

April 2026 Monthly Report	Current Month - April 2026 vs April 2025											
	Occupancy		ADR		RevPAR		Percent Change from April 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Revenue	Room Supply	Room Demand
United States	64.9%	63.9%	\$165.90	\$161.42	\$107.73	\$103.17	1.6%	2.8%	4.4%	4.9%	0.4%	2.0%
Virginia	68.8%	66.2%	\$142.19	\$136.11	\$97.84	\$90.08	4.0%	4.5%	8.6%	9.6%	0.9%	4.9%
Virginia Class Scales												
Luxury	66.3%	64.6%	\$329.96	\$313.79	\$218.63	\$202.61	2.6%	5.2%	7.9%	14.3%	5.9%	8.7%
Upper Upscale	73.7%	73.2%	\$213.15	\$204.56	\$157.16	\$149.82	0.7%	4.2%	4.9%	7.2%	2.2%	2.9%
Upscale	75.2%	71.3%	\$161.91	\$154.97	\$121.83	\$110.50	5.5%	4.5%	10.3%	11.6%	1.2%	6.8%
Upper Midscale	72.7%	68.8%	\$132.50	\$125.75	\$96.32	\$86.46	5.7%	5.4%	11.4%	10.9%	-0.4%	5.3%
Midscale	64.9%	61.9%	\$93.35	\$90.03	\$60.60	\$55.74	4.9%	3.7%	8.7%	11.1%	2.2%	7.2%
Economy	56.6%	55.5%	\$66.50	\$66.22	\$37.63	\$36.77	1.9%	0.4%	2.3%	1.9%	-0.4%	1.5%
VTC Defined Tourism Regions												
Central Virginia	68.5%	65.6%	\$132.16	\$126.83	\$90.51	\$83.26	4.3%	4.2%	8.7%	12.7%	3.7%	8.2%
Chesapeake Bay	54.2%	60.8%	\$112.91	\$116.38	\$61.14	\$70.71	-10.9%	-3.0%	-13.5%	-13.5%	0.0%	-10.9%
Coastal Virginia - Eastern Shore	54.9%	54.1%	\$111.06	\$111.54	\$61.01	\$60.31	1.6%	-0.4%	1.2%	1.2%	0.0%	1.6%
Coastal Virginia - Hampton Roads	66.5%	64.7%	\$125.93	\$125.79	\$83.76	\$81.35	2.8%	0.1%	3.0%	1.0%	-1.9%	0.8%
Northern Virginia	77.2%	72.1%	\$172.01	\$160.61	\$132.77	\$115.82	7.0%	7.1%	14.6%	15.8%	1.0%	8.1%
Shenandoah Valley	60.8%	59.7%	\$107.91	\$104.79	\$65.61	\$62.51	1.9%	3.0%	5.0%	7.8%	2.7%	4.7%
Southern Virginia	61.5%	61.9%	\$111.24	\$110.62	\$68.37	\$68.43	-0.6%	0.6%	-0.1%	0.7%	0.8%	0.2%
Southwest Virginia - Blue Ridge Highlands	57.8%	59.9%	\$126.70	\$125.64	\$73.20	\$75.29	-3.6%	0.8%	-2.8%	-2.2%	0.6%	-3.0%
Southwest Virginia - Heart of Appalachia	52.9%	55.0%	\$93.61	\$91.07	\$49.51	\$50.13	-3.9%	2.8%	-1.2%	-7.5%	-6.3%	-10.0%
Virginia Mountains	60.8%	60.0%	\$123.68	\$122.90	\$75.18	\$73.72	1.3%	0.6%	2.0%	4.1%	2.0%	3.4%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC	76.5%	73.1%	\$215.40	\$209.46	\$164.84	\$153.20	4.6%	2.8%	7.6%	8.3%	0.6%	5.3%
Arlington, VA	83.4%	79.2%	\$239.88	\$217.86	\$200.09	\$172.48	5.4%	10.1%	16.0%	16.5%	0.4%	5.8%
Alexandria, VA	78.3%	71.6%	\$179.17	\$167.90	\$140.30	\$120.22	9.4%	6.7%	16.7%	16.8%	0.1%	9.5%
Fairfax/Tysons Corner, VA	76.2%	72.0%	\$179.76	\$171.99	\$136.92	\$123.86	5.8%	4.5%	10.5%	10.5%	0.0%	5.8%
Suburban Virginia Area	72.1%	67.5%	\$168.18	\$156.94	\$121.34	\$105.90	6.9%	7.2%	14.6%	15.1%	0.4%	7.4%
I-95 Fredericksburg, VA	72.5%	64.8%	\$110.22	\$103.50	\$79.96	\$67.07	11.9%	6.5%	19.2%	18.5%	-0.6%	11.3%
Dulles Airport Area, VA	79.8%	76.2%	\$149.24	\$138.80	\$119.09	\$105.72	4.8%	7.5%	12.6%	17.8%	4.6%	9.5%
Norfolk-Virginia Beach, VA	66.5%	64.8%	\$126.27	\$126.08	\$84.01	\$81.68	2.7%	0.1%	2.9%	0.9%	-1.9%	0.7%
Chesapeake/Suffolk, VA	76.0%	71.8%	\$104.39	\$97.92	\$79.39	\$70.26	6.0%	6.6%	13.0%	11.9%	-1.0%	4.9%
Newport News/Hampton, VA	69.0%	64.8%	\$93.28	\$93.63	\$64.38	\$60.66	6.5%	-0.4%	6.1%	4.6%	-1.4%	5.0%
Norfolk/Portsmouth, VA	64.0%	67.8%	\$123.29	\$123.61	\$78.96	\$83.83	-5.6%	-0.3%	-5.8%	-4.0%	1.9%	-3.8%
Virginia Beach, VA	66.1%	64.2%	\$144.73	\$143.02	\$95.67	\$91.87	2.9%	1.2%	4.1%	5.2%	1.1%	4.0%
Williamsburg, VA	59.1%	58.4%	\$152.30	\$155.84	\$90.08	\$91.02	1.3%	-2.3%	-1.0%	-11.3%	-10.4%	-9.2%
Virginia Area	60.8%	60.4%	\$126.14	\$122.51	\$76.71	\$74.01	0.7%	3.0%	3.6%	5.4%	1.7%	2.3%
Virginia Area (non-MSA)	53.5%	54.8%	\$116.71	\$111.93	\$62.44	\$61.29	-2.3%	4.3%	1.9%	0.9%	-1.0%	-3.3%
Virginia Shenandoah Valley Regional	59.4%	56.4%	\$103.92	\$104.11	\$61.70	\$58.74	5.2%	-0.2%	5.0%	6.4%	1.3%	6.6%
Staunton/Harrisonburg, VA	62.4%	63.4%	\$112.18	\$105.48	\$70.01	\$66.87	-1.6%	6.3%	4.7%	9.3%	4.4%	2.8%
Charlottesville, VA	71.9%	71.6%	\$198.18	\$187.94	\$142.48	\$134.54	0.4%	5.5%	5.9%	12.4%	6.1%	6.6%
Roanoke, VA	64.1%	63.5%	\$109.22	\$109.96	\$70.02	\$69.79	1.0%	-0.7%	0.3%	3.5%	3.1%	4.2%
Lynchburg, VA	61.1%	57.9%	\$122.84	\$117.41	\$75.02	\$68.00	5.4%	4.6%	10.3%	7.9%	-2.1%	3.2%
Blacksburg/Wytheville, VA	57.2%	58.5%	\$115.69	\$119.70	\$66.15	\$70.04	-2.3%	-3.3%	-5.6%	-4.1%	1.5%	-0.8%
Virginia South Central	63.4%	62.7%	\$130.03	\$127.36	\$82.40	\$79.84	1.1%	2.1%	3.2%	3.7%	0.5%	1.6%
Bristol-Kingsport MSA	63.4%	65.5%	\$120.74	\$122.58	\$76.54	\$80.35	-3.3%	-1.5%	-4.7%	-3.1%	1.8%	-1.6%
Richmond - Petersburg, VA	69.1%	66.1%	\$119.14	\$114.91	\$82.35	\$75.93	4.6%	3.7%	8.5%	12.9%	4.1%	8.9%
Richmond CBD, VA	71.5%	69.3%	\$197.20	\$189.42	\$141.00	\$131.34	3.1%	4.1%	7.3%	7.3%	0.0%	3.1%
Richmond North/Glen Allen, VA	68.0%	65.0%	\$114.77	\$110.22	\$78.05	\$71.60	4.7%	4.1%	9.0%	10.4%	1.3%	6.0%
Richmond East-Airport	72.6%	67.6%	\$108.80	\$104.88	\$79.00	\$70.91	7.4%	3.7%	11.4%	19.9%	7.6%	15.6%
Richmond West/Midlothian, VA	65.7%	61.1%	\$98.15	\$95.37	\$64.45	\$58.26	7.5%	2.9%	10.6%	10.3%	-0.3%	7.2%
Petersburg/Chester, VA	69.9%	68.7%	\$102.25	\$96.33	\$71.52	\$66.17	1.8%	6.1%	8.1%	21.4%	12.3%	14.4%

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YTD April 2026 Monthly Report	Year to Date - April 2026 vs April 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	60.6%	59.8%	\$162.81	\$158.85	\$98.72	\$94.96	1.4%	2.5%	4.0%	4.5%	0.5%	2.0%
Virginia	60.0%	58.5%	\$130.05	\$127.41	\$77.99	\$74.58	2.5%	2.1%	4.6%	5.2%	0.6%	3.1%
Virginia Class Scales												
Luxury	55.6%	54.0%	\$296.43	\$292.55	\$164.77	\$158.05	2.9%	1.3%	4.2%	9.4%	4.9%	8.0%
Upper Upscale	65.4%	64.9%	\$192.31	\$190.55	\$125.77	\$123.59	0.8%	0.9%	1.8%	3.4%	1.6%	2.4%
Upscale	65.2%	63.3%	\$149.72	\$146.11	\$97.57	\$92.56	2.9%	2.5%	5.4%	6.8%	1.3%	4.2%
Upper Midscale	61.7%	59.6%	\$121.24	\$118.04	\$74.83	\$70.30	3.6%	2.7%	6.5%	5.5%	-0.9%	2.7%
Midscale	56.2%	54.9%	\$87.39	\$85.53	\$49.13	\$46.93	2.5%	2.2%	4.7%	6.5%	1.7%	4.2%
Economy	51.5%	50.7%	\$63.81	\$63.78	\$32.83	\$32.31	1.6%	0.0%	1.6%	1.3%	-0.3%	1.3%
VTC Tourism Regions												
Central Virginia	62.0%	60.3%	\$123.09	\$120.44	\$76.31	\$72.60	2.8%	2.2%	5.1%	8.3%	3.0%	6.0%
Chesapeake Bay	48.8%	52.3%	\$103.49	\$105.08	\$50.52	\$54.95	-6.6%	-1.5%	-8.1%	-10.5%	-2.7%	-9.2%
Coastal Virginia - Eastern Shore	46.1%	43.4%	\$101.18	\$103.41	\$46.64	\$44.91	6.1%	-2.2%	3.9%	3.9%	0.0%	6.1%
Coastal Virginia - Hampton Roads	58.2%	55.1%	\$113.95	\$112.30	\$66.30	\$61.92	5.5%	1.5%	7.1%	4.7%	-2.2%	3.2%
Northern Virginia	66.5%	64.6%	\$155.44	\$151.90	\$103.44	\$98.09	3.1%	2.3%	5.5%	6.6%	1.0%	4.1%
Shenandoah Valley	50.3%	49.3%	\$101.01	\$97.91	\$50.82	\$48.26	2.1%	3.2%	5.3%	6.7%	1.3%	3.4%
Southern Virginia	53.4%	57.7%	\$107.51	\$108.72	\$57.37	\$62.77	-7.6%	-1.1%	-8.6%	-8.1%	0.6%	-7.0%
Southwest Virginia - Blue Ridge Highlands	48.9%	53.0%	\$114.52	\$113.33	\$55.96	\$60.08	-7.8%	1.0%	-6.9%	-6.4%	0.5%	-7.4%
Southwest Virginia - Heart of Appalachia	43.2%	46.7%	\$90.26	\$88.81	\$38.97	\$41.51	-7.6%	1.6%	-6.1%	-9.1%	-3.2%	-10.6%
Virginia Mountains	53.0%	53.7%	\$117.83	\$118.35	\$62.41	\$63.55	-1.4%	-0.4%	-1.8%	0.8%	2.6%	1.2%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC	65.5%	64.6%	\$190.99	\$197.74	\$125.14	\$127.64	1.5%	-3.4%	-2.0%	-1.5%	0.5%	2.0%
Arlington, VA	72.3%	71.0%	\$210.64	\$202.80	\$152.29	\$144.01	1.8%	3.9%	5.8%	6.2%	0.4%	2.2%
Alexandria, VA	65.0%	62.8%	\$156.57	\$155.20	\$101.71	\$97.44	3.5%	0.9%	4.4%	4.5%	0.1%	3.6%
Fairfax/Tysons Corner, VA	66.5%	64.9%	\$166.84	\$166.22	\$110.87	\$107.88	2.4%	0.4%	2.8%	2.3%	-0.5%	1.9%
Suburban Virginia Area	62.8%	59.8%	\$150.74	\$147.21	\$94.65	\$88.02	5.0%	2.4%	7.5%	9.1%	1.5%	6.5%
I-95 Fredericksburg, VA	61.7%	59.1%	\$103.56	\$101.14	\$63.92	\$59.79	4.4%	2.4%	6.9%	6.5%	-0.4%	4.0%
Dulles Airport Area, VA	70.0%	68.2%	\$138.72	\$133.28	\$97.08	\$90.85	2.7%	4.1%	6.8%	11.7%	4.6%	7.4%
Norfolk-Virginia Beach, VA	58.2%	55.2%	\$114.23	\$112.59	\$66.50	\$62.13	5.5%	1.5%	7.0%	4.7%	-2.2%	3.2%
Chesapeake/Suffolk, VA	68.7%	64.8%	\$95.56	\$92.33	\$65.67	\$59.85	6.0%	3.5%	9.7%	7.1%	-2.4%	3.5%
Newport News/Hampton, VA	63.3%	59.6%	\$89.29	\$88.89	\$56.51	\$52.97	6.2%	0.5%	6.7%	4.5%	-2.0%	4.0%
Norfolk/Portsmouth, VA	61.8%	61.2%	\$117.61	\$114.26	\$72.66	\$69.88	1.0%	2.9%	4.0%	6.0%	1.9%	2.9%
Virginia Beach, VA	55.5%	52.2%	\$129.69	\$126.91	\$72.02	\$66.21	6.4%	2.2%	8.8%	9.6%	0.7%	7.2%
Williamsburg, VA	46.9%	44.8%	\$132.67	\$134.23	\$62.23	\$60.07	4.8%	-1.2%	3.6%	-6.5%	-9.7%	-5.4%
Virginia Area	51.9%	52.4%	\$114.40	\$112.87	\$59.37	\$59.14	-1.0%	1.4%	0.4%	1.4%	1.0%	0.0%
Virginia Area (non-MSA)	46.0%	47.6%	\$108.69	\$106.57	\$50.03	\$50.73	-3.3%	2.0%	-1.4%	-2.2%	-0.9%	-4.1%
Virginia Shenandoah Valley Regional	47.9%	46.4%	\$96.81	\$96.65	\$46.37	\$44.82	3.3%	0.2%	3.4%	4.1%	0.6%	3.9%
Staunton/Harrisonburg, VA	53.0%	52.6%	\$105.26	\$99.16	\$55.79	\$52.15	0.8%	6.1%	7.0%	9.3%	2.1%	2.9%
Charlottesville, VA	60.8%	59.0%	\$157.95	\$157.84	\$96.08	\$93.15	3.1%	0.1%	3.1%	6.2%	2.9%	6.1%
Roanoke, VA	56.1%	56.6%	\$105.08	\$106.00	\$58.98	\$60.04	-0.9%	-0.9%	-1.8%	1.9%	3.7%	2.8%
Lynchburg, VA	55.5%	53.8%	\$116.64	\$112.82	\$64.72	\$60.66	3.2%	3.4%	6.7%	4.5%	-2.1%	1.1%
Blacksburg/Wytheville, VA	48.5%	51.1%	\$106.38	\$107.38	\$51.58	\$54.88	-5.1%	-0.9%	-6.0%	-5.0%	1.1%	-4.1%
Virginia South Central	54.4%	60.1%	\$122.02	\$121.68	\$66.41	\$73.07	-9.4%	0.3%	-9.1%	-8.8%	0.4%	-9.1%
Bristol-Kingsport MSA	52.1%	59.8%	\$110.57	\$111.48	\$57.56	\$66.65	-12.9%	-0.8%	-13.6%	-11.5%	2.5%	-10.8%
Richmond - Petersburg, VA	63.7%	62.1%	\$117.60	\$114.76	\$74.85	\$71.21	2.6%	2.5%	5.1%	9.2%	3.9%	6.6%
Richmond CBD, VA	66.1%	64.3%	\$193.98	\$189.17	\$128.14	\$121.56	2.8%	2.5%	5.4%	5.4%	0.0%	2.8%
Richmond North/Glen Allen, VA	62.4%	60.3%	\$113.45	\$110.25	\$70.77	\$66.46	3.5%	2.9%	6.5%	7.5%	0.9%	4.4%
Richmond East-Airport	67.8%	67.8%	\$108.94	\$107.69	\$73.90	\$73.05	0.0%	1.2%	1.2%	11.3%	10.0%	10.0%
Richmond West/Midlothian, VA	60.7%	59.5%	\$96.91	\$95.54	\$58.83	\$56.80	2.1%	1.4%	3.6%	3.3%	-0.3%	1.8%
Petersburg/Chester, VA	64.0%	62.6%	\$100.01	\$94.96	\$64.04	\$59.40	2.4%	5.3%	7.8%	19.4%	10.7%	13.4%

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