

2020 Monthly and Year-to-Date September 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 - September 2020 vs September 2019

Lodging room demand was down by 28.1% compared to the same period of 2019. The number of rooms available (**room supply**) decreased by 1.1% from the same period in 2019. **Average room rate** (prices per room rented) for the state as a whole has decreased from \$115.39 to \$89.60 per room, down 22.3% from the same period of 2019. **Room revenue**, which is tied to room demand and room rates, has decreased by 44.1% compared to the same period of 2019. **Occupancy rates**, which reflect changes in both the supply and demand for rooms, averaged at 47.7%, down 27.2% from the same period of 2019.

	Current Month - September 2020 vs September 2019											
	Occ %		ADR		RevPAR		Percent Change from September 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
Virginia	47.7	65.5	89.60	115.39	42.72	75.61	-27.2	-22.3	-43.5	-44.1	-1.1	-28.1
STR - defined regions												
Washington, DC-MD-VA	36.2	72.4	98.67	170.02	35.70	123.10	-50.0	-42.0	-71.0	-74.5	-12.0	-56.0
Arlington, VA	24.2	75.6	115.67	184.05	27.98	139.09	-68.0	-37.2	-79.9	-81.9	-9.9	-71.2
Suburban Virginia Area	56.6	65.3	101.49	116.18	57.44	75.91	-13.4	-12.6	-24.3	-32.0	-10.1	-22.1
Alexandria, VA	37.4	73.4	94.49	146.11	35.31	107.30	-49.1	-35.3	-67.1	-66.4	2.0	-48.1
Fairfax/Tysons Corner, VA	34.2	71.2	96.23	149.96	32.95	106.73	-51.9	-35.8	-69.1	-71.3	-6.9	-55.2
I-95 Fredericksburg, VA	54.4	63.2	75.32	87.64	40.94	55.42	-14.1	-14.1	-26.1	-27.3	-1.5	-15.4
Dulles Airport Area, VA	38.8	75.0	80.00	125.35	31.01	93.96	-48.3	-36.2	-67.0	-68.1	-3.2	-50.0
Norfolk-Virginia Beach, VA	56.8	63.6	95.47	100.98	54.21	64.21	-10.7	-5.5	-15.6	-14.7	1.0	-9.8
Williamsburg, VA	29.8	45.0	94.96	108.34	28.34	48.70	-33.6	-12.4	-41.8	-42.1	-0.5	-34.0
Virginia Beach, VA	64.3	70.5	129.50	127.62	83.30	90.00	-8.8	1.5	-7.4	-5.8	1.8	-7.1
Norfolk/Portsmouth, VA	56.7	65.2	86.15	95.03	48.81	61.92	-13.0	-9.3	-21.2	-18.1	3.9	-9.6
Newport News/Hampton, VA	62.0	64.2	64.53	74.18	39.99	47.66	-3.6	-13.0	-16.1	-16.2	-0.1	-3.7
Chesapeake/Suffolk, VA	70.8	72.3	74.67	78.34	52.90	56.66	-2.0	-4.7	-6.6	-6.6	0.0	-2.0
Virginia Area	49.3	60.4	88.86	102.75	43.82	62.02	-18.3	-13.5	-29.3	-28.7	0.9	-17.6
Virginia Area	51.3	55.8	92.95	97.13	47.72	54.23	-8.0	-4.3	-12.0	-11.3	0.8	-7.3
Lynchburg, VA	52.4	57.9	92.78	107.22	48.64	62.10	-9.5	-13.5	-21.7	-20.6	1.3	-8.3
Staunton/Harrisonburg, VA	52.3	64.9	80.04	95.50	41.90	62.01	-19.4	-16.2	-32.4	-29.3	4.6	-15.7
Blacksburg/Wytheville, VA	40.7	59.6	74.39	107.76	30.29	64.19	-31.6	-31.0	-52.8	-49.9	6.2	-27.4
Roanoke, VA	43.8	64.4	75.43	90.88	33.01	58.54	-32.1	-17.0	-43.6	-45.8	-3.9	-34.7
Charlottesville, VA	52.5	72.8	107.84	137.55	56.67	100.08	-27.8	-21.6	-43.4	-44.9	-2.7	-29.7
Richmond-Petersburg, VA	48.7	65.9	75.01	95.57	36.53	62.94	-26.0	-21.5	-42.0	-40.6	2.3	-24.4
Richmond CBD/Airport, VA	37.2	70.3	92.73	123.28	34.51	86.72	-47.1	-24.8	-60.2	-60.2	-0.0	-47.1
Richmond North/Glen Allen, VA	48.2	63.6	72.55	93.31	34.99	59.30	-24.1	-22.3	-41.0	-39.2	3.1	-21.8
Richmond West/Midlothian, VA	52.2	66.8	71.61	83.55	37.35	55.78	-21.9	-14.3	-33.0	-30.3	4.0	-18.7
Petersburg/Chester, VA	59.5	64.7	68.81	74.45	40.95	48.17	-8.0	-7.6	-15.0	-13.0	2.3	-5.9
Bristol/Kingsport, TN	51.0	59.8	86.89	84.43	44.27	50.47	-14.8	2.9	-12.3	-11.2	1.2	-13.7

	Current Month - September 2020 vs September 2019											
	Occ %		ADR		RevPAR		Percent Change from July 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
Tourism Regions												
Central Virginia Region	49.6	65.5	82.49	103.03	40.90	67.49	-24.3	-19.9	-39.4	-39.3	0.1	-24.2
Chesapeake Bay Region	64.3	62.1	100.36	96.55	64.56	59.95	3.6	4.0	7.7	3.9	-3.5	-0.0
Coastal Virginia - Eastern Shore Region	59.1	60.5	110.18	107.59	65.13	65.04	-2.2	2.4	0.1	0.1	0.0	-2.2
Coastal Virginia - Hampton Roads Region	56.8	63.6	95.58	101.08	54.26	64.26	-10.7	-5.4	-15.6	-15.1	0.6	-10.2
Northern Virginia Region	38.8	70.8	91.49	140.80	35.46	99.66	-45.2	-35.0	-64.4	-66.5	-5.8	-48.4
Shenandoah Valley Region	51.5	61.9	85.09	95.36	43.81	59.00	-16.8	-10.8	-25.7	-25.8	-0.0	-16.8
Southern Virginia Region	56.8	53.4	79.23	85.73	44.97	45.82	6.2	-7.6	-1.9	0.1	2.0	8.3
Southwest Virginia - Blue Ridge Highlands Region	43.9	57.7	86.23	104.67	37.87	60.35	-23.8	-17.6	-37.3	-36.3	1.4	-22.7
Southwest Virginia - Heart of Appalachia Region	48.6	53.0	77.40	80.38	37.65	42.61	-8.2	-3.7	-11.6	-11.6	0.0	-8.2
Virginia Mountains Region	43.6	61.9	87.57	97.65	38.14	60.41	-29.6	-10.3	-36.9	-38.8	-3.0	-31.7

Year to Date September 2020 vs September 2019

Lodging room demand was down by 35.7% YTD compared to the same period of 2019. The number of rooms available (room supply) has decreased by 2.7% YTD from the same period in 2019. Average room rate (prices per room rented) for the state as a whole has decreased from \$114.12 to \$91.68 per room, down by 19.7% from the same period of 2019. Room revenue, which is tied to room demand and room rates, has decreased by 48.3% YTD compared to the same period of 2019. Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged at 43.5%, down 33.9% from the same period of 2019.

	Year to Date - September 2020 vs September 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	43.5	65.8	91.68	114.12	39.87	75.05	-33.9	-19.7	-46.9	-48.3	-2.7	-35.7

STR - defined regions												
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
Washington, DC-MD-VA	38.5	72.0	117.80	159.65	45.36	114.98	-46.5	-26.2	-60.6	-65.2	-11.7	-52.8
Arlington, VA	32.9	76.4	137.17	169.09	45.09	129.24	-57.0	-18.9	-65.1	-69.3	-11.9	-62.1
Suburban Virginia Area	47.5	62.7	93.03	111.67	44.20	70.02	-24.2	-16.7	-36.9	-41.6	-7.5	-29.9
Alexandria, VA	37.2	72.9	103.23	137.03	38.37	99.86	-49.0	-24.7	-61.6	-62.6	-2.6	-50.3
Fairfax/Tysons Corner, VA	35.4	71.7	116.70	144.08	41.33	103.35	-50.6	-19.0	-60.0	-62.9	-7.2	-54.2
I-95 Fredericksburg, VA	48.1	64.4	74.72	86.37	35.90	55.66	-25.4	-13.5	-35.5	-35.5	0.0	-25.4
Dulles Airport Area, VA	38.4	75.6	96.51	121.32	37.07	91.67	-49.2	-20.4	-59.6	-60.7	-2.8	-50.6

Norfolk-Virginia Beach, VA	50.0	66.0	92.75	110.28	46.33	72.81	-24.3	-15.9	-36.4	-37.1	-1.2	-25.3
Williamsburg, VA	25.1	50.8	92.16	125.35	23.11	63.62	-50.6	-26.5	-63.7	-67.1	-9.6	-55.3
Virginia Beach, VA	52.2	68.9	128.29	144.16	66.97	99.27	-24.2	-11.0	-32.5	-31.4	1.6	-23.0
Norfolk/Portsmouth, VA	52.9	69.7	85.88	99.93	45.46	69.70	-24.1	-14.1	-34.8	-34.0	1.3	-23.2
Newport News/Hampton, VA	57.6	69.5	64.24	76.37	36.98	53.06	-17.2	-15.9	-30.3	-29.9	0.6	-16.7
Chesapeake/Suffolk, VA	63.2	73.1	73.15	83.91	46.23	61.32	-13.5	-12.8	-24.6	-24.7	-0.1	-13.7

Virginia Area	41.6	58.3	85.34	99.02	35.48	57.76	-28.7	-13.8	-38.6	-39.3	-1.2	-29.6
Virginia Area	41.0	53.8	87.49	97.48	35.89	52.45	-23.8	-10.3	-31.6	-32.8	-1.7	-25.1
Lynchburg, VA	41.9	56.7	90.41	104.15	37.88	59.02	-26.1	-13.2	-35.8	-33.6	3.4	-23.5
Staunton/Harrisonburg, VA	45.3	64.6	78.41	92.49	35.50	59.73	-29.9	-15.2	-40.6	-39.8	1.2	-29.0
Blacksburg/Wytheville, VA	38.7	55.9	81.19	93.09	31.45	52.03	-30.7	-12.8	-39.6	-38.9	1.1	-30.0
Roanoke, VA	42.7	71.5	99.51	127.26	42.54	90.93	-40.2	-21.8	-53.2	-54.1	-1.8	-41.2
Charlottesville, VA	41.2	57.8	76.08	85.11	31.38	49.18	-28.6	-10.6	-36.2	-36.4	-0.3	-28.8

Richmond-Petersburg, VA	47.0	66.8	79.34	95.95	37.28	64.12	-29.7	-17.3	-41.9	-42.0	-0.3	-29.9
Richmond CBD/Airport, VA	41.0	70.2	103.62	124.46	42.47	87.37	-41.6	-16.7	-51.4	-54.3	-5.9	-45.1
Richmond North/Glen Allen, VA	46.2	64.8	76.91	93.39	35.52	60.52	-28.7	-17.6	-41.3	-40.4	1.6	-27.6
Richmond West/Midlothian, VA	51.3	68.8	73.60	82.96	37.74	57.08	-25.5	-11.3	-33.9	-33.7	0.2	-25.3
Petersburg/Chester, VA	51.9	65.7	67.55	75.74	35.06	49.80	-21.1	-10.8	-29.6	-28.1	2.1	-19.4

Bristol/Kingsport, TN	41.2	57.8	76.08	85.11	31.38	49.18	-28.6	-10.6	-36.2	-36.4	-0.3	-28.8
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	Year to Date - September 2020 vs September 2019											
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
Tourism Regions												
Central Virginia Region	45.8	66.0	83.56	101.39	38.27	66.91	-30.6	-17.6	-42.8	-43.5	-1.1	-31.4
Chesapeake Bay Region	54.0	59.7	89.90	93.90	48.57	56.04	-9.5	-4.3	-13.3	-16.1	-3.2	-12.3
Coastal Virginia - Eastern Shore Region	44.6	54.0	108.86	115.82	48.58	62.56	-17.4	-6.0	-22.3	-22.6	-0.4	-17.7
Coastal Virginia - Hampton Roads Region	49.9	66.0	92.85	110.41	46.37	72.91	-24.4	-15.9	-36.4	-37.3	-1.4	-25.5
Northern Virginia Region	38.8	71.0	102.90	133.60	39.91	94.91	-45.4	-23.0	-58.0	-60.5	-6.0	-48.7
Shenandoah Valley Region	42.0	60.5	80.12	92.33	33.67	55.90	-30.6	-13.2	-39.8	-39.6	0.3	-30.4
Southern Virginia Region	45.7	54.2	79.35	87.28	36.28	47.32	-15.7	-9.1	-23.3	-24.2	-1.2	-16.7
Southwest Virginia - Blue Ridge Highlands Region	38.4	54.1	83.44	94.61	32.05	51.17	-29.0	-11.8	-37.4	-38.0	-1.0	-29.7
Southwest Virginia - Heart of Appalachia Region	37.5	46.6	74.45	79.08	27.92	36.82	-19.4	-5.9	-24.2	-24.8	-0.8	-20.1
Virginia Mountains Region	40.6	59.2	82.35	97.14	33.40	57.49	-31.5	-15.2	-41.9	-45.3	-5.8	-35.5

SOURCE: STR. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.