

July 2026 Monthly Report	Current Month - July 2026 vs July 2025											
	Occupancy		ADR		RevPAR		Percent Change from July 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Revenue	Room Supply	Room Demand
United States	69.7%	68.1%	\$171.74	\$162.46	\$119.77	\$110.71	2.3%	5.7%	8.2%	8.6%	0.4%	2.8%
Virginia	71.8%	68.9%	\$145.58	\$137.91	\$104.57	\$94.98	4.3%	5.6%	10.1%	10.7%	0.6%	4.9%
Virginia Class Scales												
Luxury	72.3%	66.6%	\$352.89	\$326.55	\$255.31	\$217.37	8.7%	8.1%	17.5%	25.0%	6.4%	15.7%
Upper Upscale	74.8%	72.2%	\$201.81	\$191.57	\$150.86	\$138.34	3.5%	5.3%	9.1%	11.5%	2.2%	5.8%
Upscale	79.1%	73.8%	\$166.34	\$157.00	\$131.50	\$115.91	7.1%	5.9%	13.5%	14.8%	1.2%	8.3%
Upper Midscale	75.0%	72.2%	\$138.94	\$134.49	\$104.15	\$97.12	3.8%	3.3%	7.2%	6.8%	-0.4%	3.4%
Midscale	67.7%	65.0%	\$101.09	\$96.59	\$68.42	\$62.82	4.1%	4.7%	8.9%	9.6%	0.6%	4.7%
Economy	61.0%	60.1%	\$75.11	\$74.74	\$45.83	\$44.93	1.5%	0.5%	2.0%	1.0%	-1.0%	0.5%
VTC Defined Tourism Regions												
Central Virginia	68.0%	67.7%	\$123.74	\$121.42	\$84.11	\$82.21	0.4%	1.9%	2.3%	4.5%	2.1%	2.5%
Chesapeake Bay	62.9%	64.5%	\$137.59	\$129.06	\$86.58	\$83.29	-2.5%	6.6%	3.9%	3.9%	0.0%	-2.5%
Coastal Virginia - Eastern Shore	63.1%	68.5%	\$170.24	\$171.16	\$107.34	\$117.16	-7.9%	-0.5%	-8.4%	-8.4%	0.0%	-7.9%
Coastal Virginia - Hampton Roads	78.4%	75.0%	\$173.97	\$165.23	\$136.34	\$123.87	4.5%	5.3%	10.1%	8.9%	-1.1%	3.4%
Northern Virginia	76.3%	70.0%	\$151.21	\$137.96	\$115.37	\$96.51	9.1%	9.6%	19.5%	20.0%	0.4%	9.5%
Shenandoah Valley	61.0%	62.1%	\$106.89	\$104.21	\$65.24	\$64.73	-1.7%	2.6%	0.8%	3.2%	2.4%	0.6%
Southern Virginia	58.8%	63.0%	\$110.77	\$116.59	\$65.15	\$73.47	-6.7%	-5.0%	-11.3%	-10.1%	1.4%	-5.3%
Southwest Virginia - Blue Ridge Highlands	61.2%	59.6%	\$115.31	\$115.81	\$70.63	\$69.03	2.7%	-0.4%	2.3%	2.0%	-0.3%	2.4%
Southwest Virginia - Heart of Appalachia	54.2%	55.1%	\$94.67	\$95.18	\$51.32	\$52.43	-1.6%	-0.5%	-2.1%	-6.5%	-4.4%	-6.0%
Virginia Mountains	68.5%	63.1%	\$140.52	\$137.02	\$96.21	\$86.41	8.6%	2.6%	11.3%	13.8%	2.2%	11.0%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC												
	75.4%	69.0%	\$180.52	\$163.48	\$136.06	\$112.81	9.2%	10.4%	20.6%	21.3%	0.6%	9.9%
Arlington, VA	84.2%	72.9%	\$188.37	\$160.75	\$158.70	\$117.20	15.6%	17.2%	35.4%	32.7%	-2.0%	13.2%
Alexandria, VA	76.7%	63.3%	\$146.12	\$133.83	\$112.13	\$84.78	21.1%	9.2%	32.3%	32.4%	0.1%	21.3%
Fairfax/Tysons Corner, VA	74.5%	72.0%	\$164.81	\$151.17	\$122.78	\$108.77	3.5%	9.0%	12.9%	12.9%	0.0%	3.5%
Suburban Virginia Area	71.6%	68.6%	\$161.32	\$144.48	\$115.50	\$99.16	4.3%	11.7%	16.5%	17.1%	0.6%	4.9%
I-95 Fredericksburg, VA	71.7%	63.8%	\$107.35	\$102.84	\$76.92	\$65.64	12.3%	4.4%	17.2%	16.5%	-0.6%	11.6%
Dulles Airport Area, VA	78.3%	77.9%	\$140.44	\$134.48	\$110.02	\$104.71	0.6%	4.4%	5.1%	8.8%	3.6%	4.2%
Norfolk-Virginia Beach, VA												
	78.5%	75.0%	\$174.34	\$165.58	\$136.79	\$124.25	4.6%	5.3%	10.1%	8.9%	-1.1%	3.4%
Chesapeake/Suffolk, VA	82.0%	79.8%	\$127.06	\$121.07	\$104.16	\$96.67	2.7%	4.9%	7.7%	8.9%	1.0%	3.7%
Newport News/Hampton, VA	77.5%	75.2%	\$108.38	\$104.11	\$83.97	\$78.31	3.0%	4.1%	7.2%	8.1%	0.8%	3.8%
Norfolk/Portsmouth, VA	80.6%	77.0%	\$146.99	\$139.18	\$118.53	\$107.12	4.8%	5.6%	10.7%	12.7%	1.9%	6.7%
Virginia Beach, VA	82.1%	78.7%	\$247.32	\$237.21	\$202.98	\$186.63	4.3%	4.3%	8.8%	8.9%	0.1%	4.4%
Williamsburg, VA	68.5%	64.1%	\$165.74	\$152.30	\$113.48	\$97.60	6.8%	8.8%	16.3%	6.6%	-8.4%	-2.1%
Virginia Area												
	61.9%	61.8%	\$124.35	\$122.09	\$76.93	\$75.40	0.2%	1.8%	2.0%	3.4%	1.3%	1.5%
Virginia Area (non-MSA)	58.6%	58.7%	\$154.31	\$140.87	\$90.46	\$82.72	-0.2%	9.5%	9.4%	8.6%	-0.7%	-0.9%
Virginia Shenandoah Valley Regional	60.0%	59.1%	\$105.02	\$103.46	\$62.98	\$61.17	1.4%	1.5%	3.0%	4.3%	1.4%	2.8%
Staunton/Harrisonburg, VA	62.2%	65.6%	\$108.93	\$104.99	\$67.79	\$68.82	-5.1%	3.8%	-1.5%	2.1%	3.6%	-1.6%
Charlottesville, VA	64.5%	66.7%	\$155.20	\$158.44	\$100.05	\$105.65	-3.3%	-2.0%	-5.3%	-1.3%	4.2%	0.8%
Roanoke, VA	70.0%	64.6%	\$108.27	\$108.94	\$75.77	\$70.37	8.3%	-0.6%	7.7%	11.3%	3.4%	12.0%
Lynchburg, VA	58.5%	58.2%	\$110.23	\$112.98	\$64.51	\$65.80	0.5%	-2.4%	-2.0%	-4.2%	-2.2%	-1.8%
Blacksburg/Wytheville, VA	60.0%	57.7%	\$101.66	\$101.52	\$61.04	\$58.59	4.0%	0.1%	4.2%	3.5%	-0.6%	3.4%
Virginia South Central	61.8%	66.1%	\$133.81	\$135.68	\$82.71	\$89.66	-6.5%	-1.4%	-7.8%	-6.1%	1.8%	-4.8%
Bristol-Kingsport MSA												
	64.0%	64.4%	\$111.84	\$116.09	\$71.58	\$74.75	-0.6%	-3.7%	-4.2%	-4.3%	0.0%	-0.6%
Richmond - Petersburg, VA												
	70.3%	69.8%	\$117.24	\$115.13	\$82.40	\$80.40	0.6%	1.8%	2.5%	4.9%	2.3%	3.0%
Richmond CBD, VA	68.5%	65.5%	\$183.02	\$176.83	\$125.30	\$115.81	4.5%	3.5%	8.2%	8.2%	0.0%	4.5%
Richmond North/Glen Allen, VA	70.1%	70.4%	\$115.74	\$115.30	\$81.10	\$81.18	-0.5%	0.4%	-0.1%	2.6%	2.7%	2.2%
Richmond East-Airport	77.4%	73.7%	\$111.26	\$107.88	\$86.15	\$79.46	5.1%	3.1%	8.4%	8.7%	0.2%	5.4%
Richmond West/Midlothian, VA	66.8%	68.4%	\$99.00	\$99.36	\$66.09	\$67.97	-2.4%	-0.4%	-2.8%	-2.9%	-0.2%	-2.6%
Petersburg/Chester, VA	70.1%	70.2%	\$100.55	\$97.59	\$70.53	\$68.52	-0.1%	3.0%	2.9%	8.7%	5.6%	5.5%
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