January 2025 Monthly Report	Current Month - January 2025 vs January 2024											
	Occupancy		ADR		RevPAR		Percent Change from January 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
United States	52.5%	52.0%	$151.20	$146.21	$79.42	$76.00	1.0%	3.4%	4.5%	5.2%	0.6%	1.7%
Virginia	49.1%	47.7%	$119.23	$110.20	$58.59	$52.61	2.9%	8.2%	11.4%	13.0%	1.4%	4.4%
Virginia Class Scales												
Luxury	50.7%	45.8%	$291.81	$255.29	$148.01	$116.80	10.9%	14.3%	26.7%	32.5%	4.6%	15.9%
Upper Upscale	54.0%	52.2%	$181.69	$163.44	$98.08	$85.29	3.4%	11.2%	15.0%	17.0%	1.8%	5.3%
Upscale	52.8%	50.8%	$137.09	$126.86	$72.44	$64.50	3.9%	8.1%	12.3%	14.3%	1.7%	5.7%
Upper Midscale	47.7%	46.9%	$109.33	$103.69	$52.18	$48.64	1.7%	5.4%	7.3%	10.4%	2.9%	4.7%
Midscale	47.2%	47.3%	$80.50	$76.54	$38.01	$36.23	-0.2%	5.2%	4.9%	4.9%	0.0%	-0.2%
Economy	44.5%	42.7%	$60.85	$60.19	$27.08	$25.71	4.2%	1.1%	5.3%	5.2%	-0.2%	4.0%
Washington, DC	54.2%	51.7%	$204.50	$150.67	$110.84	$77.92	4.8%	35.7%	42.2%	45.0%	1.9%	6.8%
Arlington, VA	59.2%	55.1%	$197.48	$159.02	$116.83	$87.67	7.3%	24.2%	33.3%	30.1%	-2.4%	4.8%
Alexandria, VA	52.1%	49.6%	$152.89	$127.31	$79.70	$63.18	5.0%	20.1%	26.1%	27.7%	1.2%	6.3%
Fairfax/Tysons Corner, VA	56.9%	53.0%	$163.72	$144.75	$93.16	$76.68	7.4%	13.1%	21.5%	20.8%	-0.6%	6.8%
Suburban Virginia Area	52.7%	47.8%	$144.82	$123.78	$76.29	$59.16	10.2%	17.0%	29.0%	28.7%	-0.2%	10.0%
I-95 Fredericksburg, VA	49.8%	48.5%	$95.29	$90.58	$47.42	$43.89	2.7%	5.2%	8.0%	15.4%	6.8%	9.7%
Dulles Airport Area, VA	60.9%	58.8%	$130.53	$118.04	$79.54	$69.36	3.7%	10.6%	14.7%	17.6%	2.6%	6.3%
Norfolk-Virginia Beach, VA	44.4%	44.0%	$97.47	$96.77	$43.25	$42.58	0.8%	0.7%	1.6%	2.1%	0.5%	1.3%
Chesapeake/Suffolk, VA	55.4%	55.3%	$85.42	$84.96	$47.36	$47.01	0.2%	0.5%	0.7%	3.5%	2.7%	2.9%
Newport News/Hampton, VA	52.4%	52.2%	$82.90	$86.35	$43.48	$45.07	0.5%	-4.0%	-3.5%	-1.9%	1.8%	2.2%
Norfolk/Portsmouth, VA	50.8%	51.0%	$100.98	$102.39	$51.35	$52.26	-0.4%	-1.4%	-1.7%	-1.6%	0.1%	-0.2%
Virginia Beach, VA	39.5%	40.1%	$106.85	$102.36	$42.20	$41.04	-1.5%	4.4%	2.8%	2.9%	0.0%	-1.5%
Williamsburg, VA	31.4%	29.2%	$113.02	$110.70	$35.45	$32.34	7.3%	2.1%	9.6%	8.2%	-1.3%	6.0%
Virginia Area	43.4%	42.8%	$103.23	$99.30	$44.81	$42.49	1.4%	4.0%	5.4%	6.7%	1.2%	2.6%
Virginia Area (non-MSA)	39.4%	40.4%	$103.60	$93.02	$40.78	$37.55	-2.5%	11.4%	8.6%	9.8%	1.1%	-1.4%
Lynchburg, VA	47.3%	46.0%	$100.93	$102.61	$47.77	$47.17	3.0%	-1.6%	1.3%	4.7%	3.4%	6.5%
Blacksburg/Wytheville, VA	39.6%	38.5%	$94.46	$91.49	$37.41	$35.23	2.9%	3.2%	6.2%	0.9%	-5.0%	-2.3%
Staunton/Harrisonburg, VA	44.0%	38.8%	$93.53	$94.71	$41.14	$36.78	13.3%	-1.2%	11.8%	11.9%	0.0%	13.3%
Roanoke, VA	48.4%	49.5%	$96.90	$94.59	$46.91	$46.78	-2.1%	2.4%	0.3%	2.3%	2.0%	-0.1%
Charlottesville, VA	47.9%	46.6%	$134.68	$130.81	$64.47	$60.99	2.7%	3.0%	5.7%	7.9%	2.1%	4.8%
Bristol-Kingsport MSA	51.4%	40.4%	$103.15	$93.42	$52.99	$37.73	27.2%	10.4%	40.4%	46.3%	4.2%	32.5%
Richmond - Petersburg, VA	53.3%	53.4%	$105.94	$105.61	$56.48	$56.35	-0.1%	0.3%	0.2%	3.1%	2.8%	2.7%
Petersburg/Chester, VA	52.6%	57.3%	$89.17	$87.31	$46.91	$50.04	-8.2%	2.1%	-6.3%	-6.0%	0.3%	-7.9%
Richmond CBD, VA	55.0%	55.9%	$180.65	$174.65	$99.43	$97.71	-1.6%	3.4%	1.8%	1.8%	0.0%	-1.6%
Richmond North/Glen Allen, VA	52.1%	51.5%	$99.45	$102.46	$51.86	$52.74	1.3%	-2.9%	-1.7%	4.3%	6.1%	7.5%
Richmond West/Midlothian, VA	52.8%	49.8%	$86.19	$86.08	$45.47	$42.83	6.0%	0.1%	6.2%	6.2%	0.0%	6.0%
VTC Tourism Regions												
Central Virginia	51.5%	51.3%	$109.56	$108.27	$56.47	$55.50	0.6%	1.2%	1.8%	4.8%	3.0%	3.6%
Chesapeake Bay	45.0%	48.4%	$101.22	$93.22	$45.59	$45.12	-6.9%	8.6%	1.0%	1.0%	0.0%	-6.9%
Coastal Virginia - Eastern Shore	35.6%	39.8%	$94.83	$87.93	$33.73	$35.02	-10.7%	7.9%	-3.7%	-8.6%	-5.2%	-15.3%
Coastal Virginia - Hampton Roads	44.3%	44.0%	$97.18	$96.33	$43.06	$42.38	0.7%	0.9%	1.6%	2.1%	0.5%	1.2%
Northern Virginia	55.5%	52.6%	$147.87	$127.95	$82.06	$67.24	5.6%	15.6%	22.0%	23.6%	1.3%	6.9%
Shenandoah Valley	40.4%	38.4%	$91.31	$91.66	$36.84	$35.22	5.0%	-0.4%	4.6%	5.6%	0.9%	6.0%
Southern Virginia	49.2%	49.7%	$102.70	$97.57	$50.53	$48.50	-1.0%	5.3%	4.2%	10.1%	5.7%	4.6%
Southwest Virginia - Blue Ridge Highlands	42.7%	37.8%	$102.26	$94.15	$43.70	$35.56	13.2%	8.6%	22.9%	23.1%	0.1%	13.3%
Southwest Virginia - Heart of Appalachia	34.7%	42.4%	$81.93	$84.45	$28.42	$35.81	-18.2%	-3.0%	-20.6%	-15.1%	6.9%	-12.5%
Virginia Mountains	45.6%	46.2%	$110.44	$102.29	$50.40	$47.25	-1.2%	8.0%	6.7%	8.1%	1.3%	0.1%

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YTD January 2025 Monthly Report	Year to Date - January 2025 vs January 2024											
	Occupancy		ADR		RevPAR		Percent Change from YTD 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
United States	52.5%	52.0%	$151.20	$146.21	$79.42	$76.00	1.0%	3.4%	4.5%	5.2%	0.6%	1.7%
Virginia	49.1%	47.7%	$119.23	$110.20	$58.59	$52.61	2.9%	8.2%	11.4%	13.0%	1.4%	4.4%
Virginia Class Scales												
Luxury	50.7%	45.8%	$291.81	$255.29	$148.01	$116.80	10.9%	14.3%	26.7%	32.5%	4.6%	15.9%
Upper Upscale	54.0%	52.2%	$181.69	$163.44	$98.08	$85.29	3.4%	11.2%	15.0%	17.0%	1.8%	5.3%
Upscale	52.8%	50.8%	$137.09	$126.86	$72.44	$64.50	3.9%	8.1%	12.3%	14.3%	1.7%	5.7%
Upper Midscale	47.7%	46.9%	$109.33	$103.69	$52.18	$48.64	1.7%	5.4%	7.3%	10.4%	2.9%	4.7%
Midscale	47.2%	47.3%	$80.50	$76.54	$38.01	$36.23	-0.2%	5.2%	4.9%	4.9%	0.0%	-0.2%
Economy	44.5%	42.7%	$60.85	$60.19	$27.08	$25.71	4.2%	1.1%	5.3%	5.2%	-0.2%	4.0%
Washington, DC	54.2%	51.7%	$204.50	$150.67	$110.84	$77.92	4.8%	35.7%	42.2%	45.0%	1.9%	6.8%
Arlington, VA	59.2%	55.1%	$197.48	$159.02	$116.83	$87.67	7.3%	24.2%	33.3%	30.1%	-2.4%	4.8%
Alexandria, VA	52.1%	49.6%	$152.89	$127.31	$79.70	$63.18	5.0%	20.1%	26.1%	27.7%	1.2%	6.3%
Fairfax/Tysons Corner, VA	56.9%	53.0%	$163.72	$144.75	$93.16	$76.68	7.4%	13.1%	21.5%	20.8%	-0.6%	6.8%
Suburban Virginia Area	52.7%	47.8%	$144.82	$123.78	$76.29	$59.16	10.2%	17.0%	29.0%	28.7%	-0.2%	10.0%
I-95 Fredericksburg, VA	49.8%	48.5%	$95.29	$90.58	$47.42	$43.89	2.7%	5.2%	8.0%	15.4%	6.8%	9.7%
Dulles Airport Area, VA	60.9%	58.8%	$130.53	$118.04	$79.54	$69.36	3.7%	10.6%	14.7%	17.6%	2.6%	6.3%
Norfolk-Virginia Beach, VA	44.4%	44.0%	$97.47	$96.77	$43.25	$42.58	0.8%	0.7%	1.6%	2.1%	0.5%	1.3%
Chesapeake/Suffolk, VA	55.4%	55.3%	$85.42	$84.96	$47.36	$47.01	0.2%	0.5%	0.7%	3.5%	2.7%	2.9%
Newport News/Hampton, VA	52.4%	52.2%	$82.90	$86.35	$43.48	$45.07	0.5%	-4.0%	-3.5%	-1.9%	1.8%	2.2%
Norfolk/Portsmouth, VA	50.8%	51.0%	$100.98	$102.39	$51.35	$52.26	-0.4%	-1.4%	-1.7%	-1.6%	0.1%	-0.2%
Virginia Beach, VA	39.5%	40.1%	$106.85	$102.36	$42.20	$41.04	-1.5%	4.4%	2.8%	2.9%	0.0%	-1.5%
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Virginia Area	43.4%	42.8%	$103.23	$99.30	$44.81	$42.49	1.4%	4.0%	5.4%	6.7%	1.2%	2.6%
Virginia Area (non-MSA)	39.4%	40.4%	$103.60	$93.02	$40.78	$37.55	-2.5%	11.4%	8.6%	9.8%	1.1%	-1.4%
Lynchburg, VA	47.3%	46.0%	$100.93	$102.61	$47.77	$47.17	3.0%	-1.6%	1.3%	4.7%	3.4%	6.5%
Blacksburg/Wytheville, VA	39.6%	38.5%	$94.46	$91.49	$37.41	$35.23	2.9%	3.2%	6.2%	0.9%	-5.0%	-2.3%
Staunton/Harrisonburg, VA	44.0%	38.8%	$93.53	$94.71	$41.14	$36.78	13.3%	-1.2%	11.8%	11.9%	0.0%	13.3%
Roanoke, VA	48.4%	49.5%	$96.90	$94.59	$46.91	$46.78	-2.1%	2.4%	0.3%	2.3%	2.0%	-0.1%
Charlottesville, VA	47.9%	46.6%	$134.68	$130.81	$64.47	$60.99	2.7%	3.0%	5.7%	7.9%	2.1%	4.8%
Bristol-Kingsport MSA	51.4%	40.4%	$103.15	$93.42	$52.99	$37.73	27.2%	10.4%	40.4%	46.3%	4.2%	32.5%
Richmond - Petersburg, VA	53.3%	53.4%	$105.94	$105.61	$56.48	$56.35	-0.1%	0.3%	0.2%	3.1%	2.8%	2.7%
Petersburg/Chester, VA	52.6%	57.3%	$89.17	$87.31	$46.91	$50.04	-8.2%	2.1%	-6.3%	-6.0%	0.3%	-7.9%
Richmond CBD, VA	55.0%	55.9%	$180.65	$174.65	$99.43	$97.71	-1.6%	3.4%	1.8%	1.8%	0.0%	-1.6%
Richmond North/Glen Allen, VA	52.1%	51.5%	$99.45	$102.46	$51.86	$52.74	1.3%	-2.9%	-1.7%	4.3%	6.1%	7.5%
Richmond West/Midlothian, VA	52.8%	49.8%	$86.19	$86.08	$45.47	$42.83	6.0%	0.1%	6.2%	6.2%	0.0%	6.0%
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Chesapeake Bay	45.0%	48.4%	$101.22	$93.22	$45.59	$45.12	-6.9%	8.6%	1.0%	1.0%	0.0%	-6.9%
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Coastal Virginia - Hampton Roads	44.3%	44.0%	$97.18	$96.33	$43.06	$42.38	0.7%	0.9%	1.6%	2.1%	0.5%	1.2%
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Southern Virginia	49.2%	49.7%	$102.70	$97.57	$50.53	$48.50	-1.0%	5.3%	4.2%	10.1%	5.7%	4.6%
Southwest Virginia - Blue Ridge Highlands	42.7%	37.8%	$102.26	$94.15	$43.70	$35.56	13.2%	8.6%	22.9%	23.1%	0.1%	13.3%
Southwest Virginia - Heart of Appalachia	34.7%	42.4%	$81.93	$84.45	$28.42	$35.81	-18.2%	-3.0%	-20.6%	-15.1%	6.9%	-12.5%
Virginia Mountains	45.6%	46.2%	$110.44	$102.29	$50.40	$47.25	-1.2%	8.0%	6.7%	8.1%	1.3%	0.1%

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