

June 2026 Monthly Report	Current Month - June 2026 vs June 2025											
	Occupancy		ADR		RevPAR		Percent Change from June 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Revenue	Room Supply	Room Demand
United States	69.6%	68.5%	\$173.76	\$162.92	\$120.97	\$111.59	1.6%	6.7%	8.4%	8.9%	0.4%	2.1%
Virginia	72.8%	71.0%	\$151.07	\$143.27	\$110.04	\$101.68	2.6%	5.4%	8.2%	8.8%	0.5%	3.1%
Virginia Class Scales												
Luxury	74.6%	70.4%	\$351.65	\$336.46	\$262.24	\$237.02	5.9%	4.5%	10.6%	17.7%	6.4%	12.6%
Upper Upscale	76.5%	75.7%	\$216.66	\$209.69	\$165.80	\$158.78	1.1%	3.3%	4.4%	6.8%	2.3%	3.3%
Upscale	80.4%	76.8%	\$175.43	\$164.37	\$141.02	\$126.24	4.7%	6.7%	11.7%	13.4%	1.5%	6.2%
Upper Midscale	76.1%	73.7%	\$141.35	\$135.38	\$107.63	\$99.77	3.3%	4.4%	7.9%	6.8%	-1.0%	2.3%
Midscale	69.6%	67.2%	\$101.71	\$96.95	\$70.81	\$65.17	3.6%	4.9%	8.7%	9.6%	0.8%	4.4%
Economy	60.1%	60.8%	\$73.18	\$72.08	\$43.94	\$43.79	-1.2%	1.5%	0.3%	-0.7%	-1.0%	-2.2%
VTC Defined Tourism Regions												
Central Virginia	68.2%	66.5%	\$129.02	\$123.67	\$87.99	\$82.18	2.6%	4.3%	7.1%	9.7%	2.5%	5.2%
Chesapeake Bay	62.9%	66.4%	\$135.77	\$128.80	\$85.41	\$85.56	-5.3%	5.4%	-0.2%	-0.2%	0.0%	-5.3%
Coastal Virginia - Eastern Shore	66.9%	67.9%	\$137.29	\$138.50	\$91.82	\$94.08	-1.5%	-0.9%	-2.4%	-2.4%	0.0%	-1.5%
Coastal Virginia - Hampton Roads	77.1%	74.8%	\$158.63	\$155.86	\$122.27	\$116.56	3.1%	1.8%	4.9%	3.1%	-1.7%	1.3%
Northern Virginia	79.7%	76.2%	\$175.03	\$159.38	\$139.45	\$121.42	4.6%	9.8%	14.8%	15.3%	0.4%	5.0%
Shenandoah Valley	62.5%	64.2%	\$109.65	\$106.57	\$68.58	\$68.45	-2.6%	2.9%	0.2%	3.0%	2.8%	0.1%
Southern Virginia	59.7%	61.6%	\$113.75	\$111.31	\$67.92	\$68.52	-3.0%	2.2%	-0.9%	0.5%	1.4%	-1.6%
Southwest Virginia - Blue Ridge Highlands	62.5%	60.8%	\$119.13	\$118.33	\$74.47	\$71.98	2.8%	0.7%	3.5%	3.1%	-0.3%	2.4%
Southwest Virginia - Heart of Appalachia	53.8%	55.1%	\$95.04	\$94.62	\$51.13	\$52.09	-2.3%	0.4%	-1.8%	-6.2%	-4.4%	-6.6%
Virginia Mountains	66.9%	66.4%	\$137.36	\$136.90	\$91.86	\$90.91	0.7%	0.3%	1.0%	3.1%	2.0%	2.8%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC												
Arlington, VA	78.8%	74.9%	\$209.44	\$195.47	\$164.99	\$146.35	5.2%	7.1%	12.7%	13.4%	0.6%	5.9%
Alexandria, VA	85.8%	79.7%	\$240.22	\$207.09	\$206.22	\$165.02	7.7%	16.0%	25.0%	22.5%	-2.0%	5.6%
Fairfax/Tysons Corner, VA	79.1%	73.6%	\$177.47	\$162.03	\$140.37	\$119.20	7.5%	9.5%	17.8%	18.1%	0.3%	7.8%
Suburban Virginia Area	78.9%	77.9%	\$186.77	\$172.95	\$147.44	\$134.67	1.4%	8.0%	9.5%	9.5%	0.0%	1.4%
I-95 Fredericksburg, VA	76.3%	72.4%	\$175.57	\$160.22	\$133.91	\$115.98	5.4%	9.6%	15.5%	16.1%	0.6%	6.0%
Dulles Airport Area, VA	75.0%	69.1%	\$112.37	\$108.17	\$84.25	\$74.72	8.5%	3.9%	12.7%	12.1%	-0.6%	7.9%
	82.5%	83.2%	\$155.37	\$144.02	\$128.24	\$119.85	-0.8%	7.9%	7.0%	10.8%	3.5%	2.7%
Norfolk-Virginia Beach, VA												
Chesapeake/Suffolk, VA	77.2%	75.0%	\$158.96	\$156.12	\$122.70	\$117.03	3.0%	1.8%	4.8%	3.1%	-1.7%	1.2%
Newport News/Hampton, VA	83.7%	81.3%	\$121.78	\$115.32	\$101.93	\$93.78	2.9%	5.6%	8.7%	9.8%	1.0%	4.0%
Norfolk/Portsmouth, VA	76.3%	76.0%	\$110.14	\$105.85	\$84.09	\$80.46	0.4%	4.1%	4.5%	4.3%	-0.2%	0.2%
Virginia Beach, VA	79.7%	78.7%	\$146.13	\$135.34	\$116.48	\$106.56	1.2%	8.0%	9.3%	11.4%	1.9%	3.1%
Williamsburg, VA	77.3%	78.9%	\$214.48	\$215.06	\$165.89	\$169.60	-1.9%	-0.3%	-2.2%	-1.1%	1.1%	-0.9%
	70.3%	60.9%	\$151.01	\$150.38	\$106.22	\$91.65	15.4%	0.4%	15.9%	2.4%	-11.7%	2.0%
Virginia Area												
Virginia Area (non-MSA)	62.8%	63.0%	\$125.77	\$123.43	\$78.94	\$77.80	-0.4%	1.9%	1.5%	2.9%	1.4%	1.0%
Virginia Shenandoah Valley Regional	59.4%	59.4%	\$141.41	\$132.97	\$84.01	\$78.99	0.0%	6.3%	6.3%	5.6%	-0.7%	-0.7%
Staunton/Harrisonburg, VA	61.3%	61.6%	\$108.24	\$106.00	\$66.38	\$65.34	-0.5%	2.1%	1.6%	3.7%	2.0%	1.5%
Charlottesville, VA	63.9%	67.2%	\$111.19	\$107.18	\$71.07	\$72.03	-4.9%	3.7%	-1.3%	2.2%	3.6%	-1.5%
Roanoke, VA	65.1%	67.0%	\$171.30	\$173.92	\$111.51	\$116.60	-2.9%	-1.5%	-4.4%	-0.3%	4.2%	1.2%
Lynchburg, VA	68.4%	68.2%	\$110.90	\$112.57	\$75.91	\$76.79	0.3%	-1.5%	-1.2%	1.9%	3.1%	3.5%
Blacksburg/Wytheville, VA	60.9%	60.5%	\$116.50	\$115.42	\$71.00	\$69.78	0.8%	0.9%	1.8%	-0.5%	-2.2%	-1.4%
Virginia South Central	61.6%	57.6%	\$105.21	\$106.21	\$64.78	\$61.22	6.8%	-0.9%	5.8%	5.2%	-0.6%	6.2%
	63.2%	64.8%	\$135.02	\$129.02	\$85.32	\$83.56	-2.4%	4.6%	2.1%	3.9%	1.8%	-0.7%
Bristol-Kingsport MSA												
	64.9%	68.6%	\$117.32	\$119.13	\$76.18	\$81.74	-5.4%	-1.5%	-6.8%	-6.8%	0.0%	-5.4%
Richmond - Petersburg, VA												
Richmond CBD, VA	69.9%	67.6%	\$120.97	\$114.32	\$84.54	\$77.28	3.4%	5.8%	9.4%	12.5%	2.8%	6.3%
Richmond North/Glen Allen, VA	71.3%	64.2%	\$189.15	\$181.95	\$134.85	\$116.78	11.1%	4.0%	15.5%	15.5%	0.0%	11.1%
Richmond East-Airport	71.5%	68.1%	\$119.33	\$112.32	\$85.36	\$76.50	5.0%	6.2%	11.6%	14.7%	2.8%	7.9%
Richmond West/Midlothian, VA	75.5%	75.0%	\$114.93	\$104.01	\$86.80	\$78.04	0.7%	10.5%	11.2%	16.0%	4.3%	5.0%
Petersburg/Chester, VA	65.8%	63.6%	\$102.66	\$95.76	\$67.58	\$60.88	3.5%	7.2%	11.0%	10.8%	-0.2%	3.4%
	66.3%	67.5%	\$100.65	\$99.76	\$66.76	\$67.33	-1.7%	0.9%	-0.9%	4.7%	5.6%	3.7%
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										VIRGINIA IS FOR LOVERS		

YTD June 2026 Monthly Report	Year to Date - June 2026 vs June 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	63.0%	62.2%	\$165.98	\$160.41	\$104.59	\$99.78	1.3%	3.5%	4.8%	5.3%	0.5%	1.8%
Virginia	63.8%	62.3%	\$137.99	\$133.65	\$88.04	\$83.24	2.4%	3.2%	5.8%	6.4%	0.6%	3.1%
Virginia Class Scales												
Luxury	61.1%	59.3%	\$321.57	\$311.83	\$196.55	\$184.82	3.1%	3.1%	6.4%	12.3%	5.6%	8.9%
Upper Upscale	69.2%	68.3%	\$201.90	\$197.82	\$139.75	\$135.12	1.3%	2.1%	3.4%	5.3%	1.8%	3.2%
Upscale	69.5%	67.3%	\$158.77	\$153.11	\$110.37	\$103.07	3.3%	3.7%	7.1%	8.6%	1.4%	4.7%
Upper Midscale	66.0%	63.7%	\$129.03	\$125.13	\$85.12	\$79.67	3.6%	3.1%	6.8%	5.8%	-1.0%	2.6%
Midscale	60.2%	58.7%	\$93.17	\$90.28	\$56.06	\$53.00	2.5%	3.2%	5.8%	7.4%	1.5%	4.1%
Economy	53.9%	53.6%	\$67.00	\$66.80	\$36.10	\$35.83	0.5%	0.3%	0.8%	0.4%	-0.4%	0.1%
VTC Tourism Regions												
Central Virginia	64.0%	62.4%	\$127.60	\$124.09	\$81.65	\$77.47	2.5%	2.8%	5.4%	8.6%	3.1%	5.6%
Chesapeake Bay	52.8%	56.6%	\$115.49	\$114.42	\$60.99	\$64.71	-6.6%	0.9%	-5.7%	-0.7%	-1.8%	-8.3%
Coastal Virginia - Eastern Shore	51.7%	51.1%	\$114.81	\$117.12	\$59.38	\$59.80	1.3%	-2.0%	-0.7%	-7.4%	0.0%	1.3%
Coastal Virginia - Hampton Roads	63.3%	60.2%	\$127.65	\$125.71	\$80.84	\$75.74	5.1%	1.5%	6.7%	5.4%	-2.1%	2.9%
Northern Virginia	70.7%	68.4%	\$162.84	\$155.35	\$115.20	\$106.19	3.5%	4.8%	8.5%	9.4%	0.9%	4.4%
Shenandoah Valley	54.1%	54.1%	\$106.84	\$104.00	\$57.81	\$56.23	0.1%	2.7%	2.8%	4.8%	1.9%	2.0%
Southern Virginia	55.5%	58.9%	\$110.88	\$110.75	\$61.59	\$65.23	-5.7%	0.1%	-5.6%	-4.8%	0.8%	-4.9%
Southwest Virginia - Blue Ridge Highlands	52.7%	55.6%	\$120.29	\$119.55	\$63.43	\$66.47	-5.2%	0.6%	-4.6%	-4.2%	0.4%	-4.8%
Southwest Virginia - Heart of Appalachia	46.0%	50.0%	\$92.44	\$91.45	\$42.55	\$45.72	-7.9%	1.1%	-6.9%	-10.3%	-3.6%	-11.3%
Virginia Mountains	56.9%	57.4%	\$125.99	\$126.75	\$71.65	\$72.73	-0.9%	-0.6%	-1.5%	0.9%	2.4%	1.5%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC												
Arlington, VA	69.5%	67.9%	\$198.23	\$198.34	\$137.85	\$134.67	2.4%	-0.1%	2.4%	2.7%	0.4%	2.8%
Alexandria, VA	75.9%	73.7%	\$221.04	\$205.52	\$167.80	\$151.55	2.9%	7.5%	10.7%	10.3%	-0.4%	2.5%
Fairfax/Tysons Corner, VA	69.6%	66.5%	\$165.71	\$159.39	\$115.29	\$105.96	4.7%	4.0%	8.8%	9.0%	0.2%	4.8%
Suburban Virginia Area	71.1%	69.4%	\$174.20	\$168.68	\$123.91	\$117.11	2.4%	3.3%	5.8%	5.4%	-0.3%	2.1%
I-95 Fredericksburg, VA	67.0%	64.0%	\$160.38	\$153.23	\$107.49	\$98.08	4.7%	4.7%	9.6%	10.9%	1.2%	5.9%
Dulles Airport Area, VA	66.0%	62.4%	\$107.43	\$104.51	\$70.91	\$65.26	5.7%	2.8%	8.7%	8.2%	-0.4%	5.3%
Dulles Airport Area, VA	74.0%	72.7%	\$144.74	\$137.09	\$107.14	\$99.60	1.9%	5.6%	7.6%	12.3%	4.4%	6.4%
Norfolk-Virginia Beach, VA												
Chesapeake/Suffolk, VA	63.4%	60.3%	\$127.94	\$125.99	\$81.07	\$76.01	5.0%	1.6%	6.7%	4.4%	-2.1%	2.8%
Newport News/Hampton, VA	72.6%	68.7%	\$103.38	\$99.20	\$75.05	\$68.18	5.6%	4.2%	10.1%	8.3%	-1.6%	4.0%
Norfolk/Portsmouth, VA	66.7%	63.6%	\$95.38	\$93.44	\$63.62	\$59.47	4.8%	2.1%	7.0%	5.5%	-1.4%	3.3%
Norfolk/Portsmouth, VA	67.5%	65.5%	\$126.68	\$121.12	\$85.55	\$79.28	3.2%	4.6%	7.9%	10.0%	1.9%	5.1%
Virginia Beach, VA	61.5%	59.3%	\$155.36	\$154.57	\$95.50	\$91.64	3.7%	0.5%	6.2%	5.1%	0.8%	4.6%
Williamsburg, VA	52.8%	49.4%	\$140.09	\$141.08	\$73.95	\$69.66	6.9%	-0.7%	6.1%	-4.9%	-10.4%	-4.2%
Virginia Area												
Virginia Area (non-MSA)	55.3%	55.8%	\$122.49	\$120.46	\$67.70	\$67.24	-1.0%	1.7%	0.7%	1.9%	1.2%	0.2%
Virginia Shenandoah Valley Regional	49.6%	51.1%	\$119.59	\$115.50	\$59.35	\$59.05	-2.9%	3.5%	0.5%	-0.3%	-0.8%	-3.7%
Staunton/Harrisonburg, VA	52.4%	51.8%	\$103.49	\$103.44	\$54.24	\$53.58	1.2%	0.0%	1.2%	2.5%	1.3%	2.4%
Charlottesville, VA	56.0%	56.7%	\$110.36	\$104.57	\$61.82	\$59.24	-1.1%	5.5%	4.3%	7.1%	2.6%	1.5%
Roanoke, VA	63.2%	61.9%	\$173.91	\$171.88	\$109.86	\$106.47	2.0%	1.2%	3.2%	6.7%	3.4%	5.4%
Roanoke, VA	59.8%	60.3%	\$109.91	\$111.84	\$65.69	\$67.43	-0.9%	-1.7%	-2.6%	0.9%	3.5%	2.6%
Lynchburg, VA	57.4%	56.2%	\$124.57	\$121.49	\$71.55	\$68.26	2.2%	2.5%	4.8%	2.6%	-2.1%	0.1%
Blacksburg/Wytheville, VA	52.3%	53.5%	\$113.32	\$115.13	\$59.27	\$61.62	-2.3%	-1.6%	-3.8%	-3.0%	0.9%	-1.4%
Virginia South Central	57.5%	61.3%	\$128.07	\$125.86	\$73.63	\$77.18	-6.2%	1.8%	-4.6%	-4.0%	0.6%	-5.7%
Bristol-Kingsport MSA												
Bristol-Kingsport MSA	55.8%	61.9%	\$111.96	\$113.61	\$62.48	\$70.36	-9.9%	-1.4%	-11.2%	-9.8%	1.6%	-8.4%
Richmond - Petersburg, VA												
Richmond CBD, VA	65.4%	64.0%	\$118.80	\$115.27	\$77.75	\$73.74	2.3%	3.1%	5.4%	9.5%	3.8%	6.2%
Richmond North/Glen Allen, VA	67.4%	65.1%	\$193.69	\$188.79	\$130.62	\$122.92	3.6%	2.6%	6.3%	6.3%	0.0%	3.6%
Richmond North/Glen Allen, VA	64.8%	62.7%	\$115.54	\$111.53	\$74.92	\$69.90	3.5%	3.6%	7.2%	9.0%	1.7%	5.2%
Richmond East-Airport	69.5%	69.5%	\$110.33	\$106.58	\$76.72	\$74.09	0.0%	3.5%	3.5%	12.5%	8.6%	8.7%
Richmond West/Midlothian, VA	62.3%	61.0%	\$98.80	\$96.12	\$61.55	\$58.65	2.1%	2.8%	5.0%	4.7%	-0.2%	1.9%
Petersburg/Chester, VA	65.2%	64.6%	\$100.34	\$96.55	\$65.40	\$62.42	0.8%	3.9%	4.8%	14.9%	9.7%	10.6%
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