



# Understanding Local Trends in a National Context

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# Agenda

**1** National Hotel Market Trends

**5** CoStar Training

**2** Commonwealth of Virginia

**3** Submarkets Overview

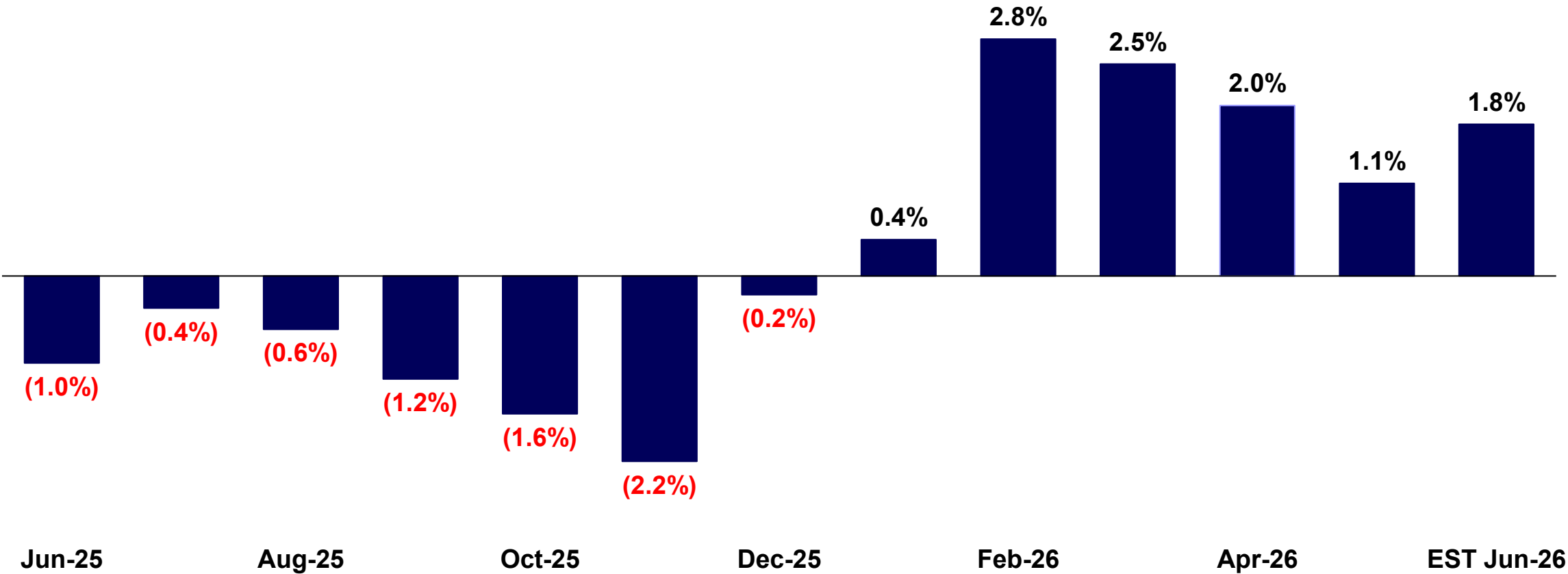
**4** Hospitality Forecast

## Agenda

# National Hotel Market Trends

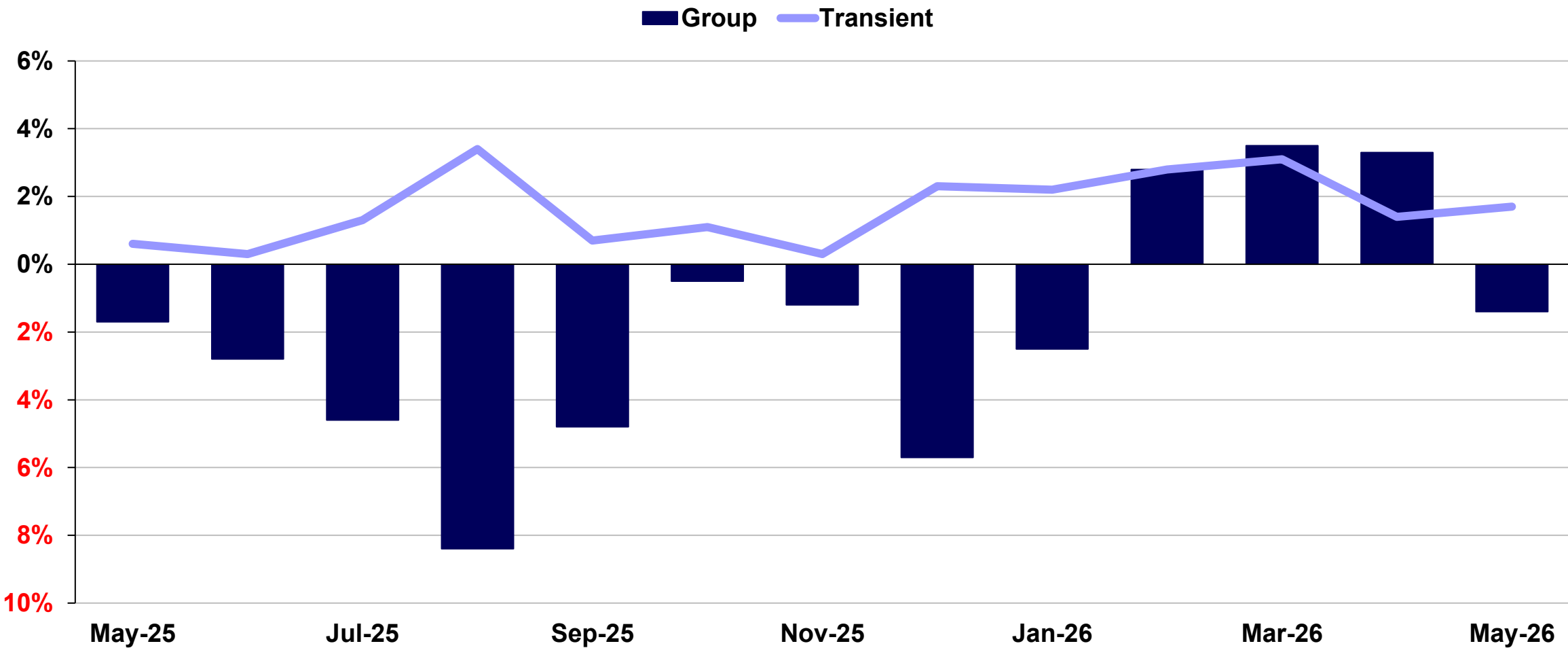
# U.S. demand on the upswing

U.S. room demand change



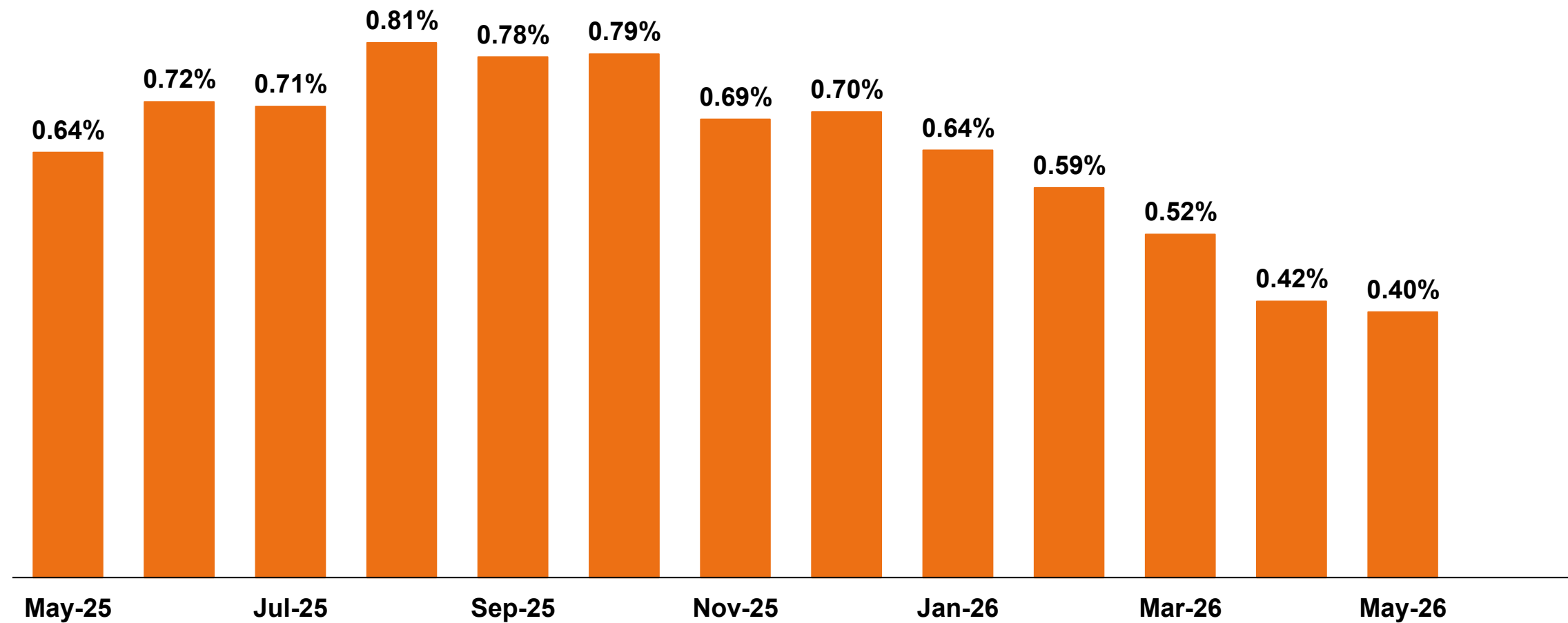
# Group demand still lagging pre-pandemic levels

U.S. group room demand change, Luxury and Upper Upscale class



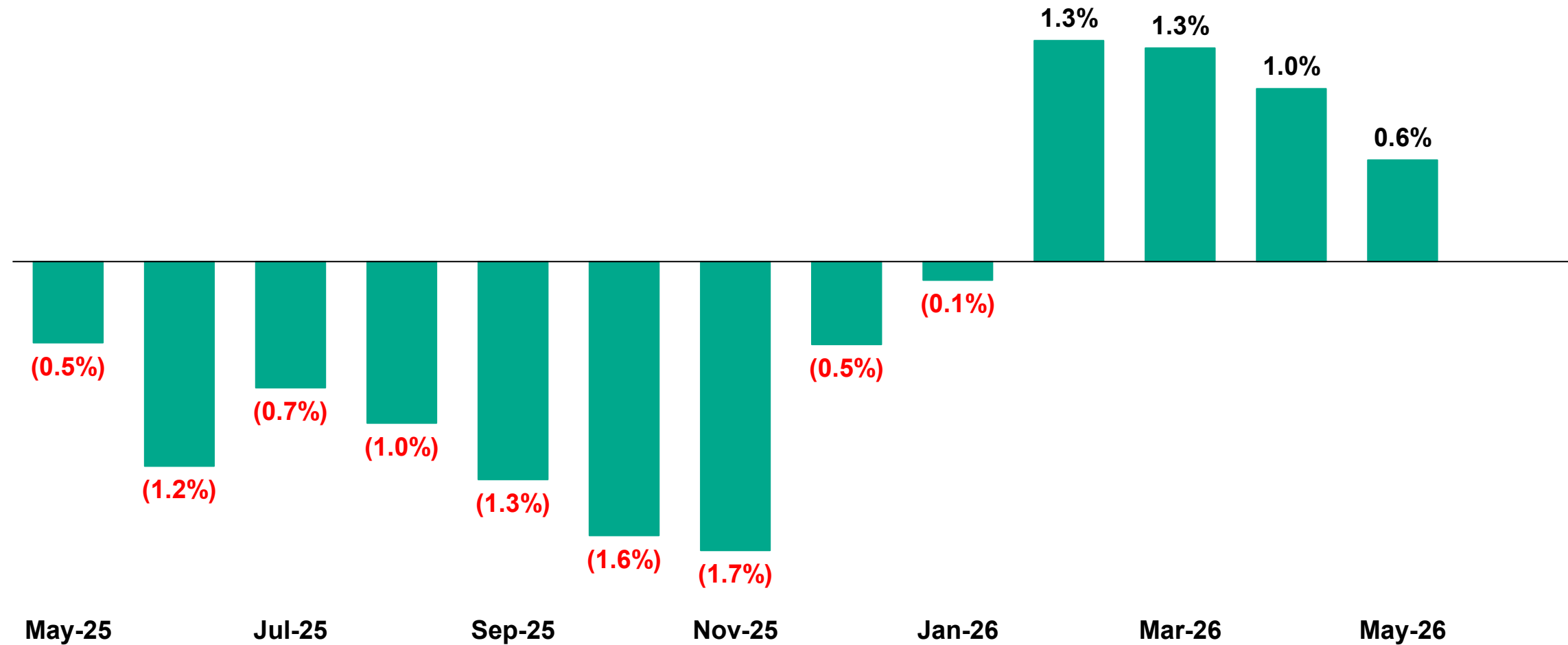
# U.S. supply growth slowing

U.S. room supply change



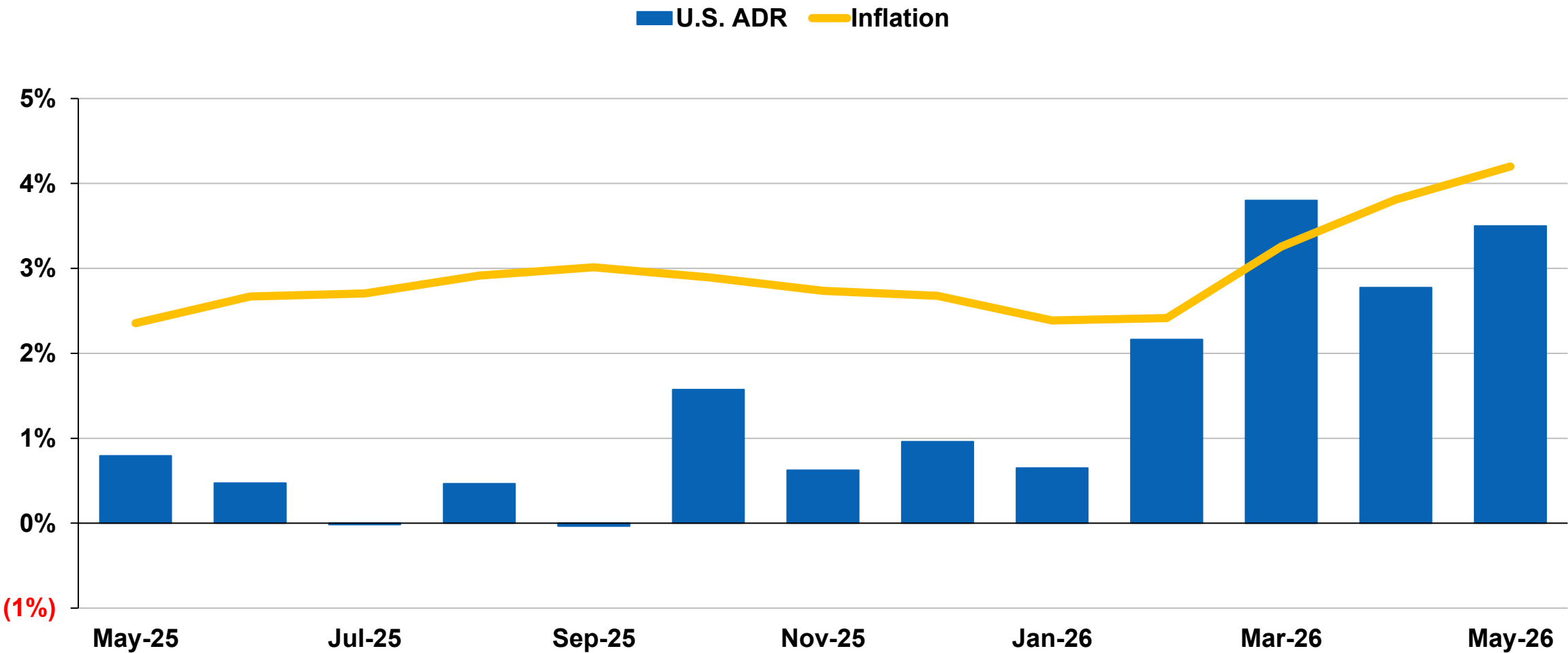
# Occupancy growth fairly consistent over the past four months

U.S. occupancy percentage point change



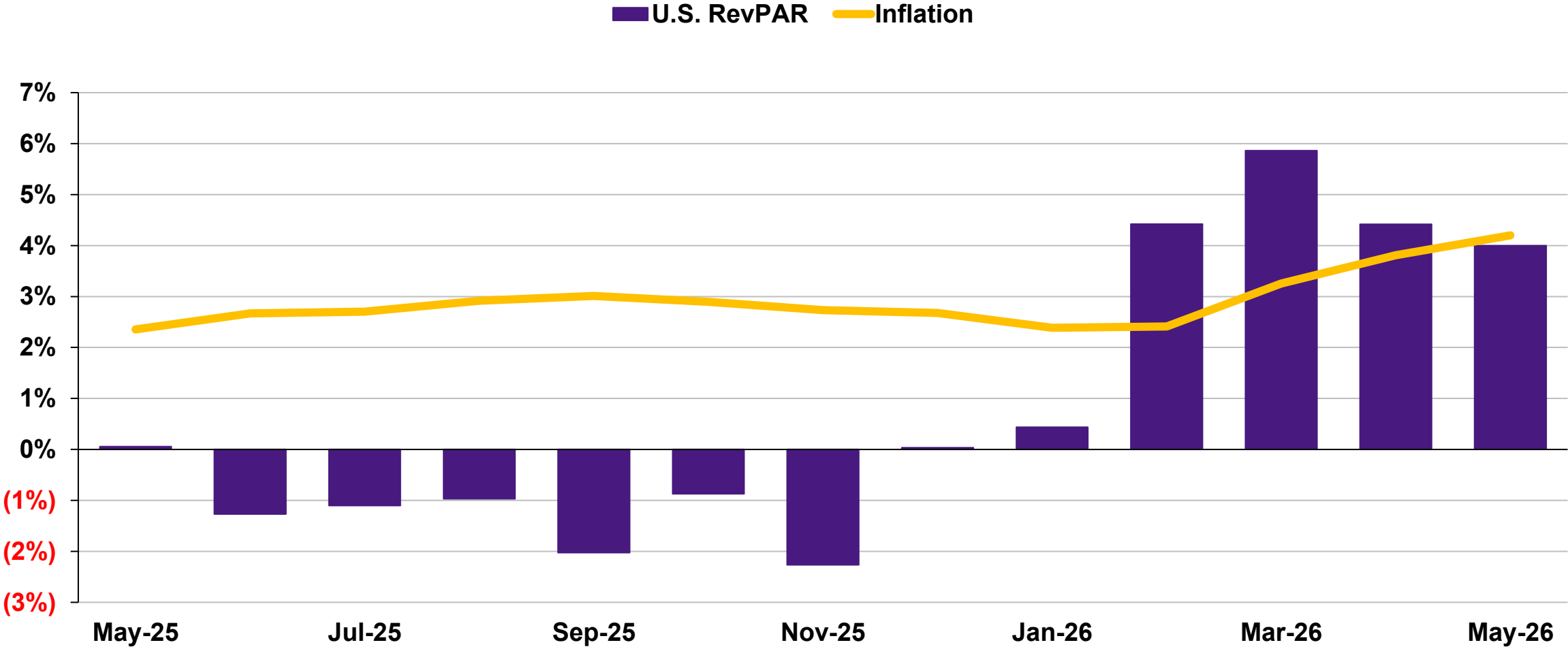
# ADR growth mostly lagging inflation

U.S. ADR change



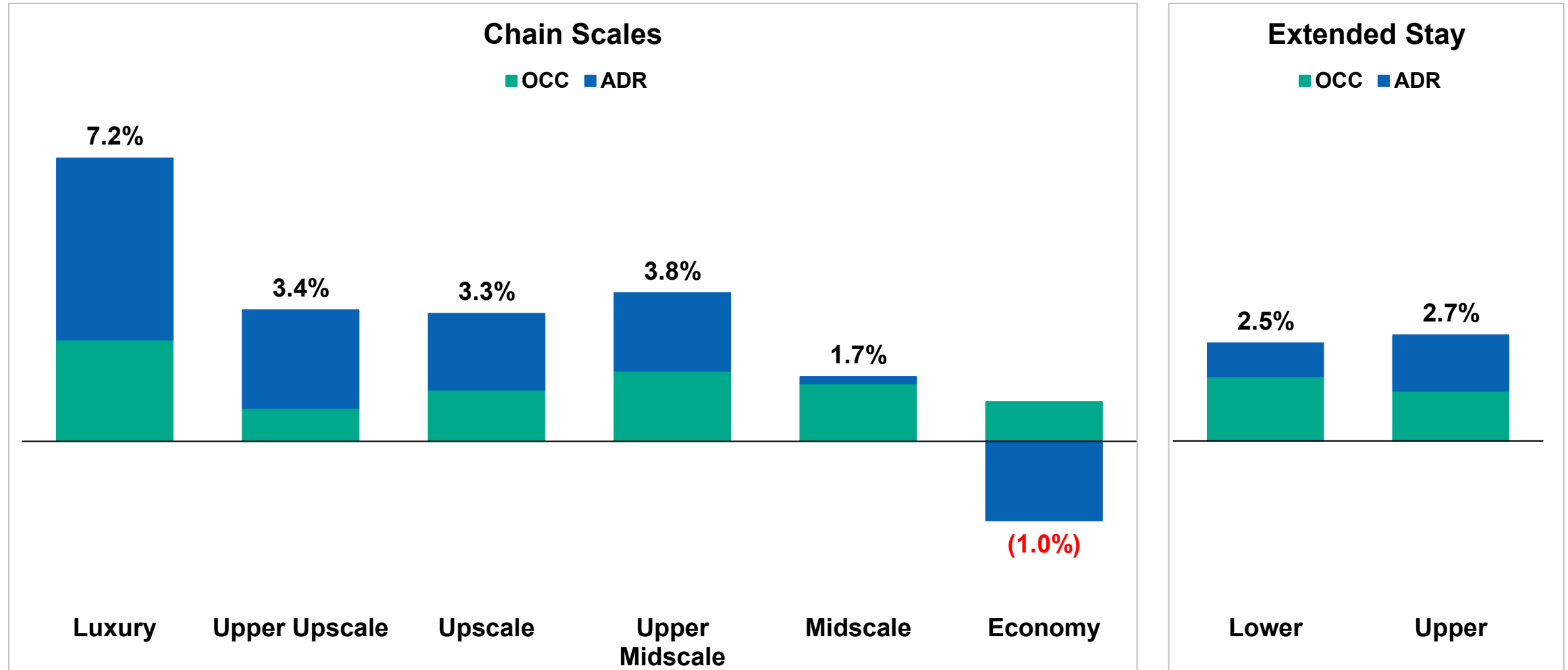
# RevPAR growth holding its ground

U.S. RevPAR change



# The industry is less bifurcated

U.S. RevPAR change by chain scale, April YTD

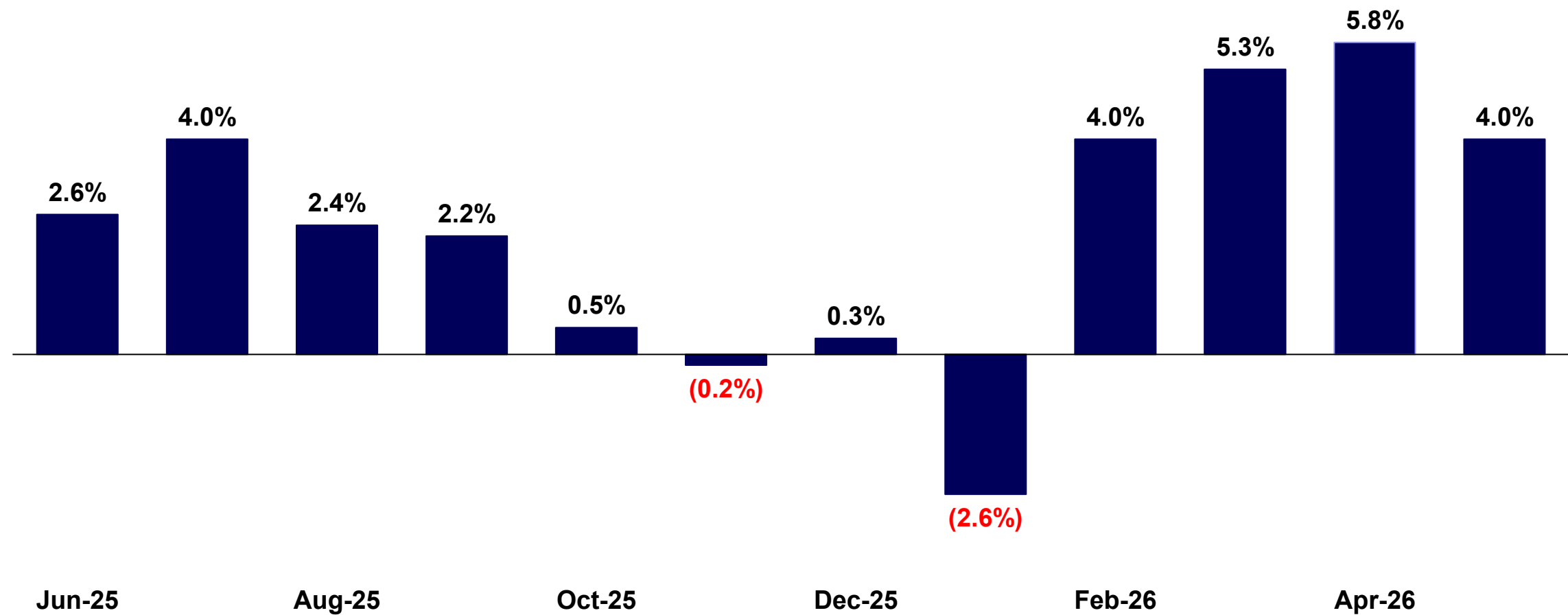


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# Commonwealth of Virginia

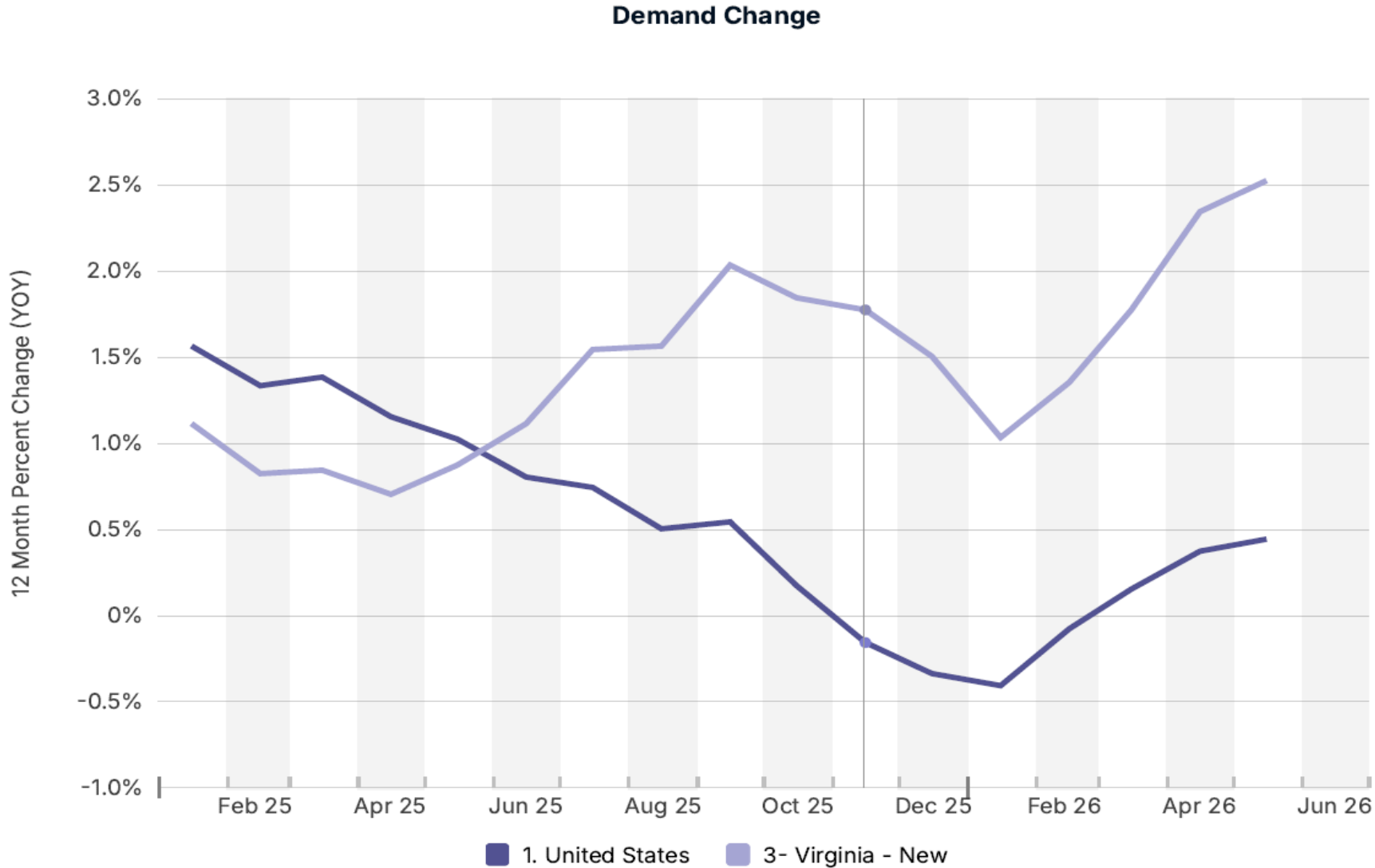
# Virginia demand ALSO on the upswing; highs holding

VA. room demand change



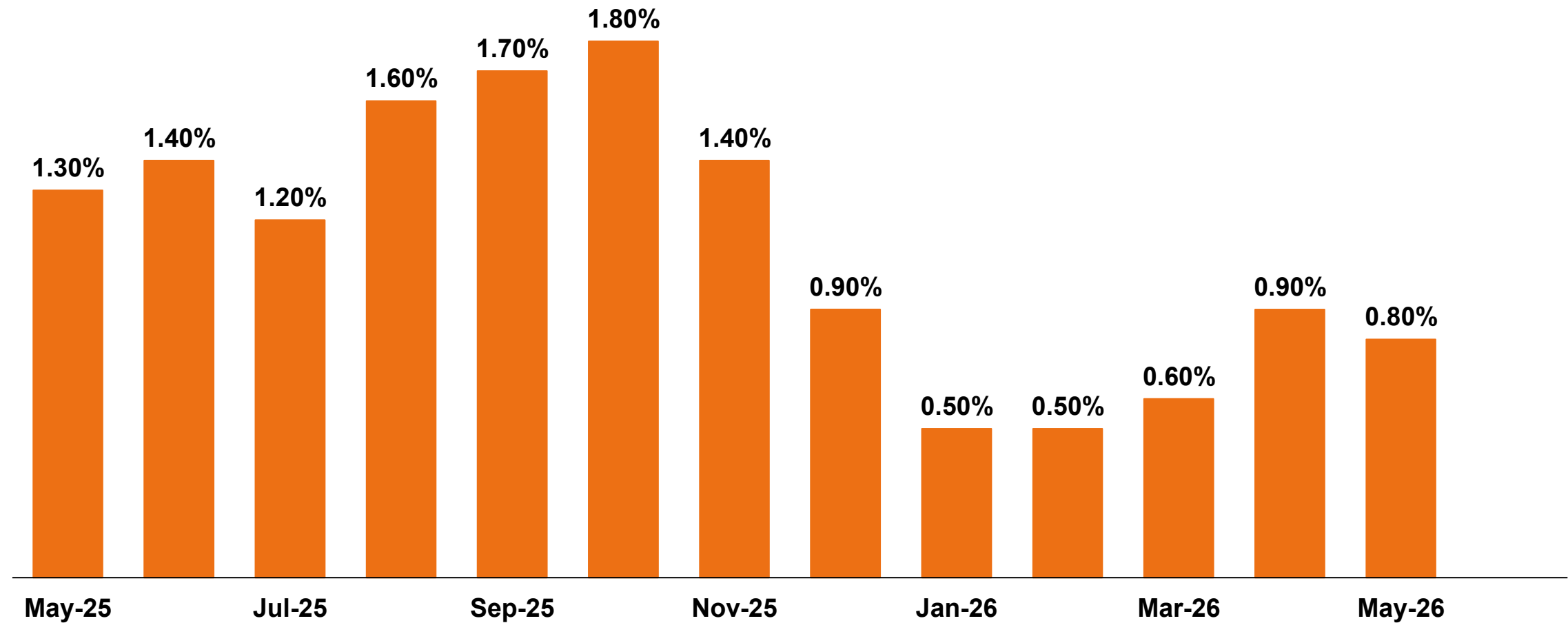
# Virginia vs US Demand Change

Room demand change, 12 Month Running



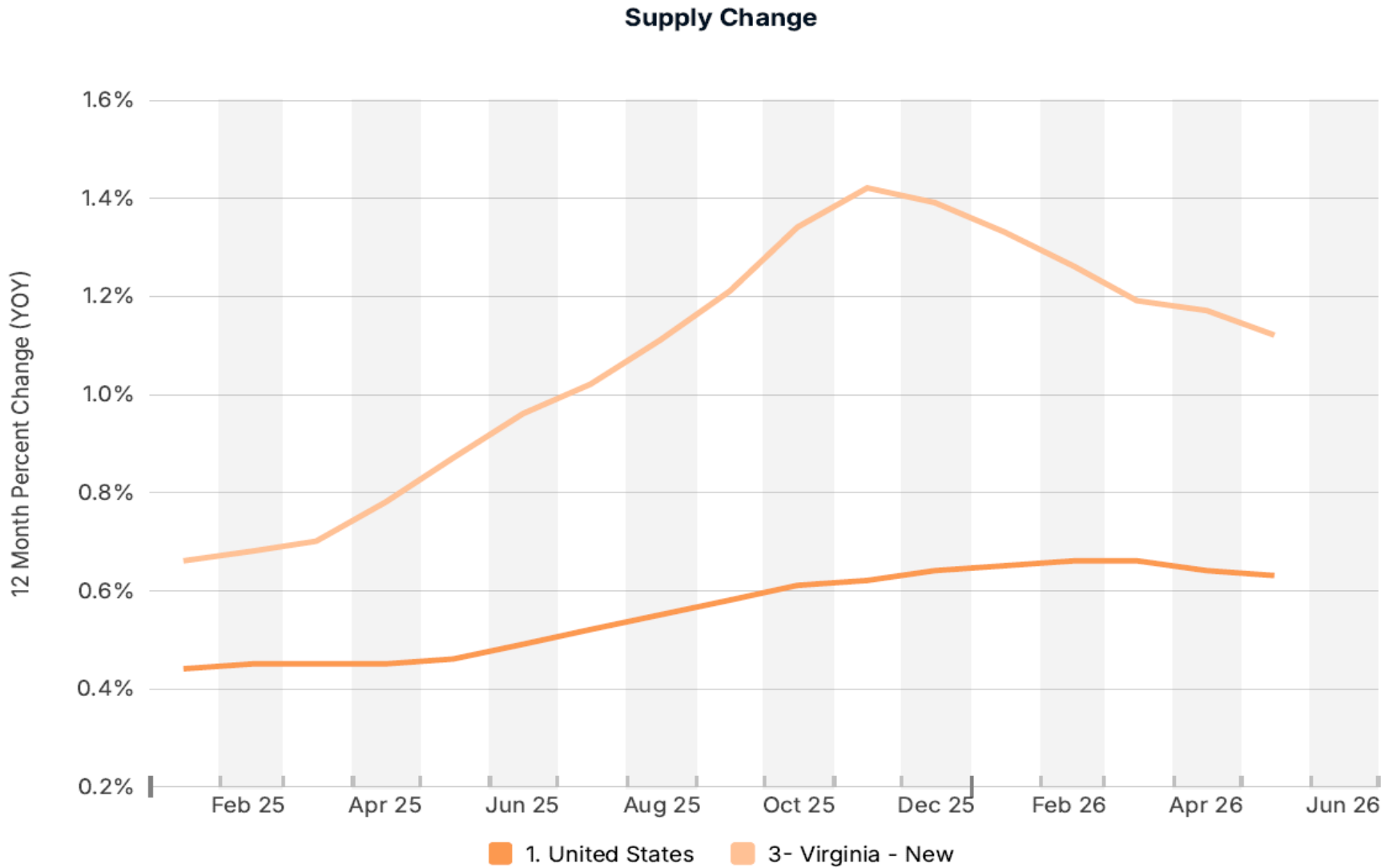
# Virginia supply stalled, but picking up steam

VA. room supply change



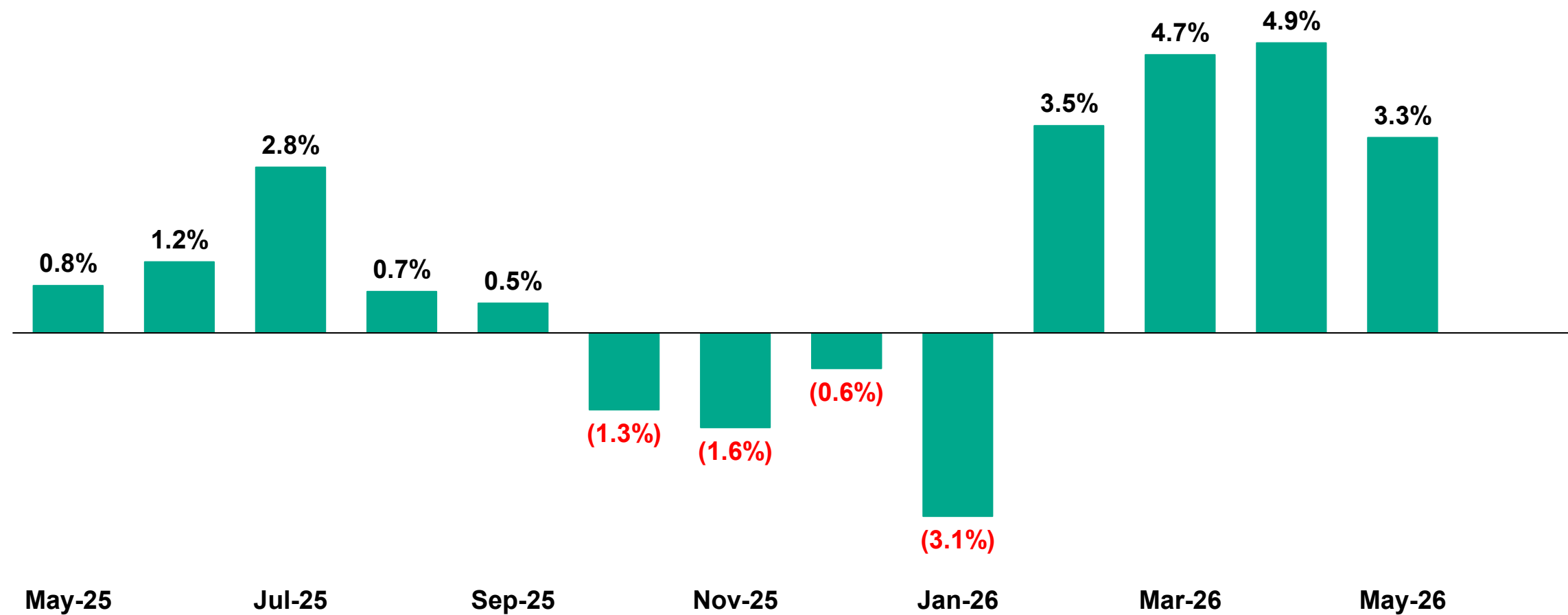
# Virginia vs US Supply Change

Room supply change, 12Mo Running



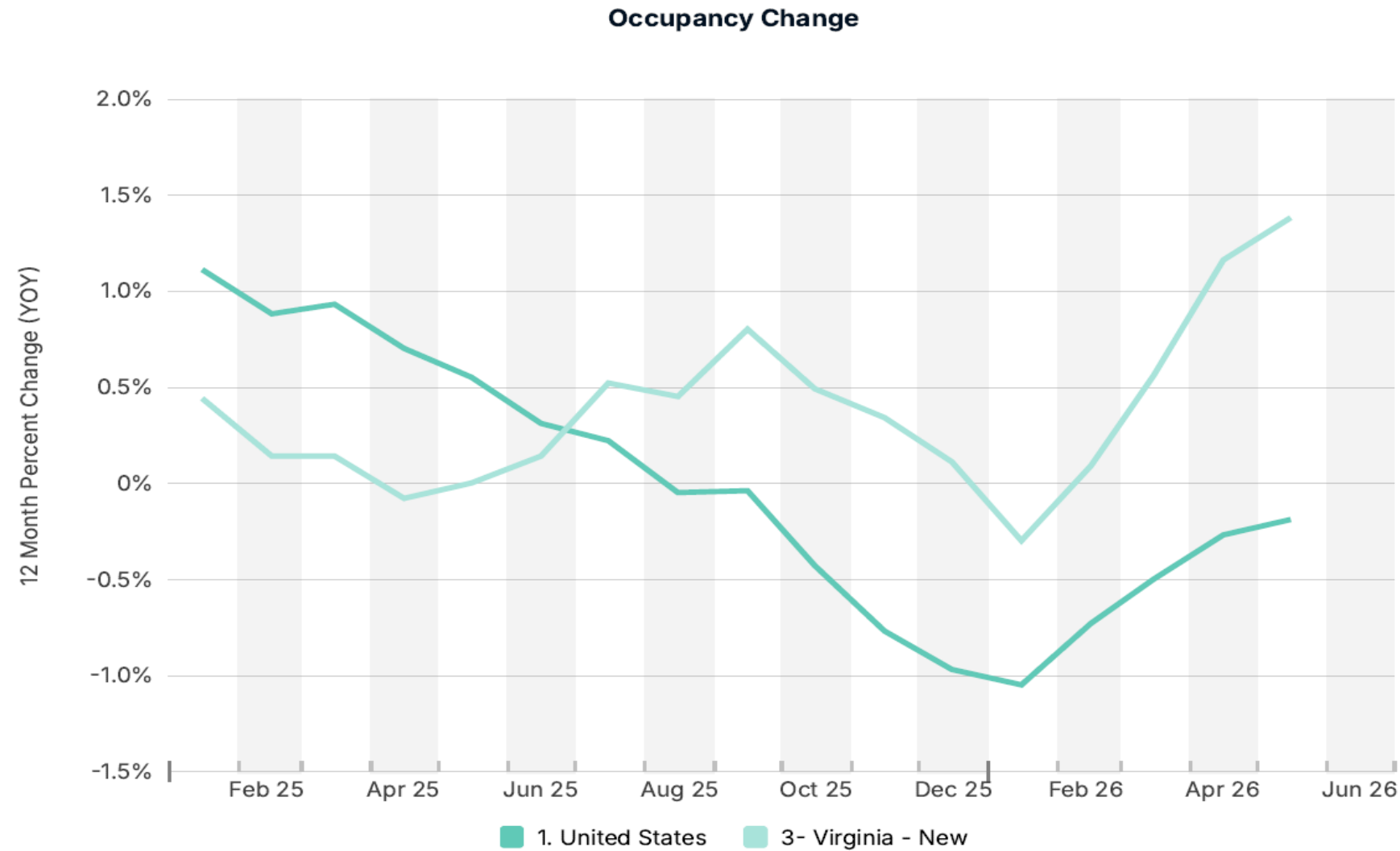
# Occupancy growth consistently outperforms US

VA. occupancy percentage point change



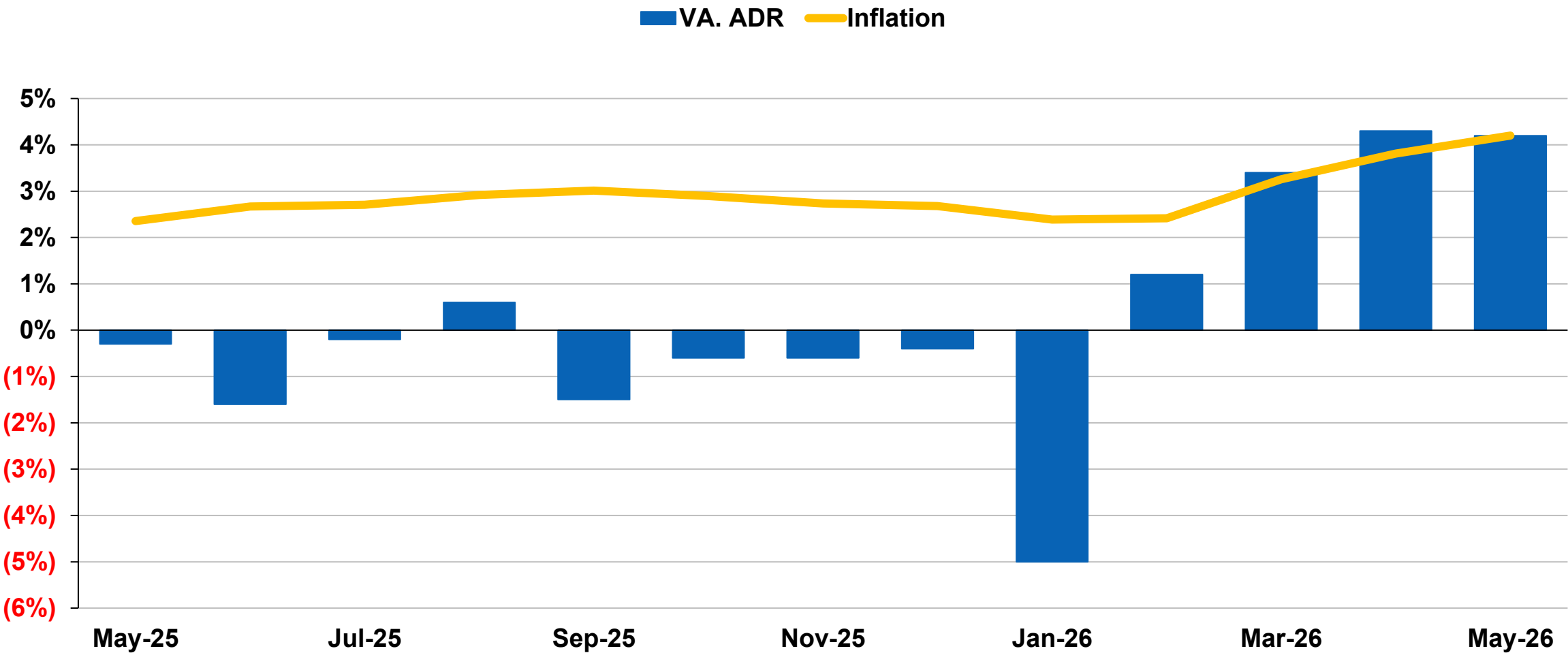
# Virginia Occupancy vs Total US

Occupancy Percent Change, Monthly



# ADR growth chasing inflation, positive trending

VA ADR change



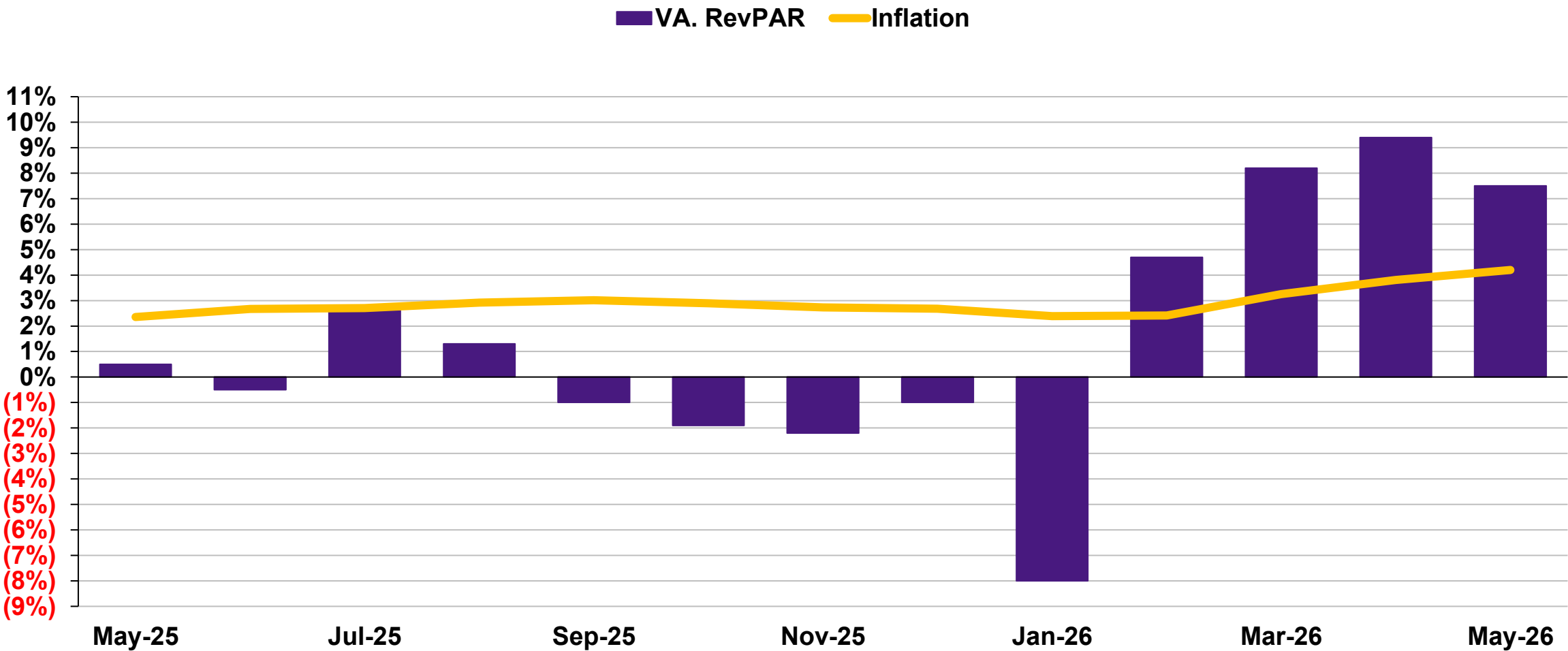
# ADR, Virginia vs Total US

ADR change, Monthly



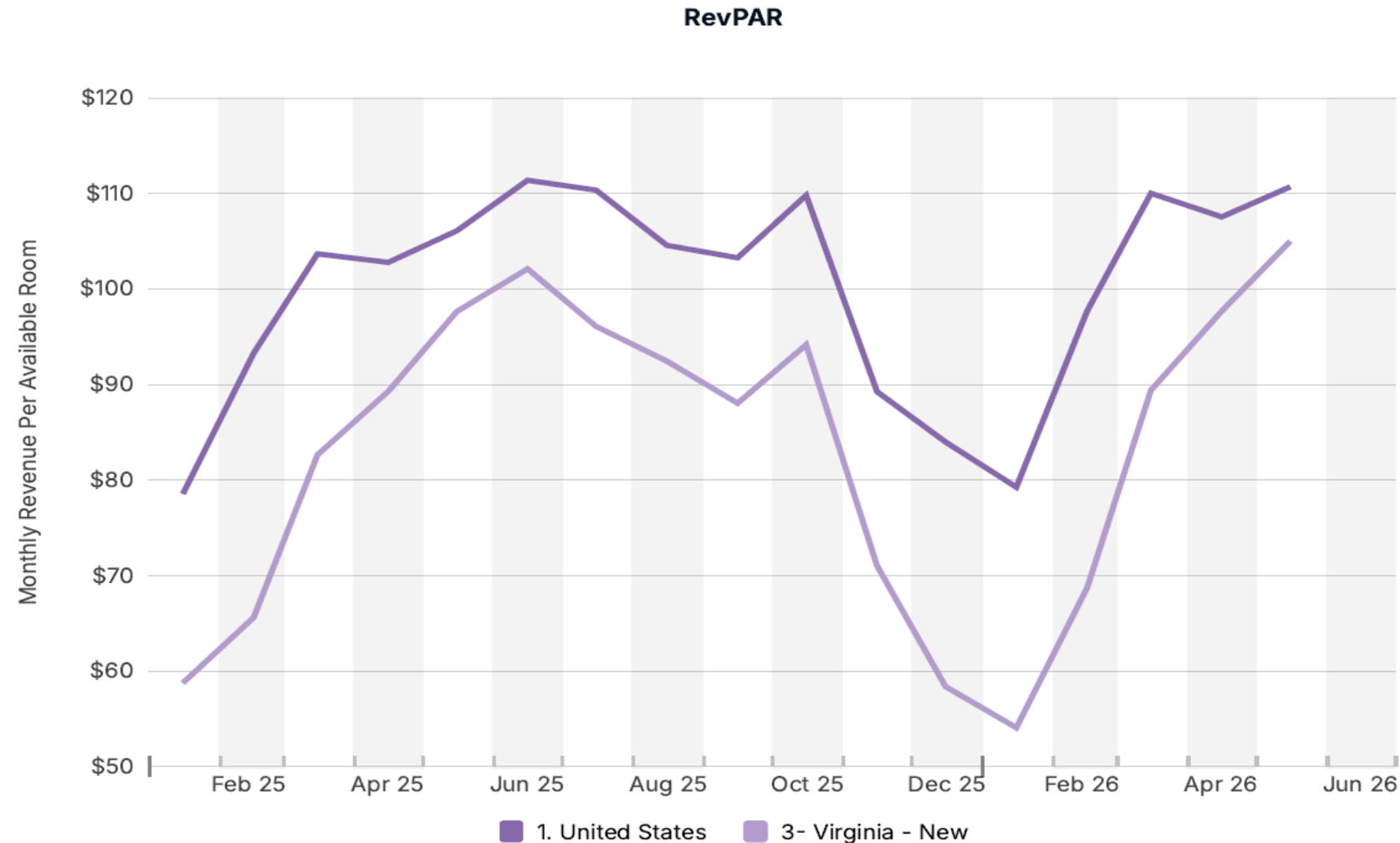
# RevPAR rough 5 Months, Strong performance since

VA. RevPAR change



# RevPAR, Virginia vs Total US

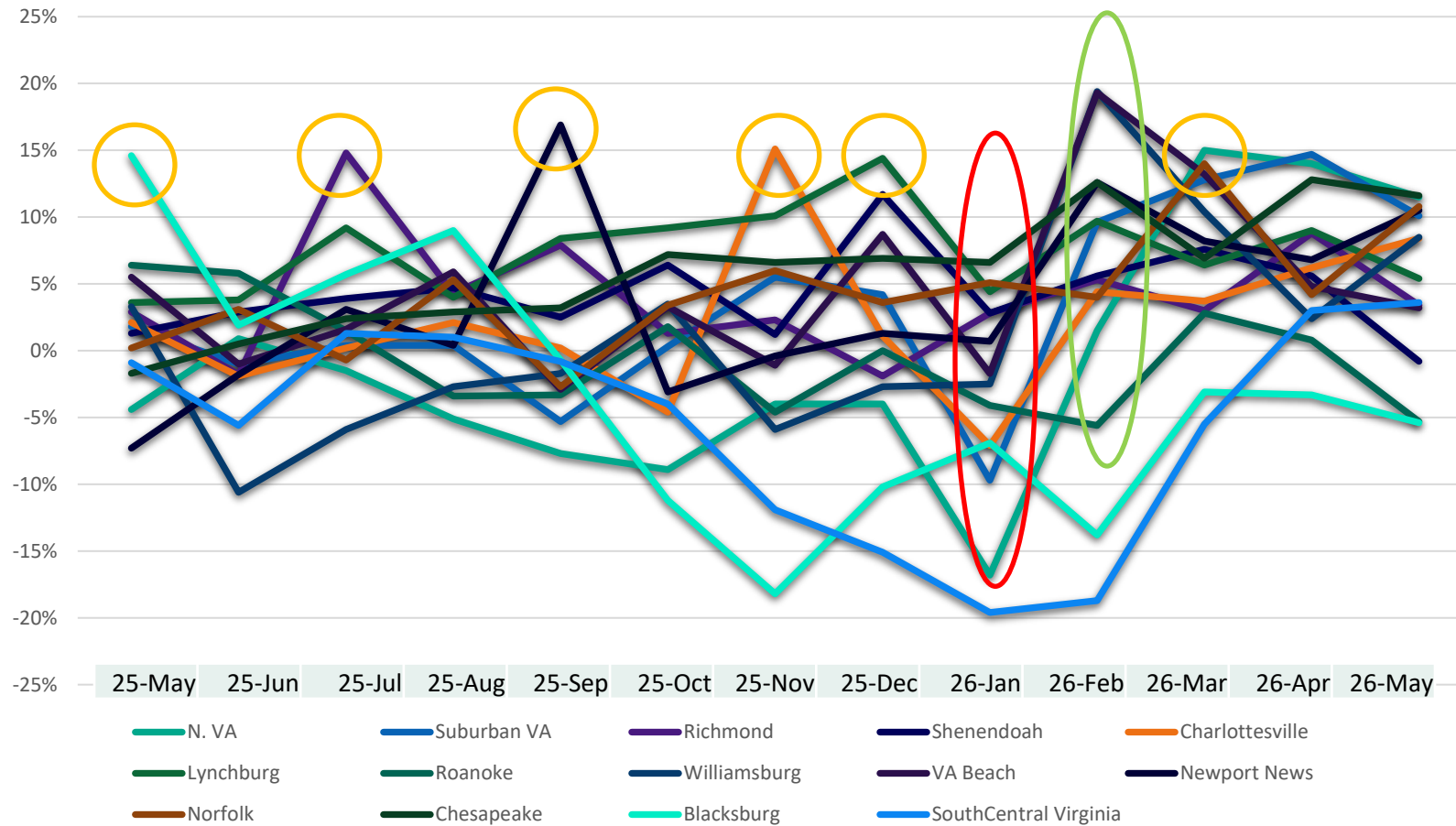
RevPAR change, Monthly



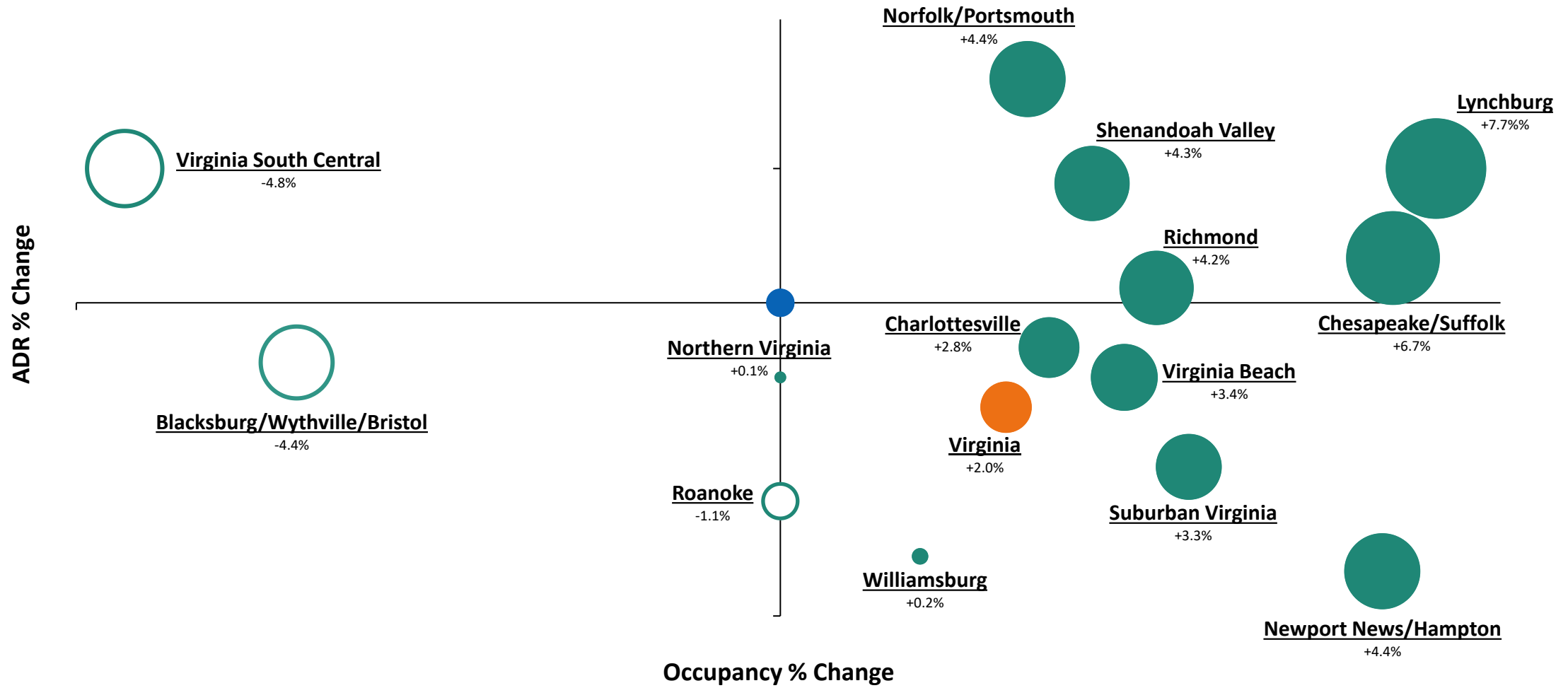
## Agenda

# Submarket Comparisons

## Revpar Percent Change



# National vs Local: Revpar Growth is the Story



VRLTA Segments, RevPAR % Change, by Contribution of Occupancy / ADR % Change, 12MMA May 2026



# Forecasting the US and Virginia Markets



## U.S. Hotel Forecast

YoY – year over year (% change)

|                     | 2025 Actual | 2026 Forecast | 2027 Forecast |
|---------------------|-------------|---------------|---------------|
| <b>Supply (YoY)</b> | +0.7%       | +0.4%         | +0.8%         |
| <b>Demand (YoY)</b> | -0.5%       | +1.3%         | +1.0%         |
| <b>Occupancy</b>    | 62.3%       | 62.8%         | 63.0%         |
| <b>ADR (YoY)</b>    | +0.9%       | +2.0%         | +1.4%         |
| <b>RevPAR (YoY)</b> | -0.3%       | +2.8%         | +1.6%         |

# Virginia Area Market, June 2026

Forecast Growth Rates

|           | Actual | Forecast |
|-----------|--------|----------|
|           | 2025   | 2026     |
| Supply    | 1.7%   | 1.1%     |
| Demand    | 1.9%   | 0.5%     |
| Occupancy | 56.8%  | 56.5%    |
| ADR       | 1.8%   | 0.8%     |
| RevPAR    | 2.0%   | 0.2%     |

Suburban Virginia Area **SubMarket**, June 2026

Forecast Growth Rates

|           | Actual | Forecast |
|-----------|--------|----------|
|           | 2025   | 2026     |
| Supply    | 0.2%   | 0.9%     |
| Demand    | 2.1%   | 4.6%     |
| Occupancy | 64.5%  | 66.8%    |
| ADR       | 0.3%   | 3.0%     |
| RevPAR    | 2.3%   | 6.7%     |

# Norfolk/Virginia Beach Market, June 2026

## Forecast Growth Rates

|           | Actual | Forecast |
|-----------|--------|----------|
|           | 2025   | 2026     |
| Supply    | -0.5%  | -0.5%    |
| Demand    | 0.1%   | 2.6%     |
| Occupancy | 62.0%  | 63.9%    |
| ADR       | 0.4%   | -0.4%    |
| RevPAR    | 1.1%   | 2.9%     |

# Virginia Beach **SubMarket**, June 2026

Forecast Growth Rates

|           | Actual | Forecast |
|-----------|--------|----------|
|           | 2025   | 2026     |
| Supply    | -0.6%  | 1.0%     |
| Demand    | -0.1%  | 3.6%     |
| Occupancy | 61.1%  | 62.8%    |
| ADR       | 2.1%   | -1.0%    |
| RevPAR    | 2.6%   | 1.6%     |

# Richmond/Petersburg Market, June 2026

Forecast Growth Rates

|           | Actual | Forecast |
|-----------|--------|----------|
|           | 2025   | 2026     |
| Supply    | -0.5%  | 3.1%     |
| Demand    | 0.1%   | 4.5%     |
| Occupancy | 62.0%  | 64.7%    |
| ADR       | 0.4%   | 1.7%     |
| RevPAR    | 1.1%   | 3.1%     |

## Agenda

# Training Opportunities



# Thank you.

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