

August 2023 Monthly Report

United States
Virginia

Washington, DC

Arlington, VA
Alexandria, VA
Fairfax/Tysons Corner, VA
Suburban Virginia Area
I-95 Fredericksburg, VA
Dulles Airport Area, VA

Norfolk-Virginia Beach, VA

Chesapeake/Suffolk, VA
Newport News/Hampton, VA
Norfolk/Portsmouth, VA
Virginia Beach, VA
Williamsburg, VA

Virginia Area

Virginia Area (non-MSA)
Lynchburg, VA
Blacksburg/Wytheville, VA
Staunton/Harrisonburg, VA
Roanoke, VA
Charlottesville, VA

Bristol-Kingsport MSA

Richmond - Petersburg, VA

Petersburg/Chester, VA
Richmond CBD, VA
Richmond North/Glen Allen, VA
Richmond West/Midlothian, VA

VTC Tourism Regions

Central Virginia
Chesapeake Bay
Coastal Virginia - Eastern Shore
Coastal Virginia - Hampton Roads
Northern Virginia
Shenandoah Valley
Southern Virginia
Southwest Virginia - Blue Ridge Highlands
Southwest Virginia - Heart of Appalachia
Virginia Mountains

| Current Month - August 2023 vs August 2022 | | | | | | | | | | | |
|--|-------|----------|----------|----------|----------|-------------------------------|-------|--------|----------|-------------|-------------|
| Occupancy | | ADR | | RevPAR | | Percent Change from June 2022 | | | | | |
| 2023 | 2022 | 2023 | 2022 | 2023 | 2022 | Occ | ADR | RevPAR | Room Rev | Room Supply | Room Demand |
| 66.0% | 66.2% | \$153.60 | \$150.85 | \$101.35 | \$99.87 | -0.3% | 1.8% | 1.5% | 1.8% | 0.3% | 0.0% |
| 65.9% | 66.8% | \$132.20 | \$128.30 | \$87.10 | \$85.67 | -1.3% | 3.0% | 1.7% | 2.8% | 1.1% | -0.2% |
| | | | | | | | | | | | |
| 66.5% | 64.0% | \$150.69 | \$144.14 | \$100.28 | \$92.18 | 4.1% | 4.5% | 8.8% | 10.3% | 1.4% | 5.5% |
| 68.7% | 65.9% | \$153.69 | \$144.39 | \$105.61 | \$95.20 | 4.2% | 6.4% | 10.9% | 12.5% | 1.4% | 5.7% |
| 63.9% | 62.0% | \$133.19 | \$126.74 | \$85.09 | \$78.62 | 3.0% | 5.1% | 8.2% | 11.2% | 2.8% | 5.9% |
| 65.9% | 60.8% | \$144.50 | \$138.02 | \$95.25 | \$83.89 | 8.5% | 4.7% | 13.5% | 13.6% | 0.0% | 8.5% |
| 64.9% | 68.7% | \$132.24 | \$126.57 | \$85.80 | \$86.92 | -5.5% | 4.5% | -1.3% | 13.3% | 14.8% | 8.5% |
| 66.5% | 66.7% | \$100.79 | \$96.73 | \$67.05 | \$64.55 | -0.3% | 4.2% | 3.9% | 6.0% | 2.1% | 1.8% |
| 70.1% | 74.6% | \$123.06 | \$120.09 | \$86.23 | \$89.53 | -6.0% | 2.5% | -3.7% | -5.2% | -1.6% | -7.5% |
| | | | | | | | | | | | |
| 71.0% | 72.6% | \$154.46 | \$153.93 | \$109.74 | \$111.74 | -2.1% | 0.3% | -1.8% | -1.1% | 0.7% | -1.5% |
| 78.2% | 79.4% | \$112.76 | \$110.95 | \$88.21 | \$88.14 | -1.5% | 1.6% | 0.1% | 0.1% | 0.0% | -1.5% |
| 71.3% | 71.8% | \$99.14 | \$96.36 | \$70.65 | \$69.23 | -0.8% | 2.9% | 2.0% | 2.0% | 0.0% | -0.8% |
| 73.5% | 74.6% | \$129.86 | \$124.81 | \$95.39 | \$93.16 | -1.6% | 4.0% | 2.4% | 2.4% | 0.0% | -1.6% |
| 73.6% | 76.6% | \$217.34 | \$217.30 | \$160.07 | \$166.49 | -3.9% | 0.0% | -3.9% | -1.5% | 2.4% | -1.6% |
| 59.4% | 60.0% | \$148.95 | \$155.16 | \$88.48 | \$93.12 | -1.0% | -4.0% | -5.0% | -5.5% | -0.6% | -1.6% |
| | | | | | | | | | | | |
| 61.3% | 61.7% | \$123.15 | \$119.07 | \$75.43 | \$73.51 | -0.8% | 3.4% | 2.6% | 2.4% | -0.2% | -1.0% |
| 59.5% | 60.1% | \$124.26 | \$119.96 | \$73.88 | \$72.08 | -1.1% | 3.6% | 2.5% | 2.5% | 0.0% | -1.1% |
| 59.1% | 63.0% | \$122.56 | \$119.12 | \$72.49 | \$75.03 | -6.1% | 2.9% | -3.4% | -4.5% | -1.2% | -7.2% |
| 58.7% | 61.0% | \$122.57 | \$118.67 | \$71.97 | \$72.45 | -3.8% | 3.3% | -0.7% | 1.6% | 2.3% | -1.6% |
| 60.9% | 62.6% | \$109.30 | \$103.37 | \$66.53 | \$64.73 | -2.8% | 5.7% | 2.8% | 3.7% | 0.9% | -1.9% |
| 66.6% | 62.9% | \$105.20 | \$102.71 | \$70.08 | \$64.59 | 5.9% | 2.4% | 8.5% | 2.9% | -5.2% | 0.5% |
| 67.6% | 66.7% | \$158.14 | \$156.04 | \$106.96 | \$104.04 | 1.4% | 1.3% | 2.8% | 5.2% | 2.3% | 3.8% |
| | | | | | | | | | | | |
| 58.0% | 63.5% | \$106.16 | \$98.17 | \$61.54 | \$62.35 | -8.7% | 8.1% | -1.3% | -1.6% | -0.3% | -9.0% |
| | | | | | | | | | | | |
| 64.8% | 67.9% | \$108.65 | \$105.49 | \$70.46 | \$71.62 | -4.5% | 3.0% | -1.6% | -0.7% | 0.9% | -3.6% |
| 70.6% | 74.6% | \$90.74 | \$87.62 | \$64.03 | \$65.36 | -5.4% | 3.6% | -2.0% | -3.8% | -1.8% | -7.1% |
| 59.3% | 58.3% | \$162.83 | \$167.94 | \$96.60 | \$97.88 | 1.8% | -3.0% | -1.3% | 2.0% | 3.3% | 5.2% |
| 63.1% | 67.1% | \$108.03 | \$104.15 | \$68.13 | \$69.84 | -6.0% | 3.7% | -2.4% | -0.2% | 2.3% | -3.8% |
| 64.6% | 67.9% | \$97.12 | \$93.97 | \$62.70 | \$63.77 | -4.9% | 3.4% | -1.7% | -1.6% | 0.1% | -4.8% |
| | | | | | | | | | | | |
| 64.0% | 66.6% | \$117.52 | \$114.53 | \$75.24 | \$76.32 | -3.9% | 2.6% | -1.4% | -2.4% | -1.0% | -4.9% |
| 68.8% | 69.6% | \$131.12 | \$130.45 | \$90.22 | \$90.84 | -1.2% | 0.5% | -0.7% | -0.7% | 0.0% | -1.2% |
| 65.5% | 68.0% | \$164.45 | \$167.25 | \$107.65 | \$113.69 | -3.7% | -1.7% | -5.3% | -5.3% | 0.0% | -3.7% |
| 70.8% | 72.5% | \$152.33 | \$153.48 | \$107.82 | \$111.21 | -2.3% | -0.7% | -3.0% | -3.1% | -0.1% | -2.4% |
| 67.2% | 66.9% | \$131.12 | \$125.13 | \$88.11 | \$83.71 | 0.4% | 4.8% | 5.3% | 7.1% | 1.8% | 2.2% |
| 59.6% | 61.5% | \$106.65 | \$103.75 | \$63.58 | \$63.79 | -3.0% | 2.8% | -0.3% | -0.7% | -0.3% | -3.4% |
| 61.3% | 62.0% | \$110.43 | \$99.61 | \$67.67 | \$61.76 | -1.2% | 10.9% | 9.6% | 9.6% | 0.0% | -1.2% |
| 56.9% | 58.7% | \$125.44 | \$119.97 | \$71.40 | \$70.48 | -3.1% | 4.6% | 1.3% | 0.8% | -0.5% | -3.6% |
| 57.1% | 67.5% | \$91.64 | \$87.06 | \$52.34 | \$58.79 | -15.4% | 5.3% | -11.0% | -11.0% | 0.0% | -15.4% |
| 62.9% | 59.5% | \$121.80 | \$116.88 | \$76.66 | \$69.50 | 5.8% | 4.2% | 10.3% | 2.8% | -6.8% | -1.4% |

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

YTD August 2023 Monthly Report

United States
Virginia

Washington, DC
Arlington, VA
Alexandria, VA
Fairfax/Tysons Corner, VA
Suburban Virginia Area
I-95 Fredericksburg, VA
Dulles Airport Area, VA

Norfolk-Virginia Beach, VA
Chesapeake/Suffolk, VA
Newport News/Hampton, VA
Norfolk/Portsmouth, VA
Virginia Beach, VA
Williamsburg, VA

Virginia Area
Virginia Area (non-MSA)
Lynchburg, VA
Blacksburg/Wytheville, VA
Staunton/Harrisonburg, VA
Roanoke, VA
Charlottesville, VA

Bristol-Kingsport MSA

Richmond - Petersburg, VA
Petersburg/Chester, VA
Richmond CBD, VA
Richmond North/Glen Allen, VA
Richmond West/Midlothian, VA

VTC Tourism Regions
Central Virginia
Chesapeake Bay
Coastal Virginia - Eastern Shore
Coastal Virginia - Hampton Roads
Northern Virginia
Shenandoah Valley
Southern Virginia
Southwest Virginia - Blue Ridge Highlands
Southwest Virginia - Heart of Appalachia
Virginia Mountains

| Current Month - August 2023 vs August 2022 | | | | | | | | | | | | |
|--|-------|----------|----------|----------|----------|------------------------------|-------|--------|----------|-------------|-------------|--|
| Occupancy | | ADR | | RevPAR | | Percent Change from YTD 2022 | | | | | | |
| 2023 | 2022 | 2023 | 2022 | 2023 | 2022 | Occ | ADR | RevPAR | Room Rev | Room Supply | Room Demand | |
| 64.1% | 63.1% | \$155.19 | \$147.98 | \$99.43 | \$93.34 | 1.6% | 4.9% | 6.5% | 6.8% | 0.2% | 1.8% | |
| 63.0% | 61.5% | \$130.11 | \$121.35 | \$81.92 | \$74.68 | 2.3% | 7.2% | 9.7% | 10.5% | 0.8% | 3.1% | |
| 67.7% | 61.1% | \$177.53 | \$157.50 | \$120.15 | \$96.17 | 10.8% | 12.7% | 24.9% | 26.8% | 1.5% | 12.5% | |
| 72.4% | 64.6% | \$185.65 | \$162.56 | \$134.45 | \$104.94 | 12.2% | 14.2% | 28.1% | 28.1% | 0.0% | 12.1% | |
| 67.4% | 61.6% | \$152.51 | \$134.82 | \$102.72 | \$83.10 | 9.3% | 13.1% | 23.6% | 27.1% | 2.8% | 12.3% | |
| 65.0% | 57.0% | \$155.41 | \$136.90 | \$101.01 | \$78.10 | 13.9% | 13.5% | 29.3% | 29.8% | 0.4% | 14.3% | |
| 63.3% | 63.7% | \$131.97 | \$120.52 | \$83.53 | \$76.82 | -0.7% | 9.5% | 8.7% | 19.9% | 10.3% | 9.5% | |
| 64.9% | 64.8% | \$99.27 | \$94.84 | \$64.45 | \$61.43 | 0.2% | 4.7% | 4.9% | 4.6% | -0.3% | -0.1% | |
| 69.6% | 66.1% | \$127.42 | \$114.62 | \$88.67 | \$75.76 | 5.3% | 11.2% | 17.0% | 15.2% | -1.6% | 3.6% | |
| 64.0% | 63.9% | \$135.38 | \$131.82 | \$86.62 | \$84.18 | 0.2% | 2.7% | 2.9% | 3.7% | 0.8% | 1.0% | |
| 73.4% | 73.8% | \$104.42 | \$98.60 | \$76.67 | \$72.75 | -0.5% | 5.9% | 5.4% | 5.4% | 0.0% | -0.5% | |
| 65.9% | 66.5% | \$97.37 | \$93.08 | \$64.13 | \$61.86 | -0.9% | 4.6% | 3.7% | 2.6% | -1.0% | -1.9% | |
| 70.1% | 69.0% | \$119.90 | \$113.17 | \$84.10 | \$78.10 | 1.6% | 5.9% | 7.7% | 7.7% | 0.0% | 1.6% | |
| 62.7% | 63.0% | \$176.47 | \$174.59 | \$110.66 | \$109.94 | -0.4% | 1.1% | 0.7% | 3.8% | 3.1% | 2.7% | |
| 52.8% | 51.6% | \$145.82 | \$148.90 | \$76.92 | \$76.76 | 2.3% | -2.1% | 0.2% | 0.0% | -0.2% | 2.1% | |
| 56.5% | 56.6% | \$117.16 | \$112.54 | \$66.15 | \$63.73 | -0.3% | 4.1% | 3.8% | 3.7% | -0.1% | -0.4% | |
| 54.0% | 54.3% | \$114.56 | \$110.72 | \$61.90 | \$60.14 | -0.5% | 3.5% | 2.9% | 2.9% | -0.1% | -0.6% | |
| 56.7% | 57.6% | \$118.91 | \$114.99 | \$67.41 | \$66.19 | -1.5% | 3.4% | 1.8% | 3.5% | 1.6% | 0.1% | |
| 53.8% | 54.1% | \$111.10 | \$107.10 | \$59.74 | \$57.90 | -0.5% | 3.7% | 3.2% | 4.8% | 1.6% | 1.0% | |
| 57.0% | 56.9% | \$105.86 | \$102.05 | \$60.32 | \$58.08 | 0.1% | 3.7% | 3.8% | 4.8% | 0.9% | 1.0% | |
| 60.4% | 58.3% | \$107.16 | \$98.75 | \$64.71 | \$57.55 | 3.6% | 8.5% | 12.5% | 5.0% | -6.6% | -3.3% | |
| 64.9% | 67.3% | \$156.35 | \$151.96 | \$101.48 | \$102.31 | -3.6% | 2.9% | -0.8% | 3.5% | 4.4% | 0.6% | |
| 57.6% | 59.6% | \$105.26 | \$98.18 | \$60.65 | \$58.51 | -3.3% | 7.2% | 3.7% | 4.5% | 0.8% | -2.5% | |
| 64.1% | 64.3% | \$110.03 | \$104.86 | \$70.50 | \$67.41 | -0.3% | 4.9% | 4.6% | 4.9% | 0.3% | 0.0% | |
| 66.4% | 68.0% | \$90.06 | \$87.20 | \$59.81 | \$59.30 | -2.3% | 3.3% | 0.9% | 1.3% | 0.4% | -1.9% | |
| 59.4% | 56.7% | \$172.41 | \$171.31 | \$102.34 | \$97.15 | 4.7% | 0.6% | 5.3% | 10.0% | 4.4% | 9.3% | |
| 64.2% | 63.9% | \$107.93 | \$101.84 | \$69.25 | \$65.05 | 0.5% | 6.0% | 6.5% | 5.5% | -0.9% | -0.5% | |
| 64.5% | 64.3% | \$98.03 | \$94.03 | \$63.27 | \$60.47 | 0.4% | 4.3% | 4.6% | 4.7% | 0.1% | 0.4% | |
| 62.6% | 63.4% | \$117.49 | \$113.16 | \$73.53 | \$71.72 | -1.2% | 3.8% | 2.5% | 1.6% | -0.9% | -2.1% | |
| 59.6% | 59.7% | \$117.68 | \$116.53 | \$70.10 | \$69.61 | -0.3% | 1.0% | 0.7% | 0.7% | 0.0% | -0.3% | |
| 55.4% | 56.5% | \$135.84 | \$134.21 | \$75.19 | \$75.80 | -2.0% | 1.2% | -0.8% | -0.8% | 0.0% | -2.0% | |
| 63.8% | 63.8% | \$134.29 | \$131.73 | \$85.66 | \$84.03 | 0.0% | 1.9% | 1.9% | 1.9% | -0.1% | -0.1% | |
| 67.8% | 63.3% | \$143.77 | \$127.82 | \$97.46 | \$80.90 | 7.1% | 12.5% | 20.5% | 21.1% | 0.5% | 7.6% | |
| 55.0% | 56.3% | \$104.60 | \$101.10 | \$57.56 | \$56.87 | -2.2% | 3.5% | 1.2% | 1.1% | -0.1% | -2.3% | |
| 57.4% | 56.7% | \$102.16 | \$93.49 | \$58.69 | \$52.99 | 1.4% | 9.3% | 10.8% | 10.8% | 0.0% | 1.4% | |
| 53.1% | 53.1% | \$114.96 | \$111.55 | \$61.01 | \$59.29 | -0.1% | 3.1% | 2.9% | 3.9% | 0.9% | 0.8% | |
| 52.9% | 56.4% | \$89.08 | \$86.45 | \$47.15 | \$48.75 | -6.1% | 3.0% | -3.3% | -9.2% | -6.2% | -11.9% | |
| 56.9% | 55.4% | \$117.61 | \$109.68 | \$66.96 | \$60.77 | 2.8% | 7.2% | 10.2% | 2.1% | -7.3% | -4.8% | |

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