

YTD March 2025 Monthly Report	Year to Date - March 2025 vs March 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	58.4%	58.2%	\$157.71	\$154.83	\$92.08	\$90.05	0.4%	1.9%	2.2%	2.9%	0.6%	1.0%
Virginia	55.9%	55.2%	\$123.78	\$120.15	\$69.20	\$66.38	1.2%	3.0%	4.2%	5.9%	1.5%	2.8%
Virginia Class Scales												
Luxury	54.4%	53.5%	\$298.42	\$280.02	\$162.45	\$149.92	1.7%	6.6%	8.4%	13.3%	4.6%	6.3%
Upper Upscale	61.3%	60.9%	\$186.65	\$178.58	\$114.40	\$108.71	0.7%	4.5%	5.2%	7.1%	1.8%	2.5%
Upscale	60.8%	60.6%	\$142.36	\$138.11	\$86.55	\$83.74	0.3%	3.1%	3.4%	5.1%	1.7%	1.9%
Upper Midscale	55.9%	56.1%	\$114.87	\$112.15	\$64.18	\$62.94	-0.4%	2.4%	2.0%	5.1%	3.1%	2.7%
Midscale	53.3%	53.5%	\$83.52	\$80.94	\$44.51	\$43.31	-0.4%	3.2%	2.8%	3.5%	0.7%	0.3%
Economy	48.7%	45.9%	\$62.52	\$62.74	\$30.44	\$28.83	5.9%	-0.4%	5.6%	5.2%	-0.3%	5.6%
VTC Tourism Regions												
Central Virginia	58.6%	57.9%	\$117.74	\$117.73	\$68.99	\$68.15	1.2%	0.0%	1.2%	4.4%	3.1%	4.4%
Chesapeake Bay	49.5%	52.2%	\$100.54	\$98.77	\$49.76	\$51.55	-5.2%	1.8%	-3.5%	-3.5%	0.0%	-5.2%
Coastal Virginia - Eastern Shore	39.6%	46.2%	\$98.82	\$97.20	\$39.09	\$44.89	-14.4%	1.7%	-12.9%	-17.4%	-5.1%	-18.8%
Coastal Virginia - Hampton Roads	51.6%	52.0%	\$106.25	\$106.53	\$54.86	\$55.45	-0.8%	-0.3%	-1.1%	-0.6%	0.4%	-0.4%
Northern Virginia	62.0%	61.0%	\$148.42	\$140.04	\$92.05	\$85.36	1.7%	6.0%	7.8%	9.4%	1.4%	3.2%
Shenandoah Valley	45.7%	45.6%	\$94.79	\$96.20	\$43.34	\$43.84	0.3%	-1.5%	-1.1%	-0.2%	0.9%	1.3%
Southern Virginia	55.9%	53.9%	\$107.07	\$101.41	\$59.82	\$54.69	3.6%	5.6%	9.4%	15.6%	5.7%	9.5%
Southwest Virginia - Blue Ridge Highlands	50.6%	46.2%	\$108.33	\$104.70	\$54.84	\$48.35	9.6%	3.5%	13.4%	14.0%	0.5%	10.1%
Southwest Virginia - Heart of Appalachia	43.9%	46.6%	\$86.62	\$85.99	\$37.99	\$40.08	-5.9%	0.7%	-5.2%	1.4%	6.9%	0.6%
Virginia Mountains	51.4%	51.1%	\$116.32	\$109.70	\$59.84	\$56.02	0.7%	6.0%	6.8%	8.6%	1.7%	2.5%
STR/CoSTAR Designated Hospitality Markets												
Washington, DC	61.5%	61.3%	\$192.91	\$173.60	\$118.71	\$106.37	0.4%	11.1%	11.6%	14.0%	2.1%	2.6%
Arlington, VA	68.3%	66.6%	\$196.99	\$184.15	\$134.52	\$122.58	2.6%	7.0%	9.7%	7.1%	-2.4%	0.2%
Alexandria, VA	59.9%	60.1%	\$150.13	\$145.08	\$89.86	\$87.13	-0.3%	3.5%	3.1%	4.4%	1.2%	0.9%
Fairfax/Tysons Corner, VA	62.5%	60.6%	\$163.97	\$150.77	\$102.55	\$91.41	3.2%	8.8%	12.2%	12.4%	0.2%	3.4%
Suburban Virginia Area	57.2%	54.7%	\$143.27	\$134.69	\$82.00	\$73.64	4.7%	6.4%	11.4%	11.1%	-0.2%	4.5%
I-95 Fredericksburg, VA	57.0%	56.5%	\$100.57	\$97.55	\$57.37	\$55.11	1.0%	3.1%	4.1%	11.6%	7.2%	8.2%
Dulles Airport Area, VA	65.5%	64.6%	\$131.14	\$121.30	\$85.89	\$78.41	1.3%	8.1%	9.5%	12.3%	2.6%	3.9%
Norfolk-Virginia Beach, VA												
Chesapeake/Suffolk, VA	51.7%	52.1%	\$106.53	\$106.90	\$55.03	\$55.66	-0.8%	-0.3%	-1.1%	-0.7%	0.4%	-0.4%
Newport News/Hampton, VA	62.5%	62.0%	\$90.20	\$90.36	\$56.39	\$55.98	0.9%	-0.2%	0.7%	3.4%	2.7%	3.6%
Norfolk/Portsmouth, VA	57.8%	57.6%	\$87.11	\$89.26	\$50.35	\$51.40	0.4%	-2.4%	-2.0%	-0.9%	1.1%	1.5%
Virginia Beach, VA	58.8%	58.4%	\$110.20	\$109.66	\$64.76	\$64.06	0.6%	0.5%	1.1%	1.2%	0.1%	0.7%
Williamsburg, VA	48.1%	49.6%	\$119.92	\$116.84	\$57.64	\$57.90	-3.0%	2.6%	-0.5%	-0.5%	0.0%	-3.0%
	38.0%	38.9%	\$122.67	\$126.71	\$46.67	\$49.34	-2.3%	-3.2%	-5.4%	-6.4%	-1.0%	-3.3%
Virginia Area												
Virginia Area (non-MSA)	49.7%	49.4%	\$108.62	\$106.69	\$53.94	\$52.71	0.5%	1.8%	2.3%	3.8%	1.4%	1.9%
Lynchburg, VA	45.3%	45.5%	\$103.60	\$99.82	\$46.93	\$45.40	-0.4%	3.8%	3.4%	4.6%	1.2%	0.8%
Blacksburg/Wytheville, VA	52.4%	52.1%	\$110.82	\$110.05	\$58.05	\$57.32	0.6%	0.7%	1.3%	6.3%	5.0%	5.6%
Staunton/Harrisonburg, VA	48.5%	47.9%	\$102.08	\$100.78	\$49.52	\$48.31	1.2%	1.3%	2.5%	-2.2%	-4.6%	-3.5%
Roanoke, VA	49.0%	45.7%	\$96.56	\$98.52	\$47.29	\$45.01	7.2%	-2.0%	5.1%	5.1%	0.0%	7.2%
Charlottesville, VA	54.2%	54.2%	\$104.09	\$100.18	\$56.38	\$54.27	0.0%	3.9%	3.9%	6.5%	2.5%	2.5%
	54.9%	55.6%	\$144.89	\$144.45	\$79.55	\$80.39	-1.3%	0.3%	-1.0%	1.1%	2.1%	0.8%
Bristol-Kingsport MSA												
	57.8%	47.4%	\$107.25	\$101.14	\$62.04	\$47.97	22.0%	6.0%	29.3%	35.4%	4.7%	27.7%
Richmond - Petersburg, VA												
Petersburg/Chester, VA	60.7%	59.6%	\$114.38	\$114.47	\$69.48	\$68.25	1.9%	-0.1%	1.8%	4.6%	2.8%	4.7%
Richmond CBD, VA	60.5%	61.3%	\$94.33	\$93.22	\$57.07	\$57.15	-1.3%	1.2%	-0.1%	-0.2%	0.0%	-1.3%
Richmond North/Glen Allen, VA	62.5%	60.7%	\$187.31	\$184.46	\$117.01	\$112.01	2.9%	1.5%	4.5%	4.5%	0.0%	2.9%
Richmond West/Midlothian, VA	58.9%	59.5%	\$110.03	\$112.36	\$64.78	\$66.84	-1.0%	-2.1%	-3.1%	2.8%	6.1%	5.0%
	58.9%	56.6%	\$95.12	\$95.79	\$56.04	\$54.24	4.0%	-0.7%	3.3%	3.3%	0.0%	4.0%
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