

Monthly 2026 Monthly Report	Current Month - March 2026 vs March 2025											
	Occupancy		ADR		RevPAR		Percent Change from March 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Revenue	Room Supply	Room Demand
United States	64.9%	63.6%	\$168.06	\$161.91	\$108.99	\$102.95	2.0%	3.8%	5.9%	6.4%	0.6%	2.6%
Virginia	66.4%	63.3%	\$136.38	\$131.37	\$90.60	\$83.17	4.9%	3.8%	8.9%	10.0%	0.9%	5.9%
Virginia Class Scales												
Luxury	60.1%	56.4%	\$294.28	\$291.91	\$176.91	\$164.66	6.6%	0.8%	7.4%	13.8%	5.9%	12.9%
Upper Upscale	73.7%	69.4%	\$202.62	\$196.59	\$149.30	\$136.42	6.2%	3.1%	9.4%	11.0%	1.4%	7.7%
Upscale	72.7%	68.7%	\$158.26	\$151.89	\$115.14	\$104.39	5.9%	4.2%	10.3%	11.6%	1.2%	7.1%
Upper Midscale	69.1%	65.7%	\$127.14	\$122.94	\$87.80	\$80.77	5.1%	3.4%	8.7%	8.8%	0.1%	5.2%
Midscale	61.4%	59.0%	\$90.64	\$87.79	\$55.62	\$51.82	4.0%	3.2%	7.3%	9.8%	2.2%	6.3%
Economy	55.6%	54.1%	\$64.97	\$64.62	\$36.11	\$34.97	2.7%	0.5%	3.2%	3.0%	-0.2%	2.5%
VTC Defined Tourism Regions												
Central Virginia	68.7%	67.3%	\$128.98	\$127.04	\$88.56	\$85.47	2.1%	1.5%	3.6%	6.8%	3.0%	5.2%
Chesapeake Bay	54.4%	53.7%	\$107.91	\$105.44	\$58.70	\$56.64	1.3%	2.3%	3.6%	3.6%	0.0%	1.3%
Coastal Virginia - Eastern Shore	51.3%	44.3%	\$101.08	\$104.35	\$51.90	\$46.26	15.8%	-3.1%	12.2%	12.2%	0.0%	15.8%
Coastal Virginia - Hampton Roads	64.9%	60.2%	\$118.98	\$116.01	\$77.26	\$69.83	7.9%	2.6%	10.7%	9.7%	-0.8%	7.0%
Northern Virginia	74.3%	69.4%	\$165.58	\$156.12	\$123.07	\$108.32	7.1%	6.1%	13.6%	14.8%	1.0%	8.2%
Shenandoah Valley	53.4%	51.1%	\$99.63	\$97.07	\$53.23	\$49.64	4.5%	2.6%	7.2%	8.4%	1.1%	5.7%
Southern Virginia	58.7%	60.7%	\$111.48	\$111.72	\$65.48	\$67.84	-3.3%	-0.2%	-3.5%	-2.7%	0.8%	-2.5%
Southwest Virginia - Blue Ridge Highlands	52.9%	56.2%	\$115.56	\$113.54	\$61.08	\$63.82	-6.0%	1.8%	-4.3%	-4.4%	-0.1%	-6.1%
Southwest Virginia - Heart of Appalachia	48.9%	50.3%	\$91.92	\$89.61	\$44.96	\$45.08	-2.8%	2.6%	-0.3%	-0.3%	0.0%	-2.8%
Virginia Mountains	57.4%	56.3%	\$117.59	\$120.61	\$67.47	\$67.94	1.9%	-2.5%	-0.7%	1.3%	2.0%	3.9%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC	73.9%	70.5%	\$206.74	\$201.78	\$152.88	\$142.27	4.9%	2.5%	7.5%	8.0%	0.5%	5.4%
Arlington, VA	81.7%	77.0%	\$234.00	\$215.90	\$191.19	\$166.20	6.1%	8.4%	15.0%	15.5%	0.4%	6.6%
Alexandria, VA	74.4%	68.9%	\$169.06	\$157.76	\$125.73	\$108.63	8.0%	7.2%	15.7%	15.8%	0.1%	8.1%
Fairfax/Tysons Corner, VA	73.5%	68.7%	\$174.02	\$166.60	\$127.82	\$114.38	7.0%	4.4%	11.7%	11.0%	-0.7%	6.3%
Suburban Virginia Area	67.5%	62.2%	\$154.42	\$148.68	\$104.18	\$92.55	8.4%	3.9%	12.6%	14.6%	1.8%	10.3%
I-95 Fredericksburg, VA	70.2%	66.7%	\$109.96	\$107.08	\$77.24	\$71.41	5.3%	2.7%	8.2%	7.5%	-0.6%	4.7%
Dulles Airport Area, VA	77.0%	70.9%	\$143.14	\$134.35	\$110.25	\$95.28	8.6%	6.5%	15.7%	21.0%	4.6%	13.6%
Norfolk-Virginia Beach, VA	65.0%	60.2%	\$119.25	\$116.33	\$77.45	\$69.98	8.0%	2.5%	10.7%	9.8%	-0.8%	7.1%
Chesapeake/Suffolk, VA	73.7%	70.2%	\$97.40	\$95.77	\$71.83	\$67.25	5.0%	1.7%	6.8%	5.7%	-1.0%	4.0%
Newport News/Hampton, VA	66.3%	62.0%	\$88.46	\$88.15	\$58.67	\$54.62	7.1%	0.3%	7.4%	5.9%	-1.4%	5.5%
Norfolk/Portsmouth, VA	70.2%	64.7%	\$124.82	\$118.93	\$87.59	\$76.92	8.5%	5.0%	13.9%	16.0%	1.9%	10.6%
Virginia Beach, VA	63.2%	58.0%	\$138.59	\$133.97	\$87.65	\$77.71	9.0%	3.5%	12.8%	14.0%	1.1%	10.2%
Williamsburg, VA	55.2%	50.8%	\$134.04	\$134.71	\$74.05	\$68.38	8.8%	-0.5%	8.3%	2.5%	-5.3%	3.0%
Virginia Area	56.4%	55.2%	\$114.56	\$114.12	\$64.64	\$63.02	2.2%	0.4%	2.6%	3.5%	0.9%	3.1%
Virginia Area (non-MSA)	51.2%	51.0%	\$108.78	\$106.02	\$55.67	\$54.11	0.3%	2.6%	2.9%	2.8%	0.0%	0.2%
Virginia Shenandoah Valley Regional	51.7%	48.9%	\$97.43	\$96.70	\$50.35	\$47.28	5.7%	0.8%	6.5%	7.9%	1.3%	7.1%
Staunton/Harrisonburg, VA	55.4%	53.7%	\$101.97	\$97.46	\$56.52	\$52.33	3.2%	4.6%	8.0%	9.0%	0.9%	4.2%
Charlottesville, VA	67.3%	62.7%	\$151.48	\$157.04	\$101.96	\$98.50	7.3%	-3.5%	3.5%	5.5%	1.9%	9.3%
Roanoke, VA	60.8%	58.4%	\$108.08	\$110.06	\$65.68	\$64.27	4.1%	-1.8%	2.2%	5.4%	3.1%	7.3%
Lynchburg, VA	59.5%	56.8%	\$116.79	\$117.70	\$69.52	\$66.81	4.9%	-0.8%	4.1%	2.7%	-1.3%	3.5%
Blacksburg/Wytheville, VA	53.2%	54.7%	\$109.78	\$108.36	\$58.43	\$59.32	-2.8%	1.3%	-1.5%	-1.3%	0.2%	-2.6%
Virginia South Central	59.7%	63.7%	\$128.12	\$127.82	\$76.44	\$81.48	-6.4%	0.2%	-6.2%	-5.7%	0.5%	-6.0%
Bristol-Kingsport MSA	55.1%	63.4%	\$108.65	\$110.12	\$59.88	\$69.85	-13.1%	-1.3%	-14.3%	-12.8%	1.8%	-11.6%
Richmond - Petersburg, VA	70.7%	70.4%	\$126.60	\$123.67	\$89.56	\$87.04	0.5%	2.4%	2.9%	7.0%	4.0%	4.5%
Richmond CBD, VA	71.4%	69.9%	\$200.24	\$195.52	\$143.00	\$136.68	2.2%	2.4%	4.6%	4.6%	0.0%	2.2%
Richmond North/Glen Allen, VA	70.4%	69.1%	\$124.38	\$122.44	\$87.60	\$84.62	1.9%	1.6%	3.5%	4.8%	1.3%	3.2%
Richmond East-Airport	74.5%	77.7%	\$120.76	\$117.02	\$90.01	\$90.88	-4.0%	3.2%	-1.0%	9.8%	10.9%	6.4%
Richmond West/Midlothian, VA	67.1%	67.5%	\$107.99	\$105.97	\$72.45	\$71.53	-0.6%	1.9%	1.3%	1.0%	-0.3%	-0.9%
Petersburg/Chester, VA	71.2%	71.0%	\$105.39	\$100.21	\$74.99	\$71.17	0.2%	5.2%	5.4%	16.1%	10.2%	10.4%

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YTD March 2026 Monthly Report	Year to Date - March 2026 vs March 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	59.2%	58.4%	\$161.57	\$157.83	\$95.63	\$92.15	1.4%	2.4%	3.8%	4.4%	0.6%	2.0%
Virginia	57.0%	56.0%	\$125.00	\$123.94	\$71.29	\$69.37	1.9%	0.9%	2.8%	3.6%	0.8%	2.7%
Virginia Class Scales												
Luxury	51.9%	50.5%	\$281.88	\$283.47	\$146.40	\$143.15	2.8%	-0.6%	2.3%	7.0%	4.6%	7.6%
Upper Upscale	62.5%	62.0%	\$183.93	\$184.94	\$115.02	\$114.72	0.8%	-0.5%	0.3%	1.7%	1.4%	2.2%
Upscale	62.0%	60.6%	\$144.41	\$142.52	\$89.46	\$86.41	2.2%	1.3%	3.5%	4.9%	1.3%	3.5%
Upper Midscale	58.1%	56.6%	\$116.60	\$115.00	\$67.74	\$65.07	2.7%	1.4%	4.1%	4.1%	0.0%	2.6%
Midscale	53.4%	52.5%	\$84.96	\$83.72	\$45.34	\$43.95	1.7%	1.5%	3.2%	4.8%	1.6%	3.3%
Economy	49.7%	49.0%	\$62.69	\$62.81	\$31.13	\$30.74	1.5%	-0.2%	1.3%	1.1%	-0.1%	1.3%
VTC Tourism Regions												
Central Virginia	59.9%	58.5%	\$119.59	\$117.99	\$71.58	\$69.02	2.3%	1.4%	3.7%	6.6%	2.8%	5.2%
Chesapeake Bay	47.0%	49.5%	\$99.74	\$100.45	\$46.85	\$49.69	-5.1%	-0.7%	-5.7%	-9.1%	-3.6%	-8.5%
Coastal Virginia - Eastern Shore	43.0%	39.6%	\$96.80	\$99.59	\$41.58	\$39.42	8.5%	-2.8%	5.5%	5.5%	0.0%	8.5%
Coastal Virginia - Hampton Roads	55.4%	51.9%	\$109.11	\$106.63	\$60.41	\$55.39	6.6%	2.3%	9.1%	7.6%	-1.3%	5.2%
Northern Virginia	63.1%	62.0%	\$148.68	\$148.55	\$93.75	\$92.15	1.6%	0.1%	1.7%	2.8%	1.1%	2.7%
Shenandoah Valley	47.0%	45.8%	\$96.98	\$94.99	\$45.59	\$43.49	2.7%	2.1%	4.8%	5.7%	0.9%	3.6%
Southern Virginia	50.4%	56.0%	\$105.35	\$107.35	\$53.04	\$60.08	-10.0%	-1.9%	-11.7%	-11.2%	0.5%	-9.6%
Southwest Virginia - Blue Ridge Highlands	45.9%	50.7%	\$109.49	\$108.53	\$50.22	\$55.06	-9.6%	0.9%	-8.8%	-8.4%	0.4%	-9.2%
Southwest Virginia - Heart of Appalachia	40.0%	43.8%	\$87.58	\$87.30	\$35.05	\$38.25	-8.7%	0.3%	-8.4%	-8.4%	0.0%	-8.7%
Virginia Mountains	50.3%	51.5%	\$115.31	\$116.40	\$58.03	\$60.01	-2.4%	-0.9%	-3.3%	-0.6%	2.8%	0.3%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC	61.9%	61.7%	\$180.50	\$193.12	\$111.64	\$119.10	0.3%	-6.5%	-6.3%	-5.9%	0.4%	0.7%
Arlington, VA	68.6%	68.3%	\$198.78	\$196.99	\$136.35	\$134.52	0.4%	0.9%	1.4%	1.8%	0.4%	0.9%
Alexandria, VA	60.5%	59.8%	\$146.82	\$150.14	\$88.85	\$89.85	1.1%	-2.2%	-1.1%	-1.0%	0.1%	1.2%
Fairfax/Tysons Corner, VA	63.2%	62.5%	\$161.65	\$164.01	\$102.15	\$102.56	1.1%	-1.4%	-0.4%	-1.1%	-0.7%	0.4%
Suburban Virginia Area	59.7%	57.2%	\$143.81	\$143.39	\$85.87	\$82.07	4.3%	0.3%	4.6%	6.5%	1.8%	6.2%
I-95 Fredericksburg, VA	58.4%	57.0%	\$101.05	\$100.23	\$59.02	\$57.18	2.4%	0.8%	3.2%	2.9%	-0.3%	2.1%
Dulles Airport Area, VA	66.7%	65.5%	\$134.54	\$131.15	\$89.75	\$85.90	1.9%	2.6%	4.5%	9.3%	4.6%	6.5%
Norfolk-Virginia Beach, VA	55.4%	52.0%	\$109.37	\$106.90	\$60.59	\$55.56	6.6%	2.3%	9.0%	7.6%	-1.3%	5.2%
Chesapeake/Suffolk, VA	66.2%	62.5%	\$92.12	\$90.20	\$61.01	\$56.39	5.9%	2.1%	8.2%	5.1%	-2.8%	2.9%
Newport News/Hampton, VA	61.3%	57.8%	\$87.79	\$87.11	\$53.81	\$50.35	6.1%	0.8%	6.9%	4.5%	-2.2%	3.7%
Norfolk/Portsmouth, VA	60.8%	58.8%	\$115.10	\$110.20	\$70.03	\$64.76	3.5%	4.4%	8.1%	10.2%	1.9%	5.5%
Virginia Beach, VA	52.0%	48.1%	\$123.25	\$119.73	\$64.05	\$57.62	8.0%	2.9%	11.1%	11.8%	0.6%	8.6%
Williamsburg, VA	42.8%	39.6%	\$124.28	\$125.03	\$53.15	\$49.48	8.1%	-0.6%	7.4%	2.3%	-4.7%	2.9%
Virginia Area	48.9%	49.7%	\$109.12	\$108.82	\$53.41	\$54.05	-1.4%	0.3%	-1.2%	-0.4%	0.8%	-0.6%
Virginia Area (non-MSA)	43.5%	45.1%	\$105.31	\$103.88	\$45.81	\$46.82	-3.5%	1.4%	-2.2%	-2.7%	-0.5%	-4.0%
Virginia Shenandoah Valley Regional	43.9%	43.0%	\$93.64	\$93.54	\$41.14	\$40.20	2.3%	0.1%	2.4%	2.8%	0.4%	2.7%
Staunton/Harrisonburg, VA	50.5%	49.0%	\$100.26	\$96.43	\$50.61	\$47.24	3.0%	4.0%	7.1%	8.6%	1.4%	4.5%
Charlottesville, VA	57.0%	54.8%	\$140.25	\$144.75	\$79.98	\$79.36	4.0%	-3.1%	0.8%	2.7%	1.9%	6.0%
Roanoke, VA	53.4%	54.3%	\$103.27	\$104.30	\$55.16	\$56.62	-1.6%	-1.0%	-2.6%	1.2%	3.9%	2.3%
Lynchburg, VA	53.7%	52.4%	\$114.34	\$111.17	\$61.37	\$58.27	2.4%	2.8%	5.3%	3.2%	-2.0%	0.3%
Blacksburg/Wytheville, VA	45.6%	48.7%	\$102.54	\$102.52	\$46.76	\$49.91	-6.3%	0.0%	-6.3%	-5.4%	1.0%	-5.4%
Virginia South Central	51.4%	59.2%	\$118.73	\$119.67	\$61.08	\$70.82	-13.1%	-0.8%	-13.8%	-13.5%	0.3%	-12.8%
Bristol-Kingsport MSA	48.3%	57.8%	\$106.12	\$107.25	\$51.24	\$62.04	-16.5%	-1.1%	-17.4%	-15.2%	2.7%	-14.3%
Richmond - Petersburg, VA	61.8%	60.7%	\$116.86	\$114.62	\$72.26	\$69.58	1.9%	2.0%	3.9%	7.8%	3.8%	5.8%
Richmond CBD, VA	64.1%	62.5%	\$191.01	\$187.59	\$122.50	\$117.18	2.7%	1.8%	4.5%	4.5%	0.0%	2.7%
Richmond North/Glen Allen, VA	60.5%	58.7%	\$112.83	\$110.25	\$68.31	\$64.76	3.1%	2.3%	5.5%	6.3%	0.8%	3.9%
Richmond East-Airport	66.2%	67.9%	\$108.99	\$108.66	\$72.20	\$73.78	-2.4%	0.3%	-2.1%	8.5%	10.9%	8.2%
Richmond West/Midlothian, VA	59.1%	58.9%	\$96.45	\$95.59	\$56.96	\$56.32	0.2%	0.9%	1.1%	0.8%	-0.3%	-0.1%
Petersburg/Chester, VA	62.1%	60.5%	\$99.17	\$94.45	\$61.56	\$57.19	2.5%	5.0%	7.6%	18.6%	10.2%	13.0%

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