

May 2026 Monthly Report	Current Month - May 2026 vs May 2025											
	Occupancy		ADR		RevPAR		Percent Change from May 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Revenue	Room Supply	Room Demand
United States	65.7%	65.3%	\$168.51	\$162.99	\$110.76	\$106.47	0.6%	3.4%	4.0%	4.5%	0.4%	1.1%
Virginia	69.6%	68.1%	\$151.04	\$144.49	\$105.17	\$98.44	2.2%	4.5%	6.8%	7.6%	0.8%	3.0%
Virginia Class Scales												
Luxury	68.7%	66.2%	\$355.88	\$340.81	\$244.61	\$225.46	3.9%	4.4%	8.5%	15.1%	6.1%	10.3%
Upper Upscale	75.1%	74.3%	\$218.83	\$209.19	\$164.30	\$155.42	1.1%	4.6%	5.7%	8.1%	2.3%	3.3%
Upscale	75.9%	73.1%	\$171.53	\$164.78	\$130.23	\$120.47	3.8%	4.1%	8.1%	10.1%	1.8%	5.8%
Upper Midscale	72.6%	70.2%	\$142.24	\$137.57	\$103.33	\$96.57	3.5%	3.4%	7.0%	5.6%	-1.3%	2.2%
Midscale	66.5%	64.9%	\$103.20	\$99.08	\$68.64	\$64.31	2.5%	4.2%	6.7%	8.3%	1.5%	4.0%
Economy	57.4%	58.2%	\$71.74	\$71.48	\$41.20	\$41.63	-1.4%	0.4%	-1.0%	-1.3%	-0.3%	-1.7%
VTC Defined Tourism Regions												
Central Virginia	67.7%	66.7%	\$142.53	\$137.07	\$96.47	\$91.46	1.4%	4.0%	5.5%	9.1%	3.4%	4.9%
Chesapeake Bay	57.9%	63.6%	\$134.13	\$131.25	\$77.72	\$83.48	-8.9%	2.2%	-6.9%	-6.9%	0.0%	-8.9%
Coastal Virginia - Eastern Shore	57.5%	62.5%	\$129.23	\$129.26	\$74.32	\$80.79	-8.0%	0.0%	-8.0%	-8.0%	0.0%	-8.0%
Coastal Virginia - Hampton Roads	69.2%	65.9%	\$138.34	\$135.92	\$95.76	\$89.60	5.0%	1.8%	6.9%	4.7%	-2.0%	2.9%
Northern Virginia	78.0%	75.1%	\$175.17	\$162.68	\$136.71	\$122.14	3.9%	7.7%	11.9%	12.6%	0.6%	4.6%
Shenandoah Valley	60.6%	62.2%	\$122.14	\$119.54	\$74.05	\$74.36	-2.5%	2.2%	-0.4%	2.8%	3.2%	0.6%
Southern Virginia	60.1%	60.8%	\$119.43	\$117.64	\$71.75	\$71.53	-1.2%	1.5%	0.3%	1.1%	0.8%	-0.4%
Southwest Virginia - Blue Ridge Highlands	58.3%	60.6%	\$140.37	\$141.94	\$81.79	\$85.97	-3.8%	-1.1%	-4.9%	-4.3%	0.6%	-3.2%
Southwest Virginia - Heart of Appalachia	49.4%	57.4%	\$96.99	\$96.67	\$47.93	\$55.48	-13.9%	0.3%	-13.6%	-17.4%	-4.4%	-17.7%
Virginia Mountains	62.8%	62.8%	\$141.21	\$143.98	\$88.73	\$90.44	0.0%	-1.9%	-1.9%	0.1%	2.0%	2.1%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC												
Arlington, VA	76.7%	73.9%	\$210.48	\$203.19	\$161.43	\$150.24	3.7%	3.6%	7.4%	7.7%	0.2%	4.0%
Alexandria, VA	80.6%	78.6%	\$238.10	\$213.50	\$192.00	\$167.71	2.7%	11.5%	14.5%	12.3%	-1.9%	0.7%
Fairfax/Tysons Corner, VA	78.3%	73.9%	\$183.16	\$170.65	\$143.35	\$126.19	5.8%	7.3%	13.6%	13.9%	0.3%	6.1%
Suburban Virginia Area	78.3%	76.5%	\$185.36	\$171.85	\$145.10	\$131.50	2.3%	7.9%	10.3%	10.3%	0.0%	2.3%
I-95 Fredericksburg, VA	74.6%	72.2%	\$177.02	\$165.75	\$132.05	\$119.70	3.3%	6.8%	10.3%	11.0%	0.6%	3.9%
Dulles Airport Area, VA	74.7%	68.9%	\$115.62	\$112.17	\$86.34	\$77.29	8.4%	3.1%	11.7%	11.1%	-0.6%	7.8%
Dulles Airport Area, VA	81.6%	79.8%	\$154.63	\$142.68	\$126.10	\$113.85	2.2%	8.4%	10.8%	15.8%	4.6%	6.9%
Norfolk-Virginia Beach, VA												
Chesapeake/Suffolk, VA	69.2%	66.1%	\$138.66	\$136.18	\$96.01	\$89.94	4.8%	1.8%	6.7%	4.6%	-2.0%	2.7%
Newport News/Hampton, VA	76.5%	71.7%	\$110.37	\$105.55	\$84.42	\$75.66	6.7%	4.6%	11.6%	10.5%	-1.0%	5.6%
Norfolk/Portsmouth, VA	70.9%	67.6%	\$100.89	\$95.82	\$71.57	\$64.81	4.9%	5.3%	10.4%	10.2%	-0.2%	4.7%
Virginia Beach, VA	73.2%	69.2%	\$134.15	\$128.95	\$98.26	\$89.28	5.8%	4.0%	10.1%	12.1%	1.9%	7.8%
Williamsburg, VA	69.0%	67.8%	\$170.73	\$168.52	\$117.73	\$114.26	1.7%	1.3%	3.0%	4.1%	1.1%	2.8%
Williamsburg, VA	59.1%	55.8%	\$150.73	\$152.15	\$89.06	\$84.88	5.9%	-0.9%	4.9%	-7.3%	-11.7%	-6.4%
Virginia Area												
Virginia Area (non-MSA)	61.2%	61.9%	\$145.69	\$142.01	\$89.11	\$87.85	-1.1%	2.6%	1.4%	3.1%	1.6%	0.5%
Virginia Shenandoah Valley Regional	54.2%	56.5%	\$133.85	\$125.89	\$72.53	\$71.14	-4.1%	6.3%	2.0%	1.2%	-0.7%	-4.8%
Staunton/Harrisonburg, VA	61.5%	62.5%	\$118.49	\$119.76	\$72.89	\$74.89	-1.6%	-1.1%	-2.7%	0.1%	2.8%	1.1%
Charlottesville, VA	59.6%	61.8%	\$126.45	\$119.28	\$75.38	\$73.75	-3.6%	6.0%	2.2%	5.9%	3.6%	-0.1%
Roanoke, VA	70.1%	68.2%	\$227.70	\$216.12	\$159.61	\$147.32	2.8%	5.4%	8.3%	12.9%	4.2%	7.2%
Lynchburg, VA	65.5%	66.7%	\$124.77	\$130.21	\$81.77	\$86.81	-1.7%	-4.2%	-5.8%	-2.9%	3.1%	1.4%
Blacksburg/Wytheville, VA	62.8%	61.6%	\$160.73	\$157.04	\$101.01	\$96.68	2.1%	2.3%	4.5%	2.2%	-2.2%	-0.2%
Virginia South Central	58.2%	58.9%	\$144.20	\$150.04	\$83.94	\$88.34	-1.1%	-3.9%	-5.0%	-3.6%	1.4%	0.3%
Virginia South Central	63.9%	62.9%	\$140.97	\$138.16	\$90.07	\$86.90	1.6%	2.0%	3.6%	4.1%	0.5%	2.1%
Bristol-Kingsport MSA												
Bristol-Kingsport MSA	61.5%	63.6%	\$111.04	\$115.39	\$68.30	\$73.38	-3.3%	-3.8%	-6.9%	-6.9%	0.0%	-3.3%
Richmond - Petersburg, VA												
Richmond CBD, VA	68.1%	67.9%	\$121.14	\$117.99	\$82.47	\$80.07	0.3%	2.7%	3.0%	7.3%	4.1%	4.5%
Richmond North/Glen Allen, VA	69.1%	69.3%	\$197.12	\$193.58	\$136.13	\$134.13	-0.3%	1.8%	1.5%	1.5%	0.0%	-0.3%
Richmond East-Airport	67.9%	66.7%	\$119.33	\$115.26	\$80.99	\$76.84	1.8%	3.5%	5.4%	8.3%	2.8%	4.6%
Richmond West/Midlothian, VA	70.5%	70.6%	\$110.99	\$105.17	\$78.24	\$74.21	-0.1%	5.5%	5.4%	13.5%	7.6%	7.5%
Petersburg/Chester, VA	65.1%	64.7%	\$101.78	\$98.53	\$66.30	\$63.70	0.8%	3.3%	4.1%	3.9%	-0.2%	0.6%
Petersburg/Chester, VA	68.5%	69.8%	\$101.24	\$98.91	\$69.31	\$69.05	-1.9%	2.4%	0.4%	10.2%	9.8%	7.7%

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YTD May 2026 Monthly Report	Year to Date - May 2026 vs May 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	61.7%	60.9%	\$164.15	\$159.83	\$101.27	\$97.39	1.3%	2.7%	4.0%	4.5%	0.5%	1.8%
Virginia	62.0%	60.5%	\$134.94	\$131.40	\$83.70	\$79.55	2.4%	2.7%	5.2%	5.9%	0.7%	3.1%
Virginia Class Scales												
Luxury	58.3%	56.5%	\$310.97	\$304.17	\$181.34	\$171.92	3.2%	2.2%	5.5%	10.9%	5.2%	8.5%
Upper Upscale	67.8%	67.0%	\$198.31	\$194.83	\$134.51	\$130.49	1.3%	1.8%	3.1%	4.9%	1.7%	3.0%
Upscale	67.4%	65.4%	\$154.79	\$150.41	\$104.31	\$98.29	3.1%	2.9%	6.1%	7.6%	1.4%	4.6%
Upper Midscale	64.0%	61.7%	\$126.12	\$122.68	\$80.70	\$75.73	3.7%	2.8%	6.6%	5.5%	-1.0%	2.7%
Midscale	58.3%	57.0%	\$91.14	\$88.70	\$53.11	\$50.55	2.3%	2.8%	5.1%	6.8%	1.7%	4.0%
Economy	52.7%	52.2%	\$65.60	\$65.57	\$34.56	\$34.24	0.9%	0.0%	0.9%	0.7%	-0.2%	0.7%
VTC Tourism Regions												
Central Virginia	63.2%	61.6%	\$127.40	\$124.18	\$80.48	\$76.52	2.5%	2.6%	5.2%	8.5%	3.2%	5.8%
Chesapeake Bay	50.8%	54.6%	\$110.40	\$110.95	\$56.04	\$60.57	-7.0%	-0.5%	-7.5%	-9.4%	-2.1%	-9.0%
Coastal Virginia - Eastern Shore	48.6%	47.5%	\$108.35	\$110.74	\$52.61	\$52.65	2.1%	-2.2%	-0.1%	-0.1%	0.0%	2.1%
Coastal Virginia - Hampton Roads	60.6%	57.4%	\$119.78	\$117.89	\$72.59	\$67.61	5.7%	1.6%	7.4%	5.0%	-2.2%	3.4%
Northern Virginia	69.0%	66.8%	\$160.06	\$154.43	\$110.42	\$103.17	3.3%	3.6%	7.0%	8.0%	1.0%	4.2%
Shenandoah Valley	52.5%	52.0%	\$106.22	\$103.35	\$55.77	\$53.74	1.0%	2.8%	3.8%	5.6%	1.7%	2.7%
Southern Virginia	54.7%	58.4%	\$110.20	\$110.63	\$60.32	\$64.57	-6.2%	-0.4%	-6.6%	-6.0%	0.6%	-5.6%
Southwest Virginia - Blue Ridge Highlands	50.8%	54.6%	\$120.58	\$119.82	\$61.24	\$65.37	-6.9%	0.6%	-6.3%	-5.8%	0.5%	-6.4%
Southwest Virginia - Heart of Appalachia	44.5%	49.0%	\$91.81	\$90.73	\$40.83	\$44.43	-9.2%	1.2%	-8.1%	-11.3%	-3.5%	-12.3%
Virginia Mountains	54.9%	55.6%	\$123.21	\$124.32	\$67.64	\$69.10	-1.2%	-0.9%	-2.1%	0.3%	2.5%	1.2%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC												
Arlington, VA	67.9%	66.5%	\$195.57	\$198.99	\$132.70	\$132.36	2.0%	-1.7%	0.3%	0.6%	0.3%	2.3%
Alexandria, VA	74.0%	72.6%	\$216.67	\$205.18	\$160.29	\$148.87	2.0%	5.6%	7.7%	7.6%	-0.1%	1.9%
Fairfax/Tysons Corner, VA	67.7%	65.1%	\$162.88	\$158.80	\$110.26	\$103.33	4.0%	2.6%	6.7%	6.8%	0.1%	4.2%
Suburban Virginia Area	69.6%	67.8%	\$171.42	\$167.70	\$119.24	\$113.63	2.7%	2.2%	4.9%	4.5%	-0.4%	2.3%
I-95 Fredericksburg, VA	65.2%	62.3%	\$156.87	\$151.62	\$102.28	\$94.53	4.6%	3.5%	8.2%	9.6%	1.3%	5.9%
Dulles Airport Area, VA	64.2%	61.1%	\$106.28	\$103.69	\$68.27	\$63.38	5.1%	2.5%	7.7%	7.3%	-0.4%	4.7%
Dulles Airport Area, VA	72.4%	70.6%	\$142.40	\$135.47	\$103.04	\$95.57	2.6%	5.1%	7.8%	12.7%	4.6%	7.2%
Norfolk-Virginia Beach, VA												
Chesapeake/Suffolk, VA	60.6%	57.4%	\$120.06	\$118.16	\$72.79	\$67.84	5.6%	1.6%	7.3%	5.0%	-2.2%	3.3%
Newport News/Hampton, VA	70.3%	66.2%	\$98.91	\$95.27	\$69.56	\$63.10	6.2%	3.8%	10.2%	7.9%	-2.1%	4.0%
Norfolk/Portsmouth, VA	64.8%	61.2%	\$91.87	\$90.40	\$59.57	\$55.34	5.9%	1.6%	7.7%	5.9%	-1.7%	4.2%
Virginia Beach, VA	65.1%	62.8%	\$121.95	\$117.58	\$79.41	\$73.87	3.7%	3.7%	7.5%	9.6%	1.9%	5.6%
Williamsburg, VA	58.3%	55.4%	\$139.71	\$137.40	\$81.45	\$76.10	5.3%	1.7%	7.0%	7.9%	0.8%	6.1%
Williamsburg, VA	49.4%	47.0%	\$137.09	\$138.65	\$67.72	\$65.23	5.0%	-1.1%	3.8%	-6.7%	-10.1%	-5.6%
Virginia Area												
Virginia Area (non-MSA)	53.8%	54.4%	\$121.81	\$119.77	\$65.56	\$65.11	-1.0%	1.7%	0.7%	1.8%	1.1%	0.1%
Virginia Shenandoah Valley Regional	47.7%	49.5%	\$114.76	\$111.27	\$54.78	\$55.03	-3.5%	3.1%	-0.5%	-1.3%	-0.8%	-4.3%
Staunton/Harrisonburg, VA	50.8%	49.8%	\$102.45	\$102.79	\$52.07	\$51.18	2.1%	-0.3%	1.7%	2.9%	1.1%	3.2%
Charlottesville, VA	54.4%	54.5%	\$110.16	\$103.92	\$59.92	\$56.66	-0.2%	6.0%	5.8%	8.3%	2.4%	2.2%
Roanoke, VA	62.8%	60.9%	\$174.33	\$171.42	\$109.44	\$104.43	3.0%	1.7%	4.8%	8.2%	3.2%	6.4%
Lynchburg, VA	58.1%	58.7%	\$109.64	\$111.67	\$63.66	\$65.57	-1.1%	-1.8%	-2.9%	0.6%	3.6%	2.5%
Blacksburg/Wytheville, VA	56.8%	55.3%	\$126.25	\$122.79	\$71.66	\$67.96	2.6%	2.8%	5.4%	3.2%	-2.1%	0.4%
Virginia South Central	50.5%	52.7%	\$115.28	\$117.09	\$58.18	\$61.70	-4.2%	-1.5%	-5.7%	-4.6%	1.2%	-3.1%
Virginia South Central	56.4%	60.6%	\$126.44	\$125.19	\$71.28	\$75.91	-7.0%	1.0%	-6.1%	-5.8%	0.4%	-6.7%
Bristol-Kingsport MSA	54.0%	60.6%	\$110.68	\$112.34	\$59.77	\$68.06	-10.9%	-1.5%	-12.2%	-10.5%	1.9%	-9.1%
Richmond - Petersburg, VA												
Richmond CBD, VA	64.6%	63.2%	\$118.33	\$115.47	\$76.39	\$73.03	2.1%	2.5%	4.6%	8.8%	4.0%	6.2%
Richmond North/Glen Allen, VA	66.7%	65.3%	\$194.65	\$190.13	\$129.78	\$124.14	2.1%	2.4%	4.5%	4.5%	0.0%	2.1%
Richmond East-Airport	63.5%	61.6%	\$114.68	\$111.36	\$72.80	\$68.59	3.1%	3.0%	6.1%	7.8%	1.5%	4.6%
Richmond West/Midlothian, VA	68.4%	68.4%	\$109.37	\$107.15	\$74.79	\$73.29	0.0%	2.1%	2.0%	11.8%	9.5%	9.5%
Petersburg/Chester, VA	61.6%	60.5%	\$97.97	\$96.19	\$60.36	\$58.22	1.8%	1.8%	3.7%	3.4%	-0.3%	1.5%
Petersburg/Chester, VA	64.9%	64.1%	\$100.27	\$95.85	\$65.12	\$61.39	1.4%	4.6%	6.1%	17.2%	10.5%	12.1%

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