| September 2026 Monthly Report | Current Month - September 2026 vs September 2025 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Occupancy | | ADR | | RevPAR | | Percent Change from September 2025 | | | | | |
| | 2026 | 2025 | 2026 | 2025 | 2026 | 2025 | Occ | ADR | RevPAR | Room Revenue | Room Supply | Room Demand |
| **United States** | 66.9% | 63.4% | $171.69 | $163.09 | $114.80 | $103.42 | 5.4% | 5.3% | 11.0% | 11.4% | 0.3% | 5.8% |
| **Virginia** | 67.8% | 63.8% | $145.47 | $138.50 | $98.67 | $88.35 | 6.3% | 5.0% | 11.7% | 12.1% | 0.3% | 6.7% |
| | | | | | | | | | | | | |
| **Virginia Class Scales** | | | | | | | | | | | | |
| Luxury | 70.6% | 61.1% | $359.92 | $340.93 | $254.00 | $208.19 | 15.6% | 5.6% | 22.0% | 21.3% | -0.5% | 14.9% |
| Upper Upscale | 73.3% | 67.9% | $216.13 | $206.38 | $158.50 | $140.20 | 8.0% | 4.7% | 13.0% | 14.1% | 0.9% | 9.0% |
| Upscale | 73.3% | 69.5% | $166.17 | $158.03 | $121.83 | $109.83 | 5.5% | 5.2% | 10.9% | 12.2% | 1.2% | 6.7% |
| Upper Midscale | 70.1% | 66.6% | $132.70 | $128.47 | $93.03 | $85.61 | 5.2% | 3.3% | 8.7% | 8.9% | 0.2% | 5.4% |
| Midscale | 64.1% | 60.0% | $95.96 | $92.29 | $61.53 | $55.41 | 6.8% | 4.0% | 11.1% | 11.8% | 0.7% | 7.5% |
| Economy | 57.2% | 54.2% | $70.03 | $67.81 | $40.05 | $36.78 | 5.4% | 3.3% | 8.9% | 8.0% | -0.9% | 4.5% |
| VTC Defined Tourism Regions | | | | | | | | | | | | |
| Central Virginia | 65.8% | 64.3% | $131.70 | $128.21 | $86.70 | $82.40 | 2.4% | 2.7% | 5.2% | 7.2% | 1.9% | 4.4% |
| Chesapeake Bay | 60.6% | 58.7% | $128.26 | $124.81 | $77.76 | $73.28 | 3.3% | 2.8% | 6.1% | 5.9% | -0.2% | 3.0% |
| Coastal Virginia - Eastern Shore | 56.1% | 60.9% | $130.83 | $126.33 | $73.35 | $76.92 | -7.9% | 3.6% | -4.6% | -4.6% | 0.0% | -7.9% |
| Coastal Virginia - Hampton Roads | 68.6% | 63.4% | $137.18 | $126.03 | $94.11 | $79.91 | 8.2% | 8.8% | 17.8% | 18.0% | 0.2% | 8.4% |
| Northern Virginia | 73.6% | 67.7% | $170.79 | $159.11 | $125.75 | $107.79 | 8.7% | 7.3% | 16.7% | 15.4% | -1.0% | 7.5% |
| Shenandoah Valley | 59.3% | 58.9% | $112.33 | $116.55 | $66.67 | $68.62 | 0.8% | -3.6% | -2.8% | -1.0% | 2.0% | 2.8% |
| Southern Virginia | 61.8% | 58.5% | $115.27 | $114.78 | $71.25 | $67.10 | 5.7% | 0.4% | 6.2% | 9.9% | 3.5% | 9.5% |
| Southwest Virginia - Blue Ridge Highlands | 60.7% | 56.8% | $141.12 | $151.20 | $85.67 | $85.86 | 6.9% | -6.7% | -0.2% | -0.6% | -0.3% | 6.5% |
| Southwest Virginia - Heart of Appalachia | 52.4% | 51.2% | $99.47 | $98.40 | $52.15 | $50.37 | 2.4% | 1.1% | 3.5% | -1.1% | -4.4% | -2.1% |
| Virginia Mountains | 64.8% | 58.7% | $134.09 | $133.58 | $86.82 | $78.47 | 10.2% | 0.4% | 10.7% | 12.1% | 1.3% | 11.7% |
| STR/CoSTAR Designated Hospitality Markets | | | | | | | | | | | | |
| **Washington, DC** | 73.3% | 66.9% | $209.02 | $194.02 | $153.17 | $129.72 | 9.6% | 7.7% | 18.1% | 18.1% | 0.0% | 9.6% |
| Arlington, VA | 73.7% | 69.3% | $232.85 | $212.03 | $171.72 | $146.89 | 6.5% | 9.8% | 16.9% | 10.7% | -5.3% | 0.8% |
| Alexandria, VA | 72.9% | 66.5% | $175.29 | $163.27 | $127.78 | $108.52 | 9.7% | 7.4% | 17.8% | 17.9% | 0.1% | 9.8% |
| Fairfax/Tysons Corner, VA | 73.8% | 70.3% | $183.23 | $171.32 | $135.14 | $120.37 | 5.0% | 6.9% | 12.3% | 12.3% | 0.0% | 5.0% |
| Suburban Virginia Area | 74.0% | 68.2% | $176.13 | $162.64 | $130.34 | $110.85 | 8.6% | 8.3% | 17.6% | 17.3% | -0.3% | 8.3% |
| I-95 Fredericksburg, VA | 69.9% | 60.8% | $107.46 | $101.32 | $75.12 | $61.62 | 14.9% | 6.1% | 21.9% | 21.2% | -0.6% | 14.3% |
| Dulles Airport Area, VA | 77.8% | 71.8% | $154.38 | $141.55 | $120.15 | $101.66 | 8.4% | 9.1% | 18.2% | 18.3% | 0.1% | 8.5% |
| | | | | | | | | | | | | |
| **Norfolk-Virginia Beach, VA** | 68.6% | 63.4% | $137.51 | $126.36 | $94.27 | $80.17 | 8.1% | 8.8% | 17.6% | 17.9% | 0.2% | 8.3% |
| Chesapeake/Suffolk, VA | 75.7% | 71.5% | $107.79 | $102.32 | $81.61 | $73.12 | 5.9% | 5.3% | 11.6% | 18.2% | 5.9% | 12.2% |
| Newport News/Hampton, VA | 67.2% | 68.4% | $97.07 | $98.97 | $65.23 | $67.75 | -1.8% | -1.9% | -3.7% | -0.3% | 3.6% | 1.7% |
| Norfolk/Portsmouth, VA | 74.0% | 66.7% | $135.18 | $126.17 | $100.06 | $84.10 | 11.0% | 7.1% | 19.0% | 17.8% | -1.0% | 10.0% |
| Virginia Beach, VA | 72.9% | 64.4% | $172.79 | $153.57 | $125.94 | $98.95 | 13.1% | 12.5% | 27.3% | 27.4% | 0.1% | 13.3% |
| Williamsburg, VA | 52.4% | 49.3% | $141.15 | $127.98 | $73.98 | $63.09 | 6.3% | 10.3% | 17.3% | 10.4% | -5.9% | 0.1% |
| | | | | | | | | | | | | |
| **Virginia Area** | 61.6% | 58.8% | $133.81 | $133.96 | $82.44 | $78.79 | 4.7% | -0.1% | 4.6% | 5.8% | 1.1% | 5.9% |
| Virginia Area (non-MSA) | 56.8% | 54.6% | $133.21 | $124.09 | $75.70 | $67.73 | 4.1% | 7.3% | 11.8% | 11.0% | -0.7% | 3.4% |
| Virginia Shenandoah Valley Regional | 60.0% | 58.1% | $110.86 | $108.94 | $66.56 | $63.32 | 3.3% | 1.8% | 5.1% | 7.1% | 1.8% | 5.2% |
| Staunton/Harrisonburg, VA | 58.6% | 59.7% | $114.03 | $124.93 | $66.78 | $74.63 | -2.0% | -8.7% | -10.5% | -8.7% | 2.1% | 0.1% |
| Charlottesville, VA | 69.3% | 65.0% | $195.14 | $193.09 | $135.25 | $125.47 | 6.7% | 1.1% | 7.8% | 12.3% | 4.2% | 11.2% |
| Roanoke, VA | 66.0% | 60.5% | $114.48 | $118.61 | $75.60 | $71.75 | 9.2% | -3.5% | 5.4% | 7.6% | 2.2% | 11.5% |
| Lynchburg, VA | 63.9% | 60.9% | $136.34 | $129.58 | $87.13 | $78.87 | 5.0% | 5.2% | 10.5% | 5.6% | -4.4% | 0.4% |
| Blacksburg/Wytheville, VA | 59.6% | 56.0% | $129.63 | $144.57 | $77.25 | $81.03 | 6.3% | -10.3% | -4.7% | -5.3% | -0.6% | 5.6% |
| Virginia South Central | 64.3% | 60.5% | $142.04 | $140.70 | $91.31 | $85.12 | 6.3% | 1.0% | 7.3% | 11.9% | 4.3% | 10.9% |
| | | | | | | | | | | | | |
| **Bristol-Kingsport MSA** | 63.4% | 61.6% | $132.11 | $135.43 | $83.73 | $83.38 | 3.0% | -2.5% | 0.4% | -1.2% | -1.6% | 1.3% |
| | | | | | | | | | | | | |
| **Richmond - Petersburg, VA** | 65.5% | 64.9% | $115.92 | $114.40 | $75.97 | $74.25 | 1.0% | 1.3% | 2.3% | 4.7% | 2.3% | 3.3% |
| Richmond CBD, VA | 67.8% | 65.5% | $196.22 | $192.15 | $133.03 | $125.92 | 3.5% | 2.1% | 5.7% | 5.7% | 0.0% | 3.5% |
| Richmond North/Glen Allen, VA | 65.9% | 63.0% | $110.85 | $108.24 | $73.02 | $68.22 | 4.5% | 2.4% | 7.0% | 10.0% | 2.7% | 7.4% |
| Richmond East-Airport | 71.3% | 68.2% | $108.24 | $101.31 | $77.13 | $69.12 | 4.5% | 6.8% | 11.6% | 11.8% | 0.2% | 4.7% |
| Richmond West/Midlothian, VA | 61.8% | 59.2% | $93.60 | $91.45 | $57.88 | $54.13 | 4.5% | 2.3% | 6.9% | 6.7% | -0.2% | 4.3% |
| Petersburg/Chester, VA | 63.3% | 69.5% | $97.61 | $102.90 | $61.78 | $71.51 | -8.9% | -5.1% | -13.6% | -8.8% | 5.6% | -3.9% |

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| YTD September 2026 Monthly Report | Year to Date - September 2026 vs September 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** | 64.6% | 63.5% | $166.91 | $160.83 | $107.80 | $102.05 | 1.8% | 3.8% | 5.6% | 6.1% | 0.4% | 2.2% |
| **Virginia** | 65.8% | 63.8% | $140.04 | $134.96 | $92.08 | $86.09 | 3.1% | 3.8% | 7.0% | 7.6% | 0.6% | 3.7% |
| | | | | | | | | | | | | |
| **Virginia Class Scales** | | | | | | | | | | | | |
| Luxury | 64.7% | 61.1% | $331.19 | $319.00 | $214.34 | $195.05 | 5.8% | 3.8% | 9.9% | 15.3% | 4.9% | 11.0% |
| Upper Upscale | 70.8% | 69.0% | $203.24 | $196.82 | $143.90 | $135.76 | 2.6% | 3.3% | 6.0% | 7.8% | 1.7% | 4.4% |
| Upscale | 71.6% | 68.8% | $160.62 | $154.26 | $114.97 | $106.15 | 4.0% | 4.1% | 8.3% | 9.8% | 1.3% | 5.4% |
| Upper Midscale | 68.1% | 65.7% | $131.26 | $127.82 | $89.45 | $83.97 | 3.7% | 2.7% | 6.5% | 5.7% | -0.7% | 3.0% |
| Midscale | 61.9% | 60.3% | $95.05 | $92.03 | $58.84 | $55.45 | 2.7% | 3.3% | 6.1% | 7.4% | 1.2% | 4.0% |
| Economy | 55.7% | 55.1% | $68.97 | $68.71 | $38.39 | $37.89 | 0.9% | 0.4% | 1.3% | 0.8% | -0.5% | 0.5% |
| VTC Tourism Regions | | | | | | | | | | | | |
| Central Virginia | 64.9% | 63.7% | $126.88 | $124.00 | $82.37 | $78.98 | 1.9% | 2.3% | 4.3% | 7.1% | 2.7% | 4.7% |
| Chesapeake Bay | 55.9% | 58.3% | $121.76 | $119.00 | $68.03 | $69.42 | -4.2% | 2.3% | -2.0% | -3.2% | -1.3% | -5.4% |
| Coastal Virginia - Eastern Shore | 54.6% | 56.0% | $130.19 | $132.46 | $71.11 | $74.20 | -2.5% | -1.7% | -4.2% | -4.2% | 0.0% | -2.5% |
| Coastal Virginia - Hampton Roads | 66.9% | 63.9% | $139.11 | $135.34 | $93.04 | $86.44 | 4.7% | 2.8% | 7.6% | 5.9% | -1.6% | 3.0% |
| Northern Virginia | 71.9% | 68.3% | $160.38 | $151.17 | $115.31 | $103.26 | 5.3% | 6.1% | 11.7% | 12.1% | 0.4% | 5.7% |
| Shenandoah Valley | 56.2% | 56.6% | $107.57 | $105.97 | $60.50 | $59.93 | -0.6% | 1.5% | 0.9% | 2.9% | 1.9% | 1.4% |
| Southern Virginia | 57.2% | 59.7% | $112.46 | $113.24 | $64.30 | $67.64 | -4.3% | -0.7% | -4.9% | -2.9% | 2.2% | -2.2% |
| Southwest Virginia - Blue Ridge Highlands | 55.3% | 56.8% | $123.54 | $124.40 | $68.35 | $70.65 | -2.6% | -0.7% | -3.3% | -3.1% | 0.1% | -2.5% |
| Southwest Virginia - Heart of Appalachia | 48.2% | 50.8% | $93.81 | $93.37 | $45.21 | $47.43 | -5.1% | 0.5% | -4.7% | -8.4% | -3.9% | -8.8% |
| Virginia Mountains | 60.1% | 58.9% | $130.18 | $130.15 | $78.21 | $76.59 | 2.1% | 0.0% | 2.1% | 4.3% | 2.1% | 4.3% |
| STR/CoSTAR Designated Hospitality Markets | | | | | | | | | | | | |
| **Washington, DC** | 70.5% | 67.6% | $193.04 | $188.36 | $136.16 | $127.24 | 4.4% | 2.5% | 7.0% | 7.4% | 0.3% | 4.8% |
| Arlington, VA | 76.4% | 72.4% | $213.11 | $195.06 | $162.77 | $141.14 | 5.6% | 9.3% | 15.3% | 13.4% | -1.7% | 3.8% |
| Alexandria, VA | 70.7% | 65.4% | $161.35 | $153.70 | $114.12 | $100.54 | 8.1% | 5.0% | 13.5% | 13.7% | 0.1% | 8.3% |
| Fairfax/Tysons Corner, VA | 71.9% | 69.8% | $172.81 | $164.31 | $124.21 | $114.72 | 3.0% | 5.2% | 8.3% | 8.0% | -0.2% | 2.7% |
| Suburban Virginia Area | 68.7% | 65.3% | $161.85 | $152.26 | $111.16 | $99.42 | 5.2% | 6.3% | 11.8% | 12.7% | 0.8% | 6.0% |
| I-95 Fredericksburg, VA | 67.6% | 62.6% | $107.43 | $103.67 | $72.62 | $64.90 | 8.0% | 3.6% | 11.9% | 11.3% | -0.5% | 7.5% |
| Dulles Airport Area, VA | 75.4% | 73.2% | $144.86 | $136.36 | $109.27 | $99.84 | 3.0% | 6.2% | 9.4% | 13.4% | 3.6% | 6.7% |
| | | | | | | | | | | | | |
| **Norfolk-Virginia Beach, VA** | 66.9% | 63.9% | $139.42 | $135.63 | $93.29 | $86.72 | 4.7% | 2.8% | 7.6% | 5.9% | -1.6% | 3.0% |
| Chesapeake/Suffolk, VA | 74.8% | 71.4% | $108.58 | $104.60 | $81.21 | $74.70 | 4.7% | 3.8% | 8.7% | 8.7% | 0.0% | 4.8% |
| Newport News/Hampton, VA | 68.5% | 66.7% | $97.85 | $96.31 | $66.99 | $64.25 | 2.6% | 1.6% | 4.3% | 4.1% | -0.2% | 2.4% |
| Norfolk/Portsmouth, VA | 70.8% | 68.1% | $131.70 | $126.02 | $93.30 | $85.80 | 4.1% | 4.5% | 8.7% | 10.1% | 1.3% | 5.4% |
| Virginia Beach, VA | 67.2% | 64.3% | $179.89 | $175.49 | $120.89 | $112.76 | 4.6% | 2.5% | 7.2% | 7.9% | 0.6% | 5.2% |
| Williamsburg, VA | 55.4% | 52.6% | $144.94 | $142.53 | $80.35 | $75.04 | 5.3% | 1.7% | 7.1% | -3.0% | -9.4% | -4.6% |
| | | | | | | | | | | | | |
| **Virginia Area** | 57.4% | 57.6% | $124.69 | $123.29 | $71.62 | $71.03 | -0.3% | 1.1% | 0.8% | 2.1% | 1.2% | 0.9% |
| Virginia Area (non-MSA) | 52.3% | 53.2% | $127.64 | $122.74 | $66.70 | $65.26 | -1.7% | 4.0% | 2.2% | 1.4% | -0.8% | -2.5% |
| Virginia Shenandoah Valley Regional | 54.9% | 54.5% | $104.81 | $104.48 | $57.53 | $56.90 | 0.8% | 0.3% | 1.1% | 2.4% | 1.3% | 2.1% |
| Staunton/Harrisonburg, VA | 57.7% | 58.9% | $110.53 | $107.53 | $63.83 | $63.38 | -2.0% | 2.8% | 0.7% | 3.4% | 2.6% | 0.6% |
| Charlottesville, VA | 64.3% | 63.5% | $173.89 | $172.99 | $111.86 | $109.93 | 1.2% | 0.5% | 1.8% | 5.5% | 3.7% | 4.9% |
| Roanoke, VA | 62.4% | 61.3% | $110.05 | $112.15 | $68.67 | $68.70 | 1.9% | -1.9% | 0.0% | 3.2% | 3.2% | 5.1% |
| Lynchburg, VA | 58.8% | 57.9% | $124.43 | $122.01 | $73.23 | $70.60 | 1.7% | 2.0% | 3.7% | 1.0% | -2.6% | -1.0% |
| Blacksburg/Wytheville, VA | 54.8% | 55.1% | $115.71 | $118.19 | $63.46 | $65.08 | -0.4% | -2.1% | -2.5% | -2.1% | 0.4% | 0.0% |
| Virginia South Central | 59.5% | 62.3% | $132.23 | $130.73 | $78.65 | $81.42 | -4.5% | 1.1% | -3.4% | -1.1% | 2.4% | -2.2% |
| | | | | | | | | | | | | |
| **Bristol-Kingsport MSA** | 58.0% | 62.1% | $114.08 | $117.53 | $66.15 | $72.94 | -6.6% | -2.9% | -9.3% | -8.7% | 0.7% | -5.9% |
| | | | | | | | | | | | | |
| **Richmond - Petersburg, VA** | 66.2% | 65.1% | $117.63 | $114.63 | $77.92 | $74.59 | 1.8% | 2.6% | 4.5% | 7.9% | 3.3% | 5.2% |
| Richmond CBD, VA | 67.5% | 65.2% | $190.42 | $185.63 | $128.61 | $121.05 | 3.6% | 2.6% | 6.3% | 6.3% | 0.0% | 3.6% |
| Richmond North/Glen Allen, VA | 65.8% | 63.9% | $114.56 | $111.33 | $75.34 | $71.17 | 2.9% | 2.9% | 5.9% | 8.0% | 2.1% | 5.0% |
| Richmond East-Airport | 71.0% | 70.2% | $110.15 | $106.10 | $78.17 | $74.50 | 1.1% | 3.8% | 4.9% | 10.9% | 5.7% | 6.9% |
| Richmond West/Midlothian, VA | 62.9% | 61.9% | $97.52 | $95.75 | $61.31 | $59.32 | 1.5% | 1.8% | 3.4% | 3.1% | -0.2% | 1.3% |
| Petersburg/Chester, VA | 66.0% | 66.3% | $99.88 | $97.38 | $65.92 | $64.54 | -0.4% | 2.6% | 2.1% | 10.6% | 8.3% | 7.8% |

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