	1.9%	3.1%	1.2%	2.1%
Economy	48.3%	47.9%	\$61.41	\$62.27	\$29.64	\$29.82	0.8%	-1.4%	-0.6%	-0.7%	-0.1%	0.7%
VTC Defined Tourism Regions												
Central Virginia	59.2%	56.9%	\$117.02	\$114.62	\$69.31	\$65.23	4.1%	2.1%	6.3%	9.3%	2.9%	7.1%
Chesapeake Bay	44.9%	52.5%	\$94.67	\$99.45	\$42.46	\$52.18	-14.5%	-4.8%	-18.6%	-23.1%	-5.5%	-19.2%
Coastal Virginia - Eastern Shore	41.9%	38.3%	\$95.29	\$97.97	\$39.88	\$37.52	9.3%	-2.7%	6.3%	6.3%	0.0%	9.3%
Coastal Virginia - Hampton Roads	56.1%	51.1%	\$106.97	\$102.97	\$60.05	\$52.62	9.9%	3.9%	14.1%	12.6%	-1.3%	8.4%
Northern Virginia	61.9%	61.1%	\$141.32	\$139.50	\$87.44	\$85.27	1.2%	1.3%	2.5%	3.7%	1.1%	2.3%
Shenandoah Valley	47.4%	45.8%	\$96.52	\$95.82	\$45.72	\$43.90	3.4%	0.7%	4.1%	4.5%	0.4%	3.8%
Southern Virginia	49.2%	58.1%	\$103.15	\$106.50	\$50.79	\$61.86	-15.2%	-3.1%	-17.9%	-17.2%	0.8%	-14.6%
Southwest Virginia - Blue Ridge Highlands	45.9%	53.3%	\$108.16	\$108.14	\$49.67	\$57.62	-13.8%	0.0%	-13.8%	-13.3%	0.6%	-13.3%
Southwest Virginia - Heart of Appalachia	39.3%	46.9%	\$85.62	\$88.40	\$33.68	\$41.46	-16.1%	-3.1%	-18.8%	-18.8%	0.0%	-16.1%
Virginia Mountains	50.4%	52.5%	\$117.77	\$116.82	\$59.36	\$61.35	-4.0%	0.8%	-3.2%	-1.3%	2.0%	-2.1%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC												
Arlington, VA	61.3%	60.0%	\$171.31	\$170.18	\$104.97	\$102.16	2.1%	0.7%	2.7%	3.3%	0.6%	2.7%
Alexandria, VA	68.8%	68.8%	\$180.27	\$173.05	\$124.04	\$119.00	0.1%	4.2%	4.2%	4.7%	0.4%	0.5%
Fairfax/Tysons Corner, VA	57.5%	58.4%	\$133.52	\$137.41	\$76.75	\$80.26	-1.6%	-2.8%	-4.4%	-4.3%	0.1%	-1.5%
Suburban Virginia Area	62.3%	62.0%	\$158.17	\$161.06	\$98.53	\$99.87	0.5%	-1.8%	-1.3%	-2.0%	-0.7%	-0.2%
I-95 Fredericksburg, VA	59.7%	56.7%	\$141.10	\$135.31	\$84.19	\$76.74	5.2%	4.3%	9.7%	11.7%	1.8%	7.1%
Dulles Airport Area, VA	56.3%	54.5%	\$97.02	\$96.07	\$54.66	\$52.36	3.4%	1.0%	4.4%	4.2%	-0.1%	3.2%
Dulles Airport Area, VA	65.7%	64.5%	\$131.89	\$127.88	\$86.67	\$82.54	1.8%	3.1%	5.0%	9.8%	4.6%	6.5%
Norfolk-Virginia Beach, VA												
Chesapeake/Suffolk, VA	56.2%	51.2%	\$107.20	\$103.21	\$60.23	\$52.79	9.8%	3.9%	14.1%	12.6%	-1.3%	8.4%
Newport News/Hampton, VA	67.3%	61.8%	\$90.82	\$87.93	\$61.11	\$54.35	8.9%	3.3%	12.4%	9.0%	-3.0%	5.6%
Norfolk/Portsmouth, VA	64.1%	59.1%	\$93.12	\$90.05	\$59.72	\$53.23	8.5%	3.4%	12.2%	9.2%	-2.7%	5.6%
Virginia Beach, VA	60.9%	61.0%	\$112.40	\$108.46	\$68.50	\$66.14	-0.1%	3.6%	3.6%	5.6%	1.9%	1.9%
Williamsburg, VA	52.6%	46.6%	\$118.48	\$112.23	\$62.34	\$52.30	12.9%	5.6%	19.2%	20.2%	0.8%	13.8%
Williamsburg, VA	42.5%	35.9%	\$117.55	\$117.71	\$49.99	\$42.24	18.5%	-0.1%	18.4%	12.9%	-4.6%	13.1%
Virginia Area												
Virginia Area (non-MSA)	48.9%	50.6%	\$109.13	\$108.05	\$53.37	\$54.68	-3.4%	1.0%	-2.4%	-1.9%	0.5%	-2.8%
Virginia Shenandoah Valley Regional	42.4%	45.6%	\$108.00	\$104.03	\$45.76	\$47.47	-7.1%	3.8%	-3.6%	-4.3%	-0.8%	-7.9%
Staunton/Harrisonburg, VA	42.2%	42.7%	\$93.49	\$93.42	\$39.47	\$39.93	-1.2%	0.1%	-1.1%	-1.2%	-0.1%	-1.3%
Charlottesville, VA	53.2%	49.3%	\$99.23	\$98.18	\$52.75	\$48.41	7.8%	1.1%	8.9%	9.9%	0.9%	8.8%
Roanoke, VA	57.0%	53.9%	\$136.92	\$138.72	\$78.07	\$74.78	5.8%	-1.3%	4.4%	6.4%	1.9%	7.8%
Lynchburg, VA	53.1%	56.1%	\$103.40	\$104.32	\$54.88	\$58.48	-5.3%	-0.9%	-6.2%	-3.3%	3.1%	-2.4%
Blacksburg/Wytheville, VA	55.0%	54.1%	\$120.42	\$113.19	\$66.29	\$61.21	1.8%	6.4%	8.3%	5.4%	-2.7%	-1.0%
Virginia South Central	46.4%	51.6%	\$100.94	\$102.26	\$46.86	\$52.81	-10.1%	-1.3%	-11.3%	-10.0%	1.4%	-8.8%
Virginia South Central	50.7%	61.8%	\$115.54	\$116.54	\$58.62	\$72.06	-17.9%	-0.9%	-18.7%	-18.3%	0.5%	-17.6%
Bristol-Kingsport MSA												
Bristol-Kingsport MSA	48.6%	58.8%	\$105.73	\$107.74	\$51.36	\$63.30	-17.3%	-1.9%	-18.9%	-16.3%	3.2%	-14.7%
Richmond - Petersburg, VA												
Richmond CBD, VA	60.9%	58.4%	\$112.83	\$110.93	\$68.66	\$64.80	4.2%	1.7%	5.9%	10.2%	4.0%	8.3%
Richmond North/Glen Allen, VA	66.9%	62.5%	\$189.40	\$184.53	\$126.76	\$115.25	7.2%	2.6%	10.0%	10.0%	0.0%	7.2%
Richmond East-Airport	59.8%	55.2%	\$107.15	\$104.15	\$64.13	\$57.53	8.4%	2.9%	11.5%	12.9%	1.2%	9.7%
Richmond West/Midlothian, VA	64.3%	68.7%	\$102.79	\$106.91	\$66.05	\$73.45	-6.5%	-3.9%	-10.1%	-0.3%	10.9%	3.7%
Petersburg/Chester, VA	58.0%	56.2%	\$89.97	\$91.04	\$52.19	\$51.19	3.2%	-1.2%	2.0%	1.7%	-0.3%	2.9%
Petersburg/Chester, VA	59.2%	57.7%	\$95.82	\$91.60	\$56.75	\$52.85	2.7%	4.6%	7.4%	18.3%	10.2%	13.1%

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YTD February 2026 Monthly Report	Year to Date - February 2026 vs February 2025											
	Occupancy		ADR		RevPAR		Percent Change from YTD 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
United States	56.2%	55.6%	\$157.44	\$155.30	\$88.52	\$86.41	1.0%	1.4%	2.4%	3.1%	0.7%	1.7%
Virginia	52.1%	52.1%	\$117.34	\$119.15	\$61.11	\$62.06	0.0%	-1.5%	-1.5%	-0.8%	0.8%	0.8%
Virginia Class Scales												
Luxury	47.0%	47.4%	\$273.43	\$278.12	\$128.52	\$131.77	-0.8%	-1.7%	-2.5%	2.4%	5.0%	4.2%
Upper Upscale	56.8%	58.3%	\$171.30	\$177.83	\$97.32	\$103.76	-2.6%	-3.7%	-6.2%	-4.9%	1.4%	-1.3%
Upscale	56.2%	56.2%	\$135.14	\$136.46	\$75.98	\$76.73	0.0%	-1.0%	-1.0%	0.4%	1.4%	1.4%
Upper Midscale	52.3%	51.8%	\$109.20	\$109.60	\$57.08	\$56.76	0.9%	-0.4%	0.6%	0.5%	-0.1%	0.8%
Midscale	49.3%	49.1%	\$81.27	\$81.17	\$40.07	\$39.82	0.5%	0.1%	0.6%	1.9%	1.3%	1.8%
Economy	46.5%	46.2%	\$61.26	\$61.68	\$28.51	\$28.48	0.8%	-0.7%	0.1%	0.0%	-0.1%	0.7%
VTC Tourism Regions												
Central Virginia	55.3%	53.9%	\$113.65	\$112.04	\$62.88	\$60.36	2.7%	1.4%	4.2%	7.0%	2.7%	5.5%
Chesapeake Bay	42.8%	47.2%	\$93.97	\$97.47	\$40.27	\$46.05	-9.3%	-3.6%	-12.6%	-17.3%	-5.5%	-14.3%
Coastal Virginia - Eastern Shore	38.5%	37.1%	\$93.75	\$96.55	\$36.07	\$35.77	3.8%	-2.9%	0.8%	0.8%	0.0%	3.8%
Coastal Virginia - Hampton Roads	50.2%	47.6%	\$102.25	\$100.24	\$51.31	\$47.67	5.5%	2.0%	7.6%	6.1%	-1.4%	4.0%
Northern Virginia	57.1%	58.2%	\$137.12	\$143.79	\$78.35	\$83.65	-1.8%	-4.6%	-6.3%	-5.3%	1.1%	-0.7%
Shenandoah Valley	43.6%	43.0%	\$95.27	\$93.68	\$41.56	\$40.26	1.5%	1.7%	3.2%	4.0%	0.7%	2.3%
Southern Virginia	45.9%	53.5%	\$101.21	\$104.75	\$46.49	\$56.00	-14.1%	-3.4%	-17.0%	-16.7%	0.4%	-13.8%
Southwest Virginia - Blue Ridge Highlands	42.3%	47.8%	\$105.37	\$105.41	\$44.59	\$50.42	-11.5%	0.0%	-11.6%	-10.9%	0.7%	-10.9%
Southwest Virginia - Heart of Appalachia	35.3%	40.4%	\$84.42	\$85.78	\$29.84	\$34.66	-12.5%	-1.6%	-13.9%	-13.9%	0.0%	-12.5%
Virginia Mountains	46.8%	49.0%	\$113.65	\$113.84	\$53.18	\$55.80	-4.5%	-0.2%	-4.7%	-1.6%	3.2%	-1.5%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC	55.5%	57.0%	\$162.04	\$187.49	\$89.92	\$106.92	-2.7%	-13.6%	-15.9%	-15.5%	0.4%	-2.3%
Arlington, VA	61.7%	63.7%	\$174.22	\$184.98	\$107.50	\$117.87	-3.2%	-5.8%	-8.8%	-8.4%	0.4%	-2.8%
Alexandria, VA	53.2%	55.1%	\$130.44	\$145.14	\$69.44	\$79.98	-3.4%	-10.1%	-13.2%	-13.1%	0.1%	-3.3%
Fairfax/Tysons Corner, VA	57.8%	59.3%	\$153.39	\$162.43	\$88.67	\$96.35	-2.6%	-5.6%	-8.0%	-8.6%	-0.7%	-3.2%
Suburban Virginia Area	55.6%	54.6%	\$137.06	\$140.19	\$76.25	\$76.54	1.9%	-2.2%	-0.4%	1.4%	1.8%	3.7%
I-95 Fredericksburg, VA	52.2%	52.0%	\$94.78	\$95.62	\$49.50	\$49.71	0.5%	-0.9%	-0.4%	-0.6%	-0.1%	0.3%
Dulles Airport Area, VA	61.3%	62.6%	\$128.83	\$129.24	\$78.96	\$80.97	-2.2%	-0.3%	-2.5%	2.0%	4.6%	2.3%
Norfolk-Virginia Beach, VA	50.2%	47.6%	\$102.49	\$100.51	\$51.48	\$47.85	5.5%	2.0%	7.6%	6.1%	-1.4%	4.0%
Chesapeake/Suffolk, VA	62.2%	58.5%	\$88.73	\$86.68	\$55.16	\$50.68	6.3%	2.4%	8.8%	4.7%	-3.8%	2.3%
Newport News/Hampton, VA	58.6%	55.6%	\$87.37	\$86.51	\$51.21	\$48.11	5.4%	1.0%	6.5%	3.6%	-2.7%	2.6%
Norfolk/Portsmouth, VA	55.9%	55.7%	\$108.69	\$104.87	\$60.81	\$58.37	0.5%	3.6%	4.2%	6.2%	1.9%	2.4%
Virginia Beach, VA	45.9%	42.9%	\$112.03	\$109.54	\$51.47	\$46.99	7.1%	2.3%	9.5%	9.9%	0.4%	7.5%
Williamsburg, VA	36.2%	33.7%	\$115.37	\$116.09	\$41.74	\$39.15	7.3%	-0.6%	6.6%	2.7%	-3.7%	3.3%
Virginia Area	45.1%	46.7%	\$105.72	\$105.51	\$47.64	\$49.31	-3.6%	0.2%	-3.4%	-2.6%	0.8%	-2.8%
Virginia Area (non-MSA)	39.6%	41.9%	\$104.14	\$102.50	\$41.29	\$42.96	-5.4%	1.6%	-3.9%	-4.6%	-0.8%	-6.1%
Virginia Shenandoah Valley Regional	39.8%	39.9%	\$91.00	\$91.50	\$36.22	\$36.46	-0.1%	-0.5%	-0.7%	-0.7%	-0.1%	-0.2%
Staunton/Harrisonburg, VA	47.9%	46.5%	\$99.24	\$95.81	\$47.53	\$44.57	3.0%	3.6%	6.6%	8.4%	1.6%	4.6%
Charlottesville, VA	51.6%	50.7%	\$132.56	\$136.75	\$68.43	\$69.30	1.9%	-3.1%	-1.3%	0.6%	1.9%	3.8%
Roanoke, VA	49.5%	52.1%	\$100.17	\$100.87	\$49.63	\$52.55	-4.9%	-0.7%	-5.6%	-1.4%	4.4%	-0.7%
Lynchburg, VA	50.6%	50.1%	\$112.81	\$107.30	\$57.04	\$53.79	0.9%	5.1%	6.1%	3.5%	-2.4%	-1.6%
Blacksburg/Wytheville, VA	41.8%	45.5%	\$97.48	\$98.78	\$40.74	\$44.90	-8.1%	-1.3%	-9.3%	-8.0%	1.4%	-6.7%
Virginia South Central	47.1%	56.8%	\$112.48	\$114.86	\$52.99	\$65.22	-17.0%	-2.1%	-18.8%	-18.6%	0.2%	-16.8%
Bristol-Kingsport MSA	44.7%	54.9%	\$104.53	\$105.48	\$46.72	\$57.88	-18.6%	-0.9%	-19.3%	-16.7%	3.2%	-16.0%
Richmond - Petersburg, VA	57.2%	55.6%	\$110.49	\$108.61	\$63.25	\$60.41	2.9%	1.7%	4.7%	8.6%	3.7%	6.8%
Richmond CBD, VA	60.3%	58.6%	\$185.26	\$182.61	\$111.73	\$106.94	3.0%	1.4%	4.5%	4.5%	0.0%	3.0%
Richmond North/Glen Allen, VA	55.3%	53.3%	\$105.06	\$101.95	\$58.10	\$54.33	3.8%	3.0%	6.9%	7.6%	0.6%	4.4%
Richmond East-Airport	61.9%	62.8%	\$101.55	\$103.22	\$62.83	\$64.80	-1.4%	-1.6%	-3.0%	7.5%	10.9%	9.3%
Richmond West/Midlothian, VA	55.5%	54.4%	\$89.11	\$88.83	\$49.47	\$48.33	2.0%	0.3%	2.4%	2.1%	-0.3%	1.8%
Petersburg/Chester, VA	57.3%	55.0%	\$95.11	\$90.55	\$54.50	\$49.84	4.1%	5.0%	9.4%	20.5%	10.2%	14.7%

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