

The following table details the hotel data analysis for Virginia, tourism regions, and various segments around the state defined by STR. Sub-segments are also included within several of the larger segments. For example, the larger Washington DC Segment is broken down into Arlington, Alexandria, Fairfax, Suburban VA, I-95 Fredericksburg, and Dulles Airport sub-segments.

### Current Month - January 2021 vs January 2020

**Lodging room demand** was down by 13.9% compared to the same period of 2020. The number of rooms available (**room supply**) decreased by 0.5% from the same period in 2020. **Average room rate** (prices per room rented) for the state as a whole has decreased from \$97.62 to \$82.56 per room, down 15.4% from the same period of 2020. **Room revenue**, which is tied to room demand and room rates, has decreased by 27.2% compared to the same period of 2020. **Occupancy rates**, which reflect changes in both the supply and demand for rooms, averaged at 42.2%, down 13.4% from the same period of 2020.

	Current Month - January 2021 vs January 2020											
	Occ %		ADR		RevPAR		Percent Change from January 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
<b>Virginia</b>	42.2	48.8	82.56	97.62	34.84	47.59	-13.4	-15.4	-26.8	-27.2	-0.5	-13.9
<b>STR - defined regions</b>												
Washington, DC-MD-VA	43.2	54.0	110.23	133.34	47.61	71.96	-20.0	-17.3	-33.8	-40.6	-10.2	-28.2
Arlington, VA	46.0	55.2	118.93	134.72	54.76	74.33	-16.5	-11.7	-26.3	-33.4	-9.6	-24.6
Suburban Virginia Area	41.8	46.3	93.29	103.09	39.04	47.77	-9.7	-9.5	-18.3	-27.1	-10.8	-19.5
Alexandria, VA	46.7	51.6	100.80	109.81	47.11	56.66	-9.4	-8.2	-16.9	-15.0	2.3	-7.4
Fairfax/Tysons Corner, VA	44.4	57.2	101.01	138.41	44.89	79.13	-22.3	-27.0	-43.3	-47.2	-6.9	-27.7
I-95 Fredericksburg, VA	43.7	47.9	74.84	76.71	32.73	36.77	-8.8	-2.4	-11.0	-9.7	1.4	-7.5
Dulles Airport Area, VA	47.0	60.0	88.18	114.22	41.40	68.48	-21.7	-22.8	-39.5	-40.5	-1.6	-22.9
Norfolk-Virginia Beach, VA	42.9	44.7	74.48	80.24	31.98	35.91	-4.1	-7.2	-10.9	-11.1	-0.2	-4.2
Williamsburg, VA	19.9	25.8	101.87	111.27	20.26	28.75	-23.0	-8.4	-29.5	-34.1	-6.5	-28.0
Virginia Beach, VA	40.4	39.8	83.19	83.91	33.57	33.37	1.5	-0.9	0.6	3.5	2.8	4.4
Norfolk/Portsmouth, VA	52.1	53.8	74.43	84.53	38.78	45.47	-3.2	-11.9	-14.7	-11.3	4.0	0.7
Newport News/Hampton, VA	48.4	54.5	59.65	66.40	28.89	36.17	-11.1	-10.2	-20.1	-21.4	-1.6	-12.5
Chesapeake/Suffolk, VA	60.0	57.8	66.96	70.04	40.14	40.47	3.8	-4.4	-0.8	-0.8	0.0	3.8
Virginia Area	42.2	48.8	82.56	97.62	34.84	47.59	-13.4	-15.4	-26.8	-27.2	-0.5	-13.9
Virginia Area	36.4	42.7	76.65	87.08	27.93	37.21	-14.7	-12.0	-24.9	-23.5	2.0	-13.0
Lynchburg, VA	37.6	45.7	85.21	95.77	32.07	43.81	-17.7	-11.0	-26.8	-26.3	0.6	-17.2
Staunton/Harrisonburg, VA	39.9	47.1	74.44	80.86	29.72	38.09	-15.2	-7.9	-22.0	-16.6	6.9	-9.4
Blacksburg/Wytheville, VA	30.7	41.0	69.69	86.47	21.37	35.41	-25.1	-19.4	-39.7	-36.0	6.1	-20.6
Roanoke, VA	37.0	49.2	67.66	80.95	25.00	39.86	-25.0	-16.4	-37.3	-36.4	1.4	-23.9
Charlottesville, VA	40.4	50.6	86.60	102.30	35.01	51.77	-20.1	-15.3	-32.4	-35.9	-5.2	-24.3
Richmond-Petersburg, VA	45.3	55.7	71.20	92.94	32.27	51.80	-18.7	-23.4	-37.7	-35.6	3.4	-16.0
Richmond CBD/Airport, VA	35.2	61.4	89.71	125.69	31.54	77.15	-42.7	-28.6	-59.1	-59.1	0.0	-42.7
Richmond North/Glen Allen, VA	44.3	53.6	68.17	88.49	30.20	47.45	-17.4	-23.0	-36.4	-32.7	5.8	-12.6
Richmond West/Midlothian, VA	48.8	53.8	66.80	79.06	32.63	42.54	-9.2	-15.5	-23.3	-20.2	4.0	-5.6
Petersburg/Chester, VA	55.8	54.6	65.72	69.34	36.65	37.86	2.1	-5.2	-3.2	-1.0	2.2	4.4
Bristol/Kingsport, TN	36.9	41.0	72.35	79.57	26.66	32.63	-10.1	-9.1	-18.3	-16.3	2.4	-8.0

	Current Month - January 2021 vs January 2020											
	Occ %		ADR		RevPAR		Percent Change from January 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
<b>Tourism Regions</b>												
Central Virginia Region	43.4	53.4	74.70	94.31	32.40	50.33	-18.7	-20.8	-35.6	-35.6	0.0	-18.7
Chesapeake Bay Region	42.6	46.0	75.27	78.62	32.05	36.17	-7.4	-4.3	-11.4	-5.3	6.9	-1.1
Coastal Virginia - Eastern Shore Region	35.0	36.8	80.47	86.99	28.17	31.99	-4.8	-7.5	-11.9	-11.9	0.0	-4.8
Coastal Virginia - Hampton Roads Region	42.7	44.7	74.62	80.50	31.87	35.99	-4.5	-7.3	-11.5	-12.3	-0.9	-5.4
Northern Virginia Region	45.3	53.6	96.93	116.16	43.91	62.30	-15.5	-16.6	-29.5	-33.3	-5.3	-20.0
Shenandoah Valley Region	37.4	42.1	75.26	81.19	28.15	34.16	-11.1	-7.3	-17.6	-18.2	-0.8	-11.8
Southern Virginia Region	40.6	40.4	74.16	82.24	30.10	33.19	0.5	-9.8	-9.3	-7.6	1.9	2.5
Southwest Virginia - Blue Ridge Highlands Region	31.9	38.6	73.33	85.30	23.42	32.90	-17.2	-14.0	-28.8	-27.8	1.4	-16.0
Southwest Virginia - Heart of Appalachia Region	33.7	31.0	73.41	76.35	24.72	23.66	8.7	-3.9	4.5	4.5	0.0	8.7
Virginia Mountains Region	35.3	46.4	74.31	88.54	26.21	41.08	-24.0	-16.1	-36.2	-36.1	0.2	-23.8

### Year to Date January 2021 vs January 2020

**Lodging room demand** was down by 13.9% YTD compared to the same period of 2020. The number of rooms available (**room supply**) has decreased by 0.5% YTD from the same period in 2020. **Average room rate** (prices per room rented) for the state as a whole has decreased from \$97.62 to \$82.56 per room, down by 15.4% from the same period of 2020. **Room revenue**, which is tied to room demand and room rates, has decreased by 27.2% YTD compared to the same period of 2020. **Occupancy rates**, which reflect changes in both the supply and demand for rooms, averaged at 42.2%, down 13.4% from the same period of 2020.

	Year To Date - January 2021 vs January 2020											
	Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
Virginia	42.2	48.8	82.56	97.62	34.84	47.59	-13.4	-15.4	-26.8	-27.2	-0.5	-13.9

**STR - defined regions**

Washington, DC-MD-VA	43.2	54.0	110.23	133.34	47.61	71.96	-20.0	-17.3	-33.8	-40.6	-10.2	-28.2
Arlington, VA	46.0	55.2	118.93	134.72	54.76	74.33	-16.5	-11.7	-26.3	-33.4	-9.6	-24.6
Suburban Virginia Area	41.8	46.3	93.29	103.09	39.04	47.77	-9.7	-9.5	-18.3	-27.1	-10.8	-19.5
Alexandria, VA	46.7	51.6	100.80	109.81	47.11	56.66	-9.4	-8.2	-16.9	-15.0	2.3	-7.4
Fairfax/Tysons Corner, VA	44.4	57.2	101.01	138.41	44.89	79.13	-22.3	-27.0	-43.3	-47.2	-6.9	-27.7
I-95 Fredericksburg, VA	43.7	47.9	74.84	76.71	32.73	36.77	-8.8	-2.4	-11.0	-9.7	1.4	-7.5
Dulles Airport Area, VA	47.0	60.0	88.18	114.22	41.40	68.48	-21.7	-22.8	-39.5	-40.5	-1.6	-22.9

Norfolk-Virginia Beach, VA	42.9	44.7	74.48	80.24	31.98	35.91	-4.1	-7.2	-10.9	-11.1	-0.2	-4.2
Williamsburg, VA	19.9	25.8	101.87	111.27	20.26	28.75	-23.0	-8.4	-29.5	-34.1	-6.5	-28.0
Virginia Beach, VA	40.4	39.8	83.19	83.91	33.57	33.37	1.5	-0.9	0.6	3.5	2.8	4.4
Norfolk/Portsmouth, VA	52.1	53.8	74.43	84.53	38.78	45.47	-3.2	-11.9	-14.7	-11.3	4.0	0.7
Newport News/Hampton, VA	48.4	54.5	59.65	66.40	28.89	36.17	-11.1	-10.2	-20.1	-21.4	-1.6	-12.5
Chesapeake/Suffolk, VA	60.0	57.8	66.96	70.04	40.14	40.47	3.8	-4.4	-0.8	-0.8	0.0	3.8

Virginia Area	36.4	42.7	76.65	87.08	27.93	37.21	-14.7	-12.0	-24.9	-23.5	2.0	-13.0
Virginia Area	35.9	37.9	77.96	85.45	28.02	32.42	-5.3	-8.8	-13.6	-12.1	1.7	-3.7
Lynchburg, VA	37.6	45.7	85.21	95.77	32.07	43.81	-17.7	-11.0	-26.8	-26.3	0.6	-17.2
Staunton/Harrisonburg, VA	39.9	47.1	74.44	80.86	29.72	38.09	-15.2	-7.9	-22.0	-16.6	6.9	-9.4
Blacksburg/Wytheville, VA	30.7	41.0	69.69	86.47	21.37	35.41	-25.1	-19.4	-39.7	-36.0	6.1	-20.6
Roanoke, VA	37.0	49.2	67.66	80.95	25.00	39.86	-25.0	-16.4	-37.3	-36.4	1.4	-23.9
Charlottesville, VA	40.4	50.6	86.60	102.30	35.01	51.77	-20.1	-15.3	-32.4	-35.9	-5.2	-24.3

Richmond-Petersburg, VA	45.3	55.7	71.20	92.94	32.27	51.80	-18.7	-23.4	-37.7	-35.6	3.4	-16.0
Richmond CBD/Airport, VA	35.2	61.4	89.71	125.69	31.54	77.15	-42.7	-28.6	-59.1	-59.1	0.0	-42.7
Richmond North/Glen Allen, VA	44.3	53.6	68.17	88.49	30.20	47.45	-17.4	-23.0	-36.4	-32.7	5.8	-12.6
Richmond West/Midlothian, VA	48.8	53.8	66.80	79.06	32.63	42.54	-9.2	-15.5	-23.3	-20.2	4.0	-5.6
Petersburg/Chester, VA	55.8	54.6	65.72	69.34	36.65	37.86	2.1	-5.2	-3.2	-1.0	2.2	4.4

Bristol/Kingsport, TN	36.9	41.0	72.35	79.57	26.66	32.63	-10.1	-9.1	-18.3	-16.3	2.4	-8.0
-----------------------	------	------	-------	-------	-------	-------	-------	------	-------	-------	-----	------

	Year To Date - January 2021 vs January 2020											
	Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
<b>Tourism Regions</b>												
Central Virginia Region	43.4	53.4	74.70	94.31	32.40	50.33	-18.7	-20.8	-35.6	-35.6	0.0	-18.7
Chesapeake Bay Region	42.6	46.0	75.27	78.62	32.05	36.17	-7.4	-4.3	-11.4	-5.3	6.9	-1.1
Coastal Virginia - Eastern Shore Region	35.0	36.8	80.47	86.99	28.17	31.99	-4.8	-7.5	-11.9	-11.9	0.0	-4.8
Coastal Virginia - Hampton Roads Region	42.7	44.7	74.62	80.50	31.87	35.99	-4.5	-7.3	-11.5	-12.3	-0.9	-5.4
Northern Virginia Region	45.3	53.6	96.93	116.16	43.91	62.30	-15.5	-16.6	-29.5	-33.3	-5.3	-20.0
Shenandoah Valley Region	37.4	42.1	75.26	81.19	28.15	34.16	-11.1	-7.3	-17.6	-18.2	-0.8	-11.8
Southern Virginia Region	40.6	40.4	74.16	82.24	30.10	33.19	0.5	-9.8	-9.3	-7.6	1.9	2.5
Southwest Virginia - Blue Ridge Highlands Region	31.9	38.6	73.33	85.30	23.42	32.90	-17.2	-14.0	-28.8	-27.8	1.4	-16.0
Southwest Virginia - Heart of Appalachia Region	33.7	31.0	73.41	76.35	24.72	23.66	8.7	-3.9	4.5	4.5	0.0	8.7
Virginia Mountains Region	35.3	46.4	74.31	88.54	26.21	41.08	-24.0	-16.1	-36.2	-36.1	0.2	-23.8