

# 2020 Monthly and Year-to-Date June Lodging Report

The Research Team at VTC has contracted with Smith Travel Research (STR), a leading lodging industry research company, to provide monthly and annual lodging data for the Commonwealth of Virginia. The following report provides an analysis for the state and various pre-defined regions year-to-date (YTD) data. [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/lodgingreports/>

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 Rate (ADR) – Reflects the average rate paid for rooms sold
- 4) Room Revenue– Reflects the percent change in the amount of revenue collected
- 5) Occupancy Percent – Reflects the percentage of rooms occupied

The following table details the above five areas of analysis for the US, Virginia, tourism regions, and various segments around the state defined by STR. 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, Suburban VA, I-95 Fredericksburg, and Dulles Airport sub-segments.

## Current Month - June 2020 vs June 2019

**Lodging room demand** was down by 46.2% YTD compared to the same period of 2019. The number of rooms available (**room supply**) decreased by 4.2% YTD from the same period in 2019. **Average room rate** (prices per room rented) for the state as a whole has decreased from \$122.86 to \$85.91 per room, down 30.1% from the same period of 2019. **Room revenue**, which is tied to room demand and room rates, has decreased by 62.4% YTD compared to the same period of 2019. **Occupancy rates**, which reflect changes in both the supply and demand for rooms, averaged at 41.9%, down 43.9% from the same period of 2019.

	Current Month - June 2020 vs June 2019											
	Occ %		ADR		RevPAR		Percent Change from June 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
<b>Virginia</b>	41.9	74.6	85.91	122.86	35.95	91.59	-43.9	-30.1	-60.7	-62.4	-4.2	-46.2
<b>STR - defined regions</b>												
Washington, DC-MD-VA	30.8	81.5	94.28	172.19	29.03	140.33	-62.2	-45.2	-79.3	-83.3	-19.5	-69.6
Arlington, VA	23.1	86.3	121.68	188.88	28.14	163.05	-73.2	-35.6	-82.7	-86.0	-19.1	-78.3
Suburban Virginia Area	46.5	72.6	82.90	116.85	38.54	84.81	-36.0	-29.1	-54.6	-60.0	-11.9	-43.6
Alexandria, VA	29.6	83.1	88.87	154.17	26.26	128.13	-64.4	-42.4	-79.5	-81.0	-7.4	-67.1
Fairfax/Tysons Corner, VA	25.5	82.1	91.93	151.97	23.44	124.82	-69.0	-39.5	-81.2	-83.1	-10.3	-72.1
I-95 Fredericksburg, VA	48.6	74.0	72.99	91.05	35.49	67.39	-34.3	-19.8	-47.3	-48.5	-2.2	-35.8
Dulles Airport Area, VA	28.4	85.3	81.02	128.29	23.01	109.46	-66.7	-36.8	-79.0	-80.0	-5.0	-68.4
Norfolk-Virginia Beach, VA	54.9	77.7	97.86	126.08	53.75	97.92	-29.3	-22.4	-45.1	-45.8	-1.3	-30.2
Williamsburg, VA	21.3	65.3	73.09	128.25	15.54	83.77	-67.5	-43.0	-81.5	-83.8	-12.7	-71.6
Virginia Beach, VA	64.3	82.2	141.56	174.36	91.01	143.24	-21.7	-18.8	-36.5	-34.3	3.3	-19.1
Norfolk/Portsmouth, VA	56.1	79.5	84.85	107.65	47.60	85.53	-29.4	-21.2	-44.3	-43.1	2.2	-27.8
Newport News/Hampton, VA	59.9	78.2	61.99	86.92	37.14	67.97	-23.4	-28.7	-45.3	-45.4	-0.1	-23.5
Chesapeake/Suffolk, VA	67.7	82.9	72.98	93.04	49.40	77.16	-18.4	-21.6	-36.0	-36.0	0.0	-18.4
Virginia Area	40.9	64.8	79.40	99.88	32.49	64.74	-36.9	-20.5	-49.8	-50.6	-1.5	-37.8
Virginia Area	42.3	61.0	83.24	101.11	35.20	61.70	-30.7	-17.7	-43.0	-44.2	-2.1	-32.2
Lynchburg, VA	39.1	55.7	83.59	99.47	32.69	55.36	-29.8	-16.0	-41.0	-38.9	3.6	-27.3
Staunton/Harrisonburg, VA	45.9	74.8	73.60	93.19	33.81	69.69	-38.6	-21.0	-51.5	-51.4	0.1	-38.5
Blacksburg/Wytheville, VA	37.4	62.1	72.12	85.27	26.94	52.94	-39.8	-15.4	-49.1	-46.0	6.2	-36.1
Roanoke, VA	40.4	67.9	69.17	89.86	27.94	61.05	-40.6	-23.0	-54.2	-57.4	-6.9	-44.7
Charlottesville, VA	35.4	76.3	89.45	129.68	31.70	98.95	-53.6	-31.0	-68.0	-69.5	-4.8	-55.8
Richmond-Petersburg, VA	43.0	72.0	70.50	97.83	30.30	70.39	-40.3	-27.9	-57.0	-57.1	-0.3	-40.4
Richmond CBD/Airport, VA	28.2	76.8	82.67	126.56	23.27	97.16	-63.3	-34.7	-76.0	-77.7	-6.7	-65.8
Richmond North/Glen Allen, VA	45.8	70.4	70.38	94.87	32.25	66.81	-34.9	-25.8	-51.7	-51.6	0.3	-34.8
Richmond West/Midlothian, VA	47.9	74.0	69.28	85.34	33.17	63.11	-35.3	-18.8	-47.4	-45.3	4.0	-32.7
Petersburg/Chester, VA	49.7	68.4	64.70	76.27	32.15	52.18	-27.4	-15.2	-38.4	-36.3	3.4	-24.9
Bristol/Kingsport, TN	45.4	69.6	72.59	86.95	32.97	60.51	-34.7	-16.5	-45.5	-44.9	1.1	-34.0

Current Month - June 2020 vs June 2019												
Occ %		ADR		RevPAR		Percent Change from June 2019						
2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand	

Tourism Regions												
Central Virginia Region	41.7	70.6	74.85	102.82	31.20	72.57	-40.9	-27.2	-57.0	-57.9	-2.1	-42.2
Chesapeake Bay Region	59.5	67.9	90.20	101.24	53.66	68.76	-12.4	-10.9	-22.0	-24.7	-3.5	-15.5
Coastal Virginia - Eastern Shore Region	50.1	62.8	106.18	123.08	53.20	77.30	-20.2	-13.7	-31.2	-31.2	0.0	-20.2
Coastal Virginia - Hampton Roads Region	54.9	77.7	97.99	126.24	53.76	98.07	-29.4	-22.4	-45.2	-46.0	-1.4	-30.4
Northern Virginia Region	31.9	80.9	87.33	144.82	27.85	117.17	-60.6	-39.7	-76.2	-78.7	-10.2	-64.6
Shenandoah Valley Region	42.7	70.6	75.31	94.92	32.14	66.98	-39.5	-20.7	-52.0	-51.9	0.3	-39.3
Southern Virginia Region	48.2	57.4	76.74	87.63	37.00	50.29	-16.0	-12.4	-26.4	-28.0	-2.1	-17.7
Southwest Virginia - Blue Ridge Highlands Region	39.7	62.2	77.77	91.18	30.91	56.67	-36.0	-14.7	-45.5	-44.7	1.4	-35.1
Southwest Virginia - Heart of Appalachia Region	38.4	53.0	72.93	79.25	28.03	42.04	-27.5	-8.0	-33.3	-33.3	0.0	-27.5
Virginia Mountains Region	38.1	66.1	71.27	100.03	27.19	66.13	-42.3	-28.8	-58.9	-61.4	-6.2	-45.9

## Year to Date June 2020 vs June 2019

**Lodging room demand** was down by 37.6% YTD compared to the same period of 2019. The number of rooms available (**room supply**) has decreased by 3.1% YTD from the same period in 2019. **Average room rate** (prices per room rented) for the state as a whole has decreased from \$113.04 to \$90.23 per room, down by 20.2% from the same period of 2019. **Room revenue**, which is tied to room demand and room rates, has decreased by 50.2% YTD compared to the same period of 2019. **Occupancy rates**, which reflect changes in both the supply and demand for rooms, averaged at 40.9%, down 35.6% from the same period of 2019.

Year to Date - June 2020 vs June 2019												
Occ %		ADR		RevPAR		Percent Change from YTD 2019						
2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand	
Virginia	40.9	63.6	90.23	113.04	36.93	71.85	-35.6	-20.2	-48.6	-50.2	-3.1	-37.6

STR - defined regions												
Washington, DC-MD-VA	39.6	71.1	127.09	165.68	50.36	117.81	-44.3	-23.3	-57.2	-61.7	-10.4	-50.1
Arlington, VA	37.2	75.5	144.95	176.93	53.95	133.53	-50.7	-18.1	-59.6	-64.5	-12.2	-56.7
Suburban Virginia Area	43.3	60.7	88.35	109.68	38.26	66.58	-28.7	-19.4	-42.5	-46.0	-6.0	-32.9
Alexandria, VA	37.2	71.9	109.09	141.01	40.58	101.35	-48.2	-22.6	-60.0	-61.9	-4.8	-50.8
Fairfax/Tysons Corner, VA	36.6	70.7	125.97	146.86	46.12	103.89	-48.2	-14.2	-55.6	-58.7	-7.0	-51.8
I-95 Fredericksburg, VA	44.6	63.9	74.72	86.59	33.33	55.32	-30.2	-13.7	-39.7	-39.4	0.6	-29.8
Dulles Airport Area, VA	39.4	74.8	104.08	122.52	41.00	91.64	-47.3	-15.0	-55.3	-56.4	-2.5	-48.7

Norfolk-Virginia Beach, VA	43.9	62.0	80.38	101.18	35.30	62.70	-29.1	-20.6	-43.7	-44.7	-1.8	-30.4
Williamsburg, VA	21.4	45.6	93.73	123.45	20.04	56.33	-53.1	-24.1	-64.4	-68.3	-11.0	-58.3
Virginia Beach, VA	42.9	62.8	98.14	122.54	42.10	76.98	-31.7	-19.9	-45.3	-44.7	1.1	-30.9
Norfolk/Portsmouth, VA	48.4	67.3	80.72	96.28	39.06	64.75	-28.0	-16.2	-39.7	-39.6	0.2	-27.9
Newport News/Hampton, VA	52.7	67.7	62.79	75.00	33.07	50.75	-22.2	-16.3	-34.9	-34.2	1.0	-21.4
Chesapeake/Suffolk, VA	57.5	70.1	68.49	80.69	39.39	56.54	-17.9	-15.1	-30.3	-30.5	-0.2	-18.1

Virginia Area	37.9	55.3	82.22	96.96	31.15	53.63	-31.5	-15.2	-41.9	-43.0	-1.8	-32.8
Virginia Area	36.0	50.9	80.83	93.95	29.09	47.78	-29.2	-14.0	-39.1	-40.9	-2.9	-31.3
Lynchburg, VA	39.7	54.5	90.07	103.51	35.74	56.44	-27.2	-13.0	-36.7	-33.8	4.6	-23.9
Staunton/Harrisonburg, VA	42.0	61.7	77.37	91.39	32.48	56.38	-32.0	-15.3	-42.4	-42.3	0.1	-31.9
Blacksburg/Wytheville, VA	36.3	51.3	82.36	89.44	29.87	45.87	-29.3	-7.9	-34.9	-33.7	1.9	-28.0
Roanoke, VA	39.7	58.4	75.11	88.23	29.81	51.54	-32.0	-14.9	-42.1	-45.6	-6.0	-36.1
Charlottesville, VA	39.8	69.0	97.55	126.11	38.81	87.03	-42.3	-22.7	-55.4	-56.5	-2.4	-43.7

Richmond-Petersburg, VA	45.9	66.1	81.77	96.85	37.56	64.03	-30.5	-15.6	-41.3	-42.0	-1.1	-31.3
Richmond CBD/Airport, VA	43.0	69.9	109.71	126.20	47.20	88.16	-38.4	-13.1	-46.5	-51.2	-8.9	-43.9
Richmond North/Glen Allen, VA	44.6	64.1	79.02	94.07	35.25	60.29	-30.4	-16.0	-41.5	-40.3	2.0	-29.0
Richmond West/Midlothian, VA	49.9	68.5	74.15	83.38	37.00	57.15	-27.2	-11.1	-35.3	-36.3	-1.7	-28.4
Petersburg/Chester, VA	48.9	64.3	67.14	76.07	32.80	48.95	-24.1	-11.7	-33.0	-31.7	1.9	-22.6

Bristol/Kingsport, TN	37.4	54.8	73.07	82.05	27.36	44.95	-31.7	-10.9	-39.1	-39.6	-0.7	-32.1
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	Year to Date - June 2020 vs June 2019											
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
<b>Tourism Regions</b>												
Central Virginia Region	44.3	64.9	84.78	101.56	37.54	65.87	-31.7	-16.5	-43.0	-43.8	-1.5	-32.7
Chesapeake Bay Region	48.1	56.4	80.59	89.54	38.74	50.53	-14.8	-10.0	-23.3	-25.6	-3.0	-17.3
Coastal Virginia - Eastern Shore Region	36.2	48.1	89.48	102.88	32.41	49.51	-24.7	-13.0	-34.5	-34.9	-0.6	-25.2
Coastal Virginia - Hampton Roads Region	43.9	62.0	80.45	101.29	35.33	62.78	-29.1	-20.6	-43.7	-44.8	-1.9	-30.5
Northern Virginia Region	39.1	70.1	108.99	136.70	42.62	95.87	-44.2	-20.3	-55.5	-58.2	-5.9	-47.5
Shenandoah Valley Region	37.8	57.6	76.68	91.12	28.96	52.51	-34.5	-15.8	-44.8	-44.9	-0.2	-34.6
Southern Virginia Region	40.4	52.9	78.31	86.11	31.67	45.56	-23.6	-9.1	-30.5	-31.9	-2.1	-25.2
Southwest Virginia - Blue Ridge Highlands Region	35.2	49.9	80.92	90.52	28.50	45.18	-29.4	-10.6	-36.9	-36.9	0.0	-29.4
Southwest Virginia - Heart of Appalachia Region	32.8	42.7	72.56	76.62	23.83	32.72	-23.1	-5.3	-27.2	-28.1	-1.3	-24.1
Virginia Mountains Region	38.1	56.0	79.32	95.89	30.20	53.72	-32.0	-17.3	-43.8	-47.8	-7.2	-36.9

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