

January 2024 Monthly Report		Current Month - January 2024 vs January 2023											
		Occupancy		ADR		RevPAR		Percent Change from January 2023					
		2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
United States		51.9%	52.8%	\$146.33	\$142.53	\$75.99	\$75.28	-1.7%	2.7%	0.9%	1.5%	0.6%	-1.1%
Virginia		47.8%	47.7%	\$110.14	\$105.36	\$52.67	\$50.22	0.3%	4.5%	4.9%	6.1%	1.2%	1.5%
Virginia Class Scales													
	Luxury	41.2%	42.0%	\$251.41	\$247.41	\$103.59	\$103.79	-1.8%	1.6%	-0.2%	3.8%	4.0%	2.1%
	Upper Upscale	52.9%	49.5%	\$164.21	\$154.71	\$86.84	\$76.58	6.8%	6.1%	13.4%	19.7%	5.6%	12.8%
	Upscale	50.0%	51.3%	\$126.33	\$121.88	\$63.20	\$62.51	-2.5%	3.7%	1.1%	0.9%	-0.2%	-2.7%
	Upper Midscale	47.6%	48.2%	\$102.94	\$98.72	\$48.98	\$47.63	-1.4%	4.3%	2.8%	4.1%	1.2%	-0.2%
	Midscale	47.0%	45.8%	\$76.39	\$77.30	\$35.93	\$35.42	2.6%	-1.2%	1.4%	1.1%	-0.3%	2.3%
	Economy	43.1%	43.8%	\$60.32	\$60.21	\$26.02	\$26.35	-1.4%	0.2%	-1.2%	-1.3%	-0.1%	-1.5%
Washington, DC													
	Arlington, VA	51.5%	49.6%	\$150.25	\$144.58	\$77.38	\$71.75	3.8%	3.9%	7.8%	9.0%	1.1%	4.9%
	Alexandria, VA	55.1%	51.1%	\$159.02	\$150.92	\$87.67	\$77.19	7.8%	5.4%	13.6%	13.6%	0.0%	7.8%
	Fairfax/Tysons Corner, VA	49.6%	49.0%	\$127.35	\$121.42	\$63.11	\$59.51	1.1%	4.9%	6.1%	7.4%	1.3%	2.4%
	Suburban Virginia Area	52.9%	47.6%	\$144.47	\$138.61	\$76.40	\$65.92	11.2%	4.2%	15.9%	17.3%	1.2%	12.5%
	I-95 Fredericksburg, VA	46.4%	48.1%	\$119.69	\$107.18	\$55.59	\$51.51	-3.4%	11.7%	7.9%	23.9%	14.8%	11.0%
	Dulles Airport Area, VA	48.5%	49.5%	\$90.58	\$87.05	\$43.91	\$43.12	-2.1%	4.1%	1.8%	3.0%	1.1%	-1.1%
		58.8%	54.3%	\$117.99	\$113.12	\$69.32	\$61.47	8.1%	4.3%	12.8%	12.8%	0.0%	8.1%
Norfolk-Virginia Beach, VA													
	Chesapeake/Suffolk, VA	44.0%	45.9%	\$96.81	\$95.66	\$42.62	\$43.92	-4.1%	1.2%	-3.0%	-2.3%	0.7%	-3.5%
	Newport News/Hampton, VA	55.2%	60.6%	\$85.09	\$84.54	\$46.93	\$51.20	-8.9%	0.7%	-8.3%	-6.9%	1.6%	-7.5%
	Norfolk/Portsmouth, VA	52.2%	54.0%	\$86.35	\$81.45	\$45.07	\$43.98	-3.3%	6.0%	2.5%	2.5%	0.0%	-3.3%
	Virginia Beach, VA	51.0%	58.0%	\$102.39	\$95.74	\$52.23	\$55.56	-12.1%	6.9%	-6.0%	-6.0%	0.0%	-12.1%
	Williamsburg, VA	40.1%	39.0%	\$102.37	\$102.52	\$41.04	\$39.95	2.9%	-0.1%	2.7%	4.6%	1.8%	4.8%
		29.4%	29.6%	\$110.65	\$121.86	\$32.56	\$36.05	-0.6%	-9.2%	-9.7%	-10.2%	-0.6%	-1.1%
Virginia Area													
	Virginia Area (non-MSA)	43.1%	43.4%	\$99.33	\$96.01	\$42.79	\$41.68	-0.8%	3.5%	2.7%	2.7%	0.0%	-0.7%
	Lynchburg, VA	42.1%	41.2%	\$96.90	\$93.09	\$40.79	\$38.38	2.1%	4.1%	6.3%	5.2%	-1.0%	1.1%
	Blacksburg/Wytheville, VA	46.2%	48.4%	\$103.91	\$103.73	\$48.00	\$50.15	-4.5%	0.2%	-4.3%	-5.8%	-1.6%	-6.0%
	Staunton/Harrisonburg, VA	38.5%	39.5%	\$91.57	\$89.01	\$35.26	\$35.19	-2.6%	2.9%	0.2%	4.0%	3.8%	1.1%
	Roanoke, VA	38.8%	43.5%	\$94.89	\$94.58	\$36.82	\$41.12	-10.7%	0.3%	-10.5%	-9.2%	1.4%	-9.5%
	Charlottesville, VA	49.5%	48.0%	\$94.59	\$91.25	\$46.78	\$43.82	3.0%	3.7%	6.7%	4.3%	-2.3%	0.6%
		48.3%	48.2%	\$123.74	\$116.49	\$59.79	\$56.13	0.3%	6.2%	6.5%	9.4%	2.7%	3.0%
Bristol-Kingsport MSA													
		40.4%	43.8%	\$93.62	\$94.83	\$37.83	\$41.53	-7.7%	-1.3%	-8.9%	-9.0%	-0.1%	-7.8%
Richmond - Petersburg, VA													
	Petersburg/Chester, VA	53.5%	53.8%	\$105.45	\$100.69	\$56.40	\$54.19	-0.6%	4.7%	4.1%	5.0%	0.9%	0.3%
	Richmond CBD, VA	57.3%	55.5%	\$87.44	\$83.58	\$50.09	\$46.38	3.2%	4.6%	8.0%	8.7%	0.6%	3.9%
	Richmond North/Glen Allen, VA	55.9%	51.5%	\$171.05	\$165.63	\$95.66	\$85.26	8.6%	3.3%	12.2%	12.2%	0.0%	8.6%
	Richmond West/Midlothian, VA	51.8%	53.4%	\$102.10	\$98.06	\$52.88	\$52.36	-3.0%	4.1%	1.0%	3.0%	2.0%	-1.0%
		49.8%	52.5%	\$86.09	\$84.17	\$42.83	\$44.19	-5.2%	2.3%	-3.1%	-3.1%	0.0%	-5.2%
VTC Tourism Regions													
	Central Virginia	51.6%	51.7%	\$107.97	\$102.88	\$55.68	\$53.16	-0.2%	4.9%	4.7%	5.6%	0.8%	0.6%
	Chesapeake Bay	48.2%	42.3%	\$92.78	\$91.33	\$44.74	\$38.64	14.0%	1.6%	15.8%	15.8%	0.0%	14.0%
	Coastal Virginia - Eastern Shore	39.8%	39.2%	\$87.93	\$96.15	\$34.99	\$37.73	1.4%	-8.6%	-7.2%	-7.2%	0.0%	1.4%
	Coastal Virginia - Hampton Roads	44.0%	45.9%	\$96.37	\$95.45	\$42.42	\$43.80	-4.1%	1.0%	-3.2%	-2.5%	0.7%	-3.4%
	Northern Virginia	52.6%	50.3%	\$127.81	\$120.92	\$67.19	\$60.77	4.6%	5.7%	10.6%	13.4%	2.6%	7.3%
	Shenandoah Valley	38.4%	43.0%	\$91.69	\$92.56	\$35.22	\$39.78	-10.6%	-0.9%	-11.5%	-11.4%	0.0%	-10.6%
	Southern Virginia	50.0%	45.8%	\$97.78	\$90.29	\$48.84	\$41.32	9.1%	8.3%	18.2%	15.0%	-2.7%	6.2%
	Southwest Virginia - Blue Ridge Highlands	37.8%	38.8%	\$94.35	\$95.37	\$35.62	\$37.00	-2.7%	-1.1%	-3.7%	-1.5%	2.3%	-0.5%
	Southwest Virginia - Heart of Appalachia	42.4%	41.2%	\$84.45	\$81.99	\$35.81	\$33.80	2.8%	3.0%	5.9%	5.9%	0.0%	2.8%
	Virginia Mountains	46.2%	44.2%	\$102.55	\$94.04	\$47.35	\$41.60	4.4%	9.0%	13.8%	11.8%	-1.8%	2.5%

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YTD January 2024 Monthly Report		Year to Date - January 2024 vs January 2023											
		Occupancy		ADR		RevPAR		Percent Change from YTD 2023					
		2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
United States		51.9%	52.8%	\$146.33	\$142.53	\$75.99	\$75.28	-1.7%	2.7%	0.9%	1.5%	0.6%	-1.1%
Virginia		47.8%	47.7%	\$110.14	\$105.36	\$52.67	\$50.22	0.3%	4.5%	4.9%	6.1%	1.2%	1.5%
Virginia Class Scales													
	Luxury	41.2%	42.0%	\$251.41	\$247.41	\$103.59	\$103.79	-1.8%	1.6%	-0.2%	3.8%	4.0%	2.1%
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	Upper Midscale	47.6%	48.2%	\$102.94	\$98.72	\$48.98	\$47.63	-1.4%	4.3%	2.8%	4.1%	1.2%	-0.2%
	Midscale	47.0%	45.8%	\$76.39	\$77.30	\$35.93	\$35.42	2.6%	-1.2%	1.4%	1.1%	-0.3%	2.3%
	Economy	43.1%	43.8%	\$60.32	\$60.21	\$26.02	\$26.35	-1.4%	0.2%	-1.2%	-1.3%	-0.1%	-1.5%
Washington, DC													
		51.5%	49.6%	\$150.25	\$144.58	\$77.38	\$71.75	3.8%	3.9%	7.8%	9.0%	1.1%	4.9%
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	Alexandria, VA	49.6%	49.0%	\$127.35	\$121.42	\$63.11	\$59.51	1.1%	4.9%	6.1%	7.4%	1.3%	2.4%
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	Suburban Virginia Area	46.4%	48.1%	\$119.69	\$107.18	\$55.59	\$51.51	-3.4%	11.7%	7.9%	23.9%	14.8%	11.0%
	I-95 Fredericksburg, VA	48.5%	49.5%	\$90.58	\$87.05	\$43.91	\$43.12	-2.1%	4.1%	1.8%	3.0%	1.1%	-1.1%
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