

## 2011 YTD Lodging Report

The Research Team at VTC has contracted with Smith Travel Research (STR), a leading lodging industry research company, to provide quarterly and annual lodging data for the Commonwealth of Virginia. The following report provides an analysis for the state and various pre-defined regions through the fourth quarter of 2011. [Note: STR's pre-defined regions do not correspond to political boundaries in all cases; however, they do provide a level of detail that allows for near complete coverage of the state. You may view a map and explanation of STR's pre-defined regions here: <http://www.vatc.org/research/ExplanationofVirginiaRegions.doc>]

There are five major areas of analysis contained in this report:

- 1) Room Demand – Reflects the percent change in the number of rooms sold
- 2) Room Supply – Reflects the percent change in the number of rooms available
- 3) Room Rates – Reflects the average cost per room
- 4) Room Revenue – Reflects the percent change in the amount of revenue collected
- 5) Occupancy Percent – Reflects the percentage of rooms occupied

### Statewide Analysis

Lodging room demand was up 3.0% YTD through 2011, compared to the same 12-month period of 2010. The number of rooms available (room supply) grew by 0.5% in 2011, reflecting an increase in building or expansion of new rooms around the state. Average room rates (prices per room rented) for the state as a whole decreased from \$96.22 to \$96.51 per room, up 0.3% from the same 12-month period of 2010. Room revenues, which are tied to room demand and room rates, increased 3.3% in 2011. Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 57.7%, up 2.4% from the YTD 2010 occupancy rate of 56.3%.

The following table details the above 5 areas of analysis for the US, Virginia and various segments around the state. Sub-segments are also included within several of the larger segments. For example, the larger Washington DC Segment is broken down into Arlington, Alexandria, Fairfax/Tysons Corner, Suburban VA, I-95 Fredericksburg, and Dulles Airport sub-segments.

	Room Demand	Room Supply	Average Room Rates (1/01-12/31)			Room Revenue	Occupancy Percent		
	% Change	% Change	2011	2010	% Change	% Change	2011	2010	% Change
United States	5.0	0.6	101.64	98.06	3.7	8.8	60.1	57.5	4.4
Virginia	3.0	0.5	96.51	96.22	0.3	3.3	57.7	56.3	2.4
Washington, DC-MD-VA	1.9	1.3	144.76	143.46	0.9	2.8	67.4	67.0	0.6
Arlington, VA	3.6	5.2	160.35	163.89	-2.2	1.3	72.3	73.4	-1.5
Alexandria	2.1	2.5	130.24	133.17	-2.2	-0.1	66.4	66.7	-0.4
Fairfax/Tysons Corner	-0.8	2.0	128.55	124.40	3.3	2.5	65.0	66.9	-2.8
Suburban Virginia Area	4.4	0.1	87.80	89.42	-1.8	2.5	53.4	51.2	4.3
I-95 Fredericksburg	0.4	0.9	77.00	78.51	-1.9	-1.5	57.7	57.9	-0.5
Dulles Airport Area	-0.6	0.4	107.85	103.99	3.7	3.1	71.2	72.0	-1.0
Norfolk-Virginia Beach, VA	2.6	-0.7	84.24	84.46	-0.3	2.4	54.7	52.9	3.3
Chesapeake/ Suffolk	6.8	0.0	67.42	66.90	0.8	7.6	62.5	58.6	6.7
Newport News/Hampton	2.8	-1.5	60.91	62.26	-2.2	0.6	57.2	54.8	4.3
Norfolk/ Portsmouth	1.6	-0.3	80.61	81.63	-1.2	0.3	56.6	55.6	1.9
Virginia Beach	3.6	-0.2	109.54	108.95	0.5	4.1	59.6	57.5	3.8
Williamsburg	-1.8	-1.3	85.58	85.56	0.0	-1.7	40.9	41.1	-0.4
Virginia Area	3.1	0.1	81.58	79.66	2.4	5.6	51.8	50.3	3.0
Virginia Area	3.3	0.1	78.35	76.72	2.1	5.4	48.2	46.7	3.2
Lynchburg MSA	1.7	-0.1	78.70	76.72	2.6	4.3	55.0	54.0	1.7
Blacksburg/Wytheville	2.6	-1.1	78.41	75.83	3.4	6.1	49.5	47.7	3.7
Staunton/Harrisonburg	6.7	1.9	74.81	74.62	0.3	6.9	53.9	51.5	4.6
Roanoke MSA	2.5	0.0	78.23	77.02	1.6	4.1	52.8	51.5	2.5
Charlottesville MSA, VA	1.3	-0.1	109.83	104.20	5.4	6.7	66.9	66.0	1.3
Richmond-Petersburg, VA	8.2	0.1	75.47	74.44	1.4	9.7	55.4	51.3	8.1
Petersburg/Chester	6.2	-0.1	69.07	67.53	2.3	8.6	60.1	56.6	6.3
Richmond Downtown/Airport	12.4	-0.0	89.44	89.05	0.4	12.9	59.7	53.1	12.4
Richmond North/Glen Allen	7.0	-0.5	74.48	73.99	0.7	7.7	50.0	46.5	7.6
Richmond West/Midlothian	8.8	3.2	64.74	63.18	2.5	11.5	57.3	54.4	5.4
Bristol-Kingsport MSA	5.9	0.5	75.50	74.87	0.8	6.8	49.2	46.7	5.4

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