VISIT Alexandria

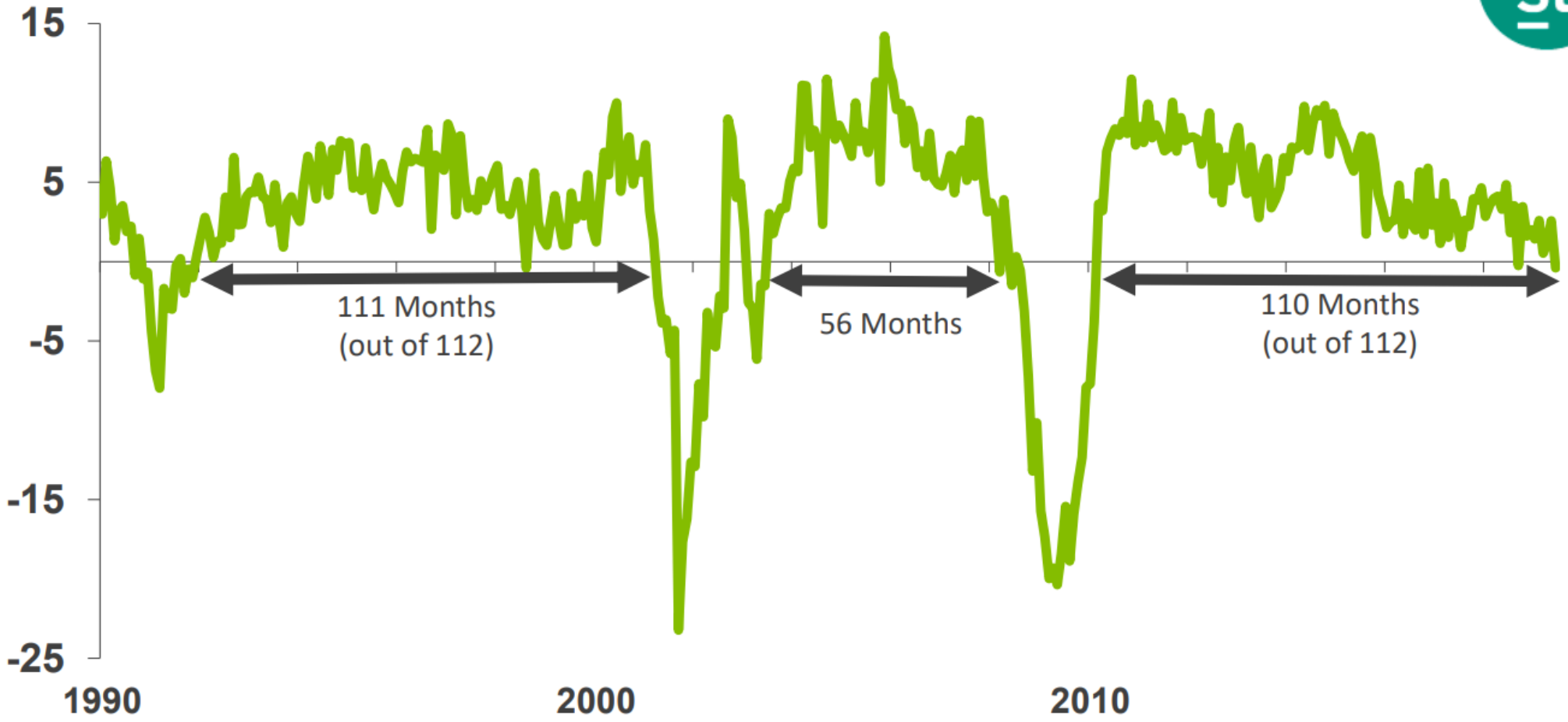
Lodging Trends Update

Vito Fiore, Director of Marketing & Research

Alexandria Hotel Association/Visit Alexandria Breakfast

August 13, 2019

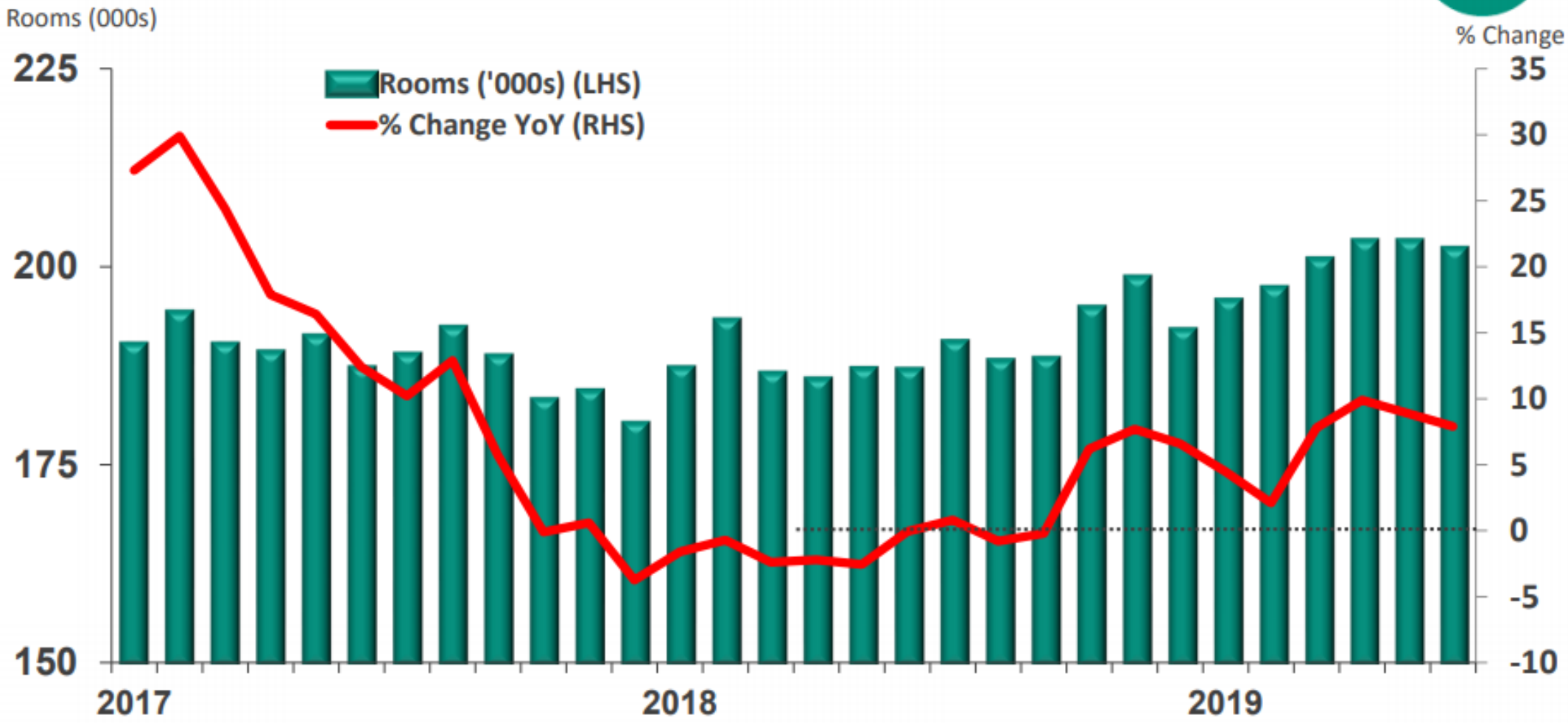
RevPAR Growth: Growth Interrupted (Twice).



Total U.S., RevPAR % Change, 1/1990 – 06/2019

Source: STR, US Data

Number of I/C Rooms: Slowly Increasing. Time To Pay Attention



*Total U.S Pipeline, Rooms In Construction and % Change from Same Month Prior Year, 1/2017 – 06/2019

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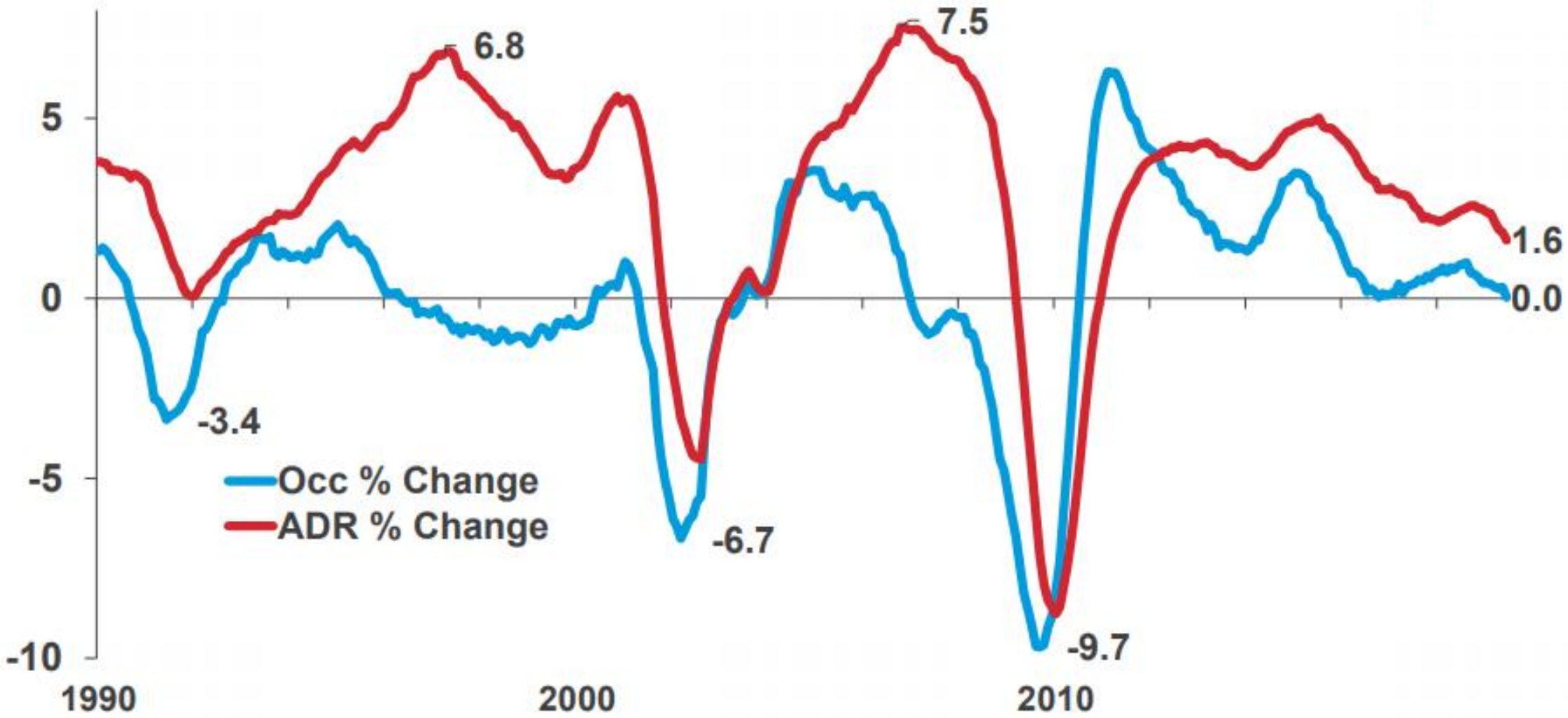
Source: STR, US Data



Total U.S., ADR & OCC % Change, 12 MMA 1/1990 – 06/2019

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Source: STR, US Data

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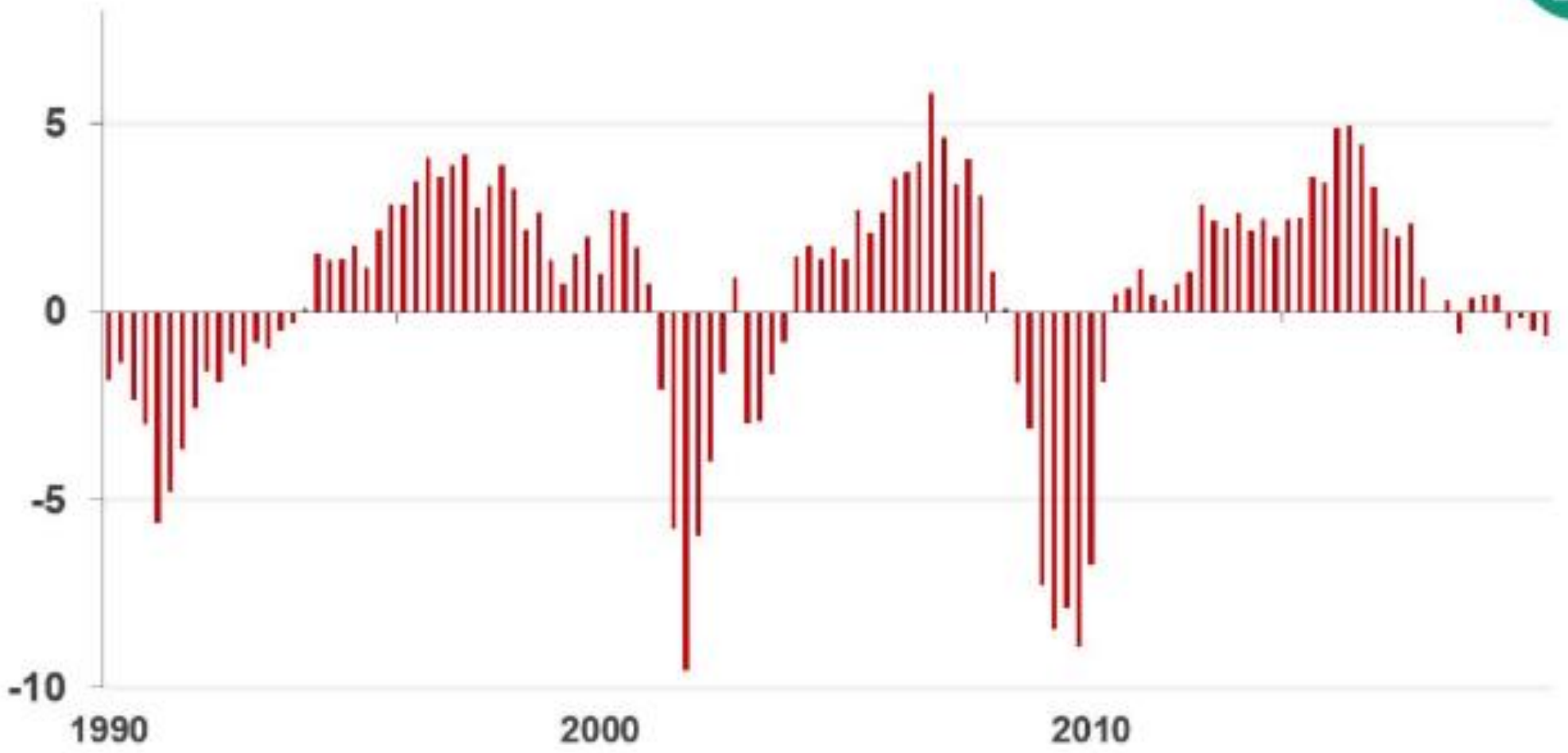
Real ADR Growth (ADR% minus CPI%) Has Now Been Negative For Four Quarters



Total U.S., Real ADR % Change (ADR minus CPI), by quarter, Q1/1990 – Q2/2019

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Source: STR, US Data

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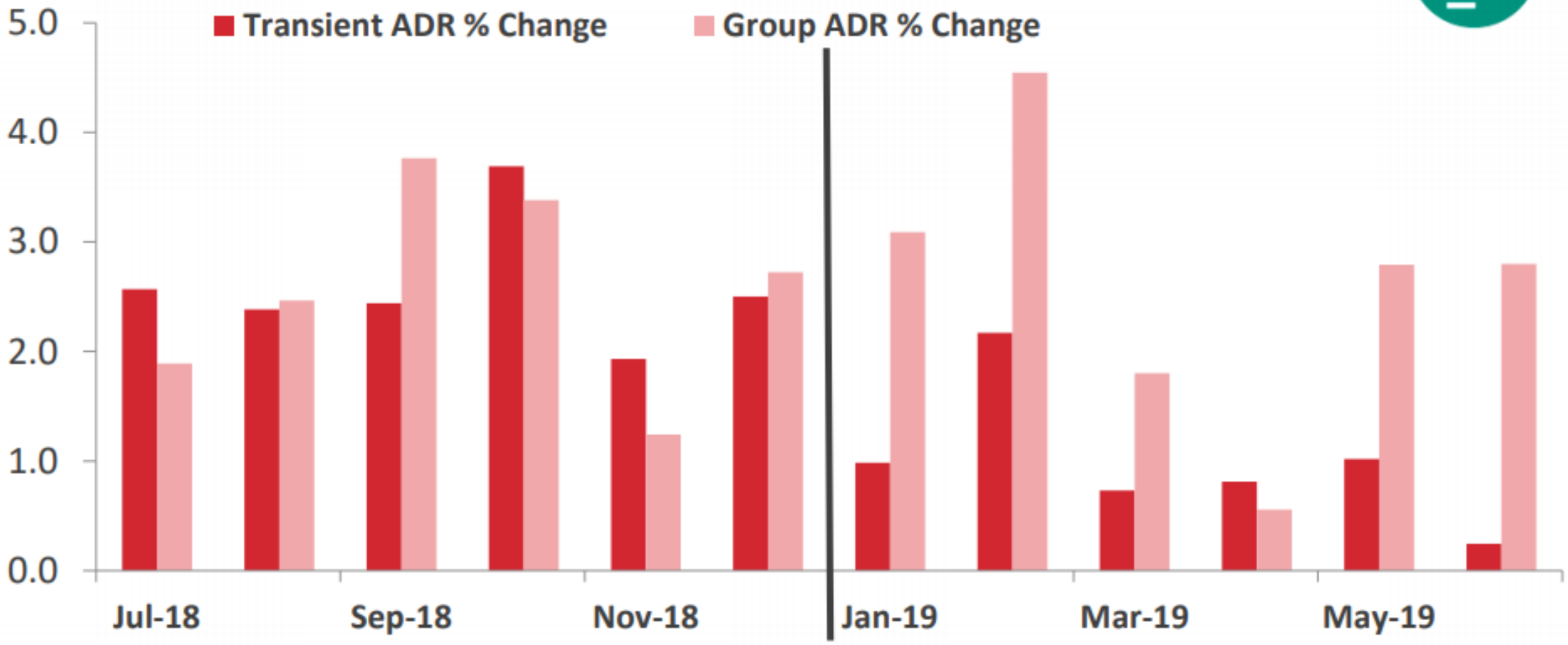
Monthly Segmentation ADR % Change: Sustained Group ADR Growth



Source: STR US data, July 2017-June 2019

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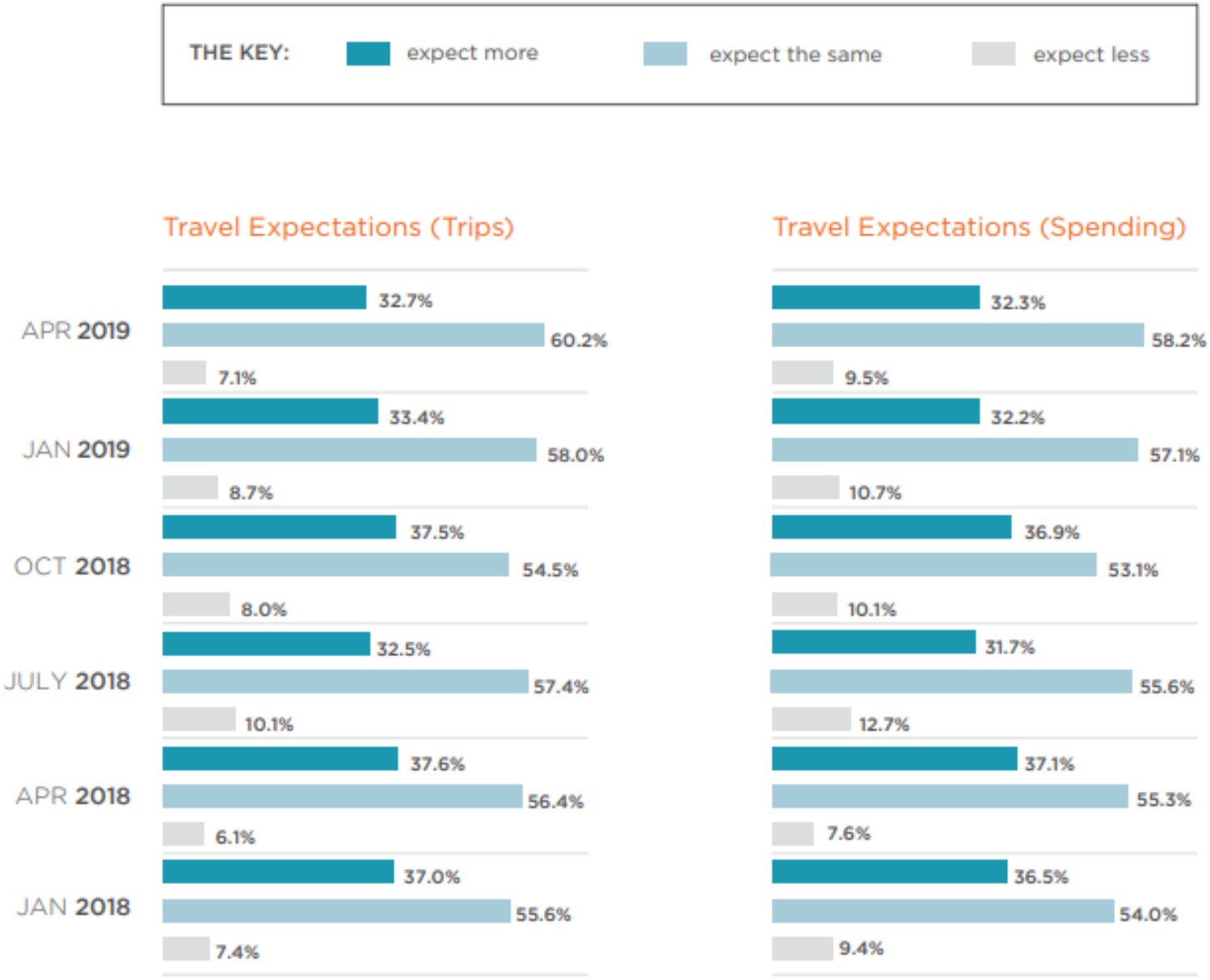
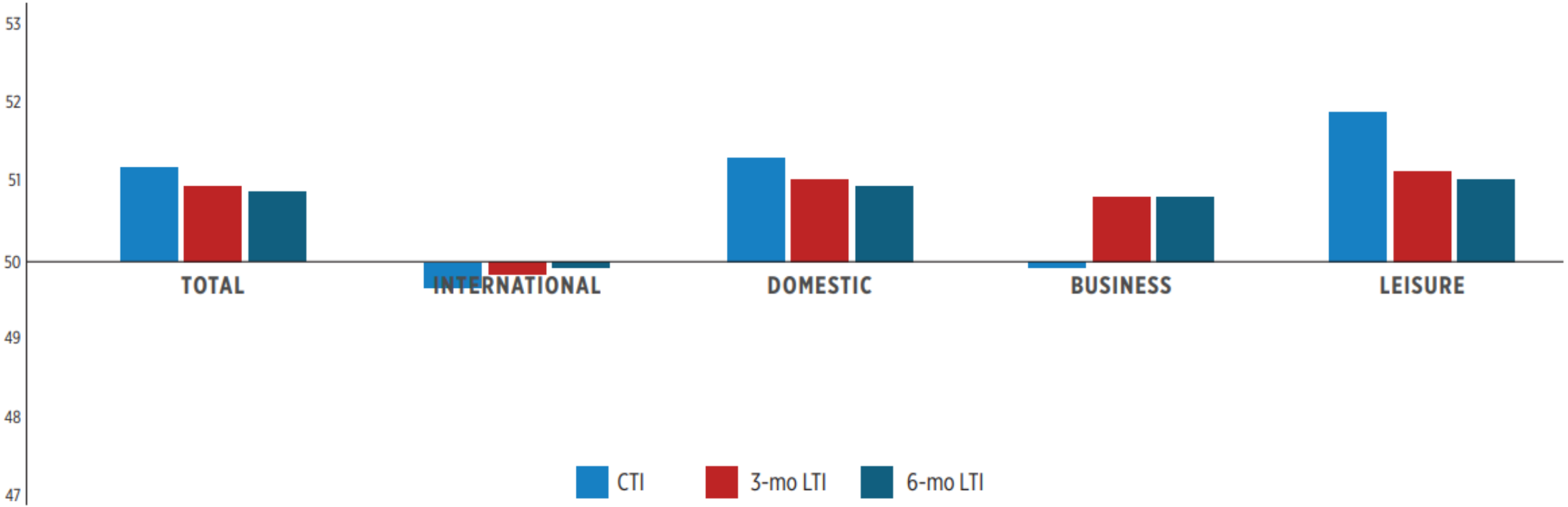


Source: Destination Analysts, “State of the American Traveler” Spring 2019

JUNE CTI, 3-MONTH AND 6-MONTH LTI

Index (>50 = expansion, <50 = decline)



Source: US Travel, June 2019

Total United States

Key Performance Indicator Outlook (% Change vs. Prior Year)
2019F – 2020F

TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY

str

Outlook		
Metric	2019 Forecast	2020 Forecast
Supply	1.9%	1.9%
Demand	2.0%	1.7%
Occupancy	0.1%	-0.2%
ADR	1.9%	2.2%
RevPAR	2.0%	1.9%

Source: STR

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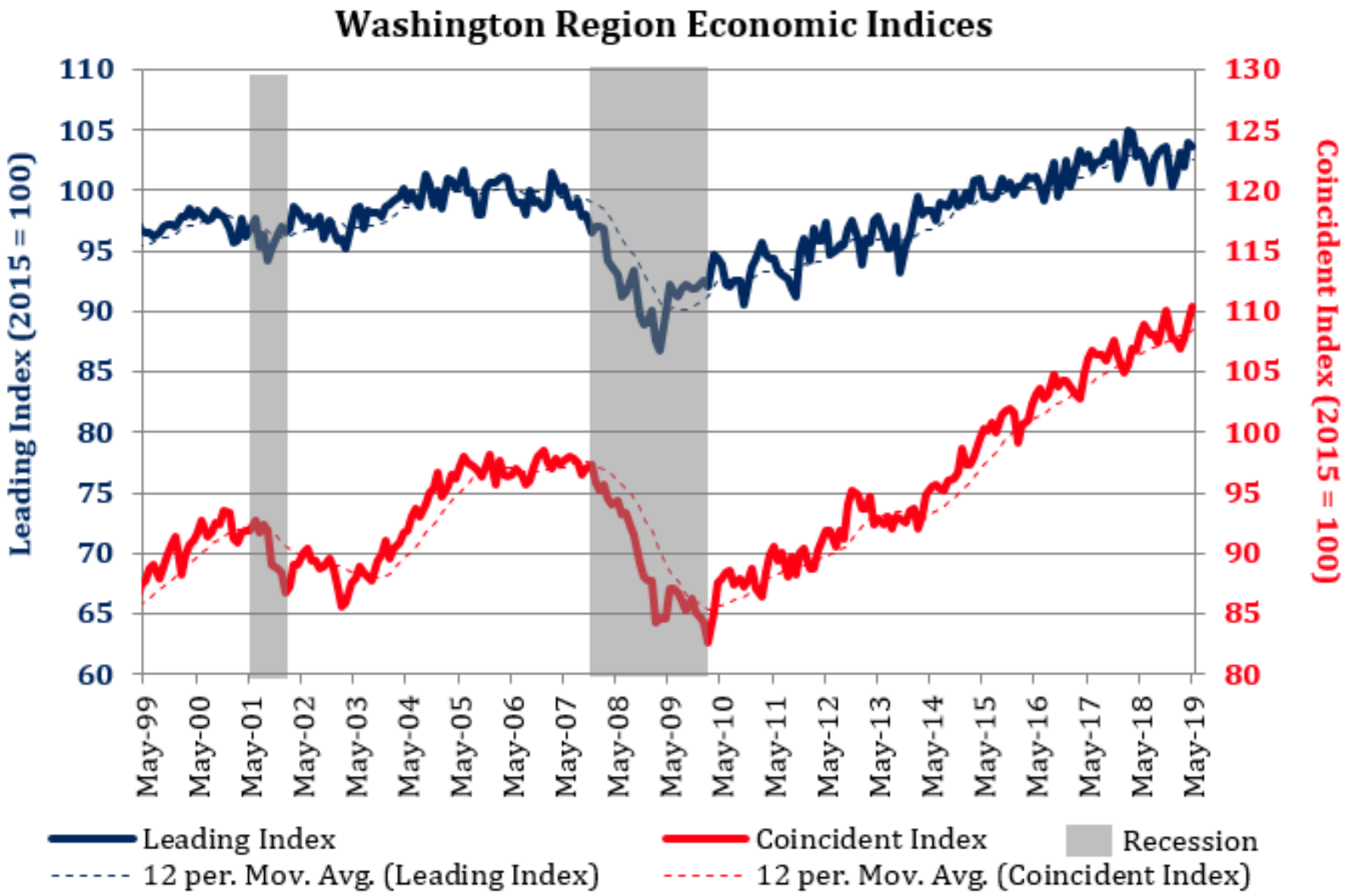
DC Region Forecast?

Coming August 27. We'll share when we receive.

Source: STR



Source: The Stephen S. Fuller Institute at the Schar School, GMU

Source: George Mason University

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DC Metro Area vs US

Market	OCC %	RevPAR % Change	Influenced By
San Francisco/San Mateo, CA	81.7	6.4	Moscone Reopens
Phoenix, AZ	69.9	5.1	Strong Group
Boston, MA	75.5	4.7	
San Diego, CA	78.0	4.5	
Atlanta, GA	70.1	4.2	Super Bowl LIII
Seattle, WA	74.0	-0.8	Supply Increase
Miami/Hialeah, FL	76.1	-1.1	Supply Increase
Washington, DC-MD-VA	70.5	-1.9	Weak Group
Minneapolis/St Paul, MN-WI	66.8	-2.2	Super Bowl LII Comp
Houston, TX	61.9	-12.4	Hurricane Comp

*RevPAR % Change and absolute OCC in Top 25: 5 Best / 5 Worst Performing RevPAR % Markets, 12MMA May 2019

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Source: STR, June 2018-May 2019

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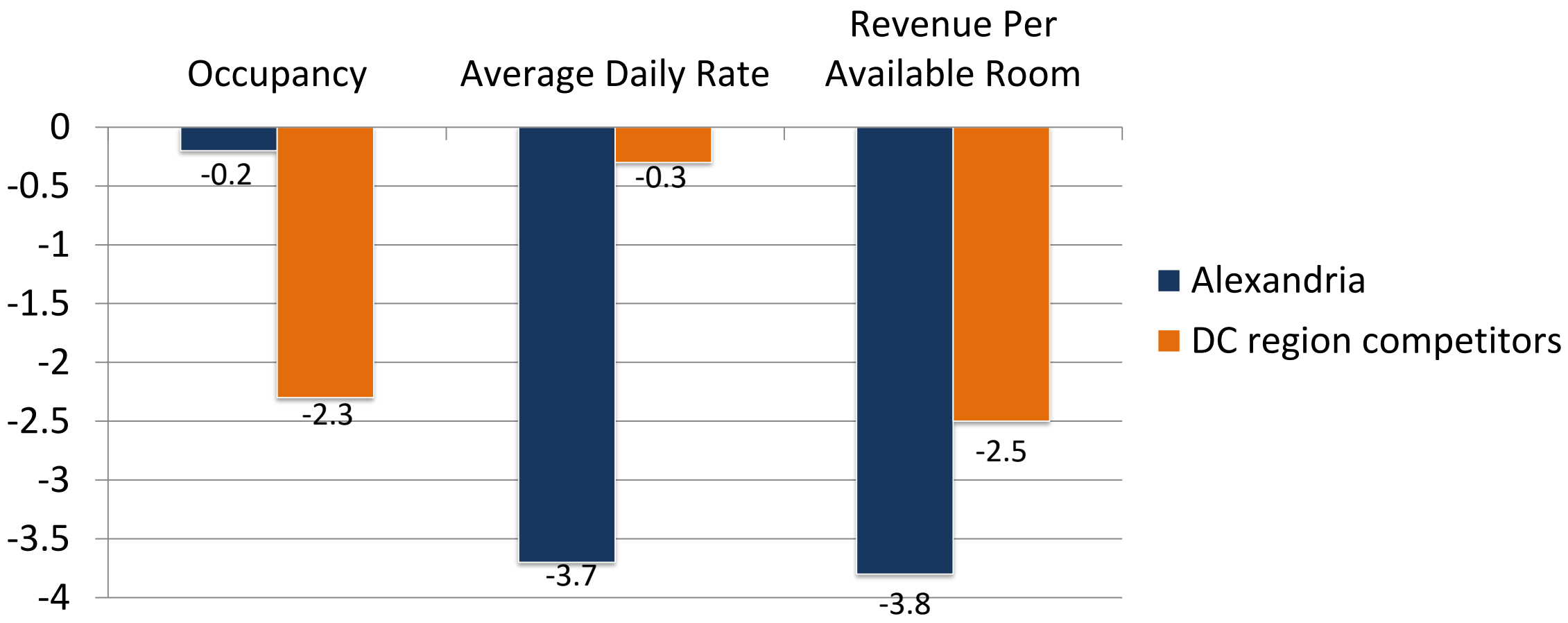
FY2019 Alexandria vs. Region



Source: STR, July 2018-June 2019. Regional competitors include DC, Arlington, Fairfax County, and Prince George's County

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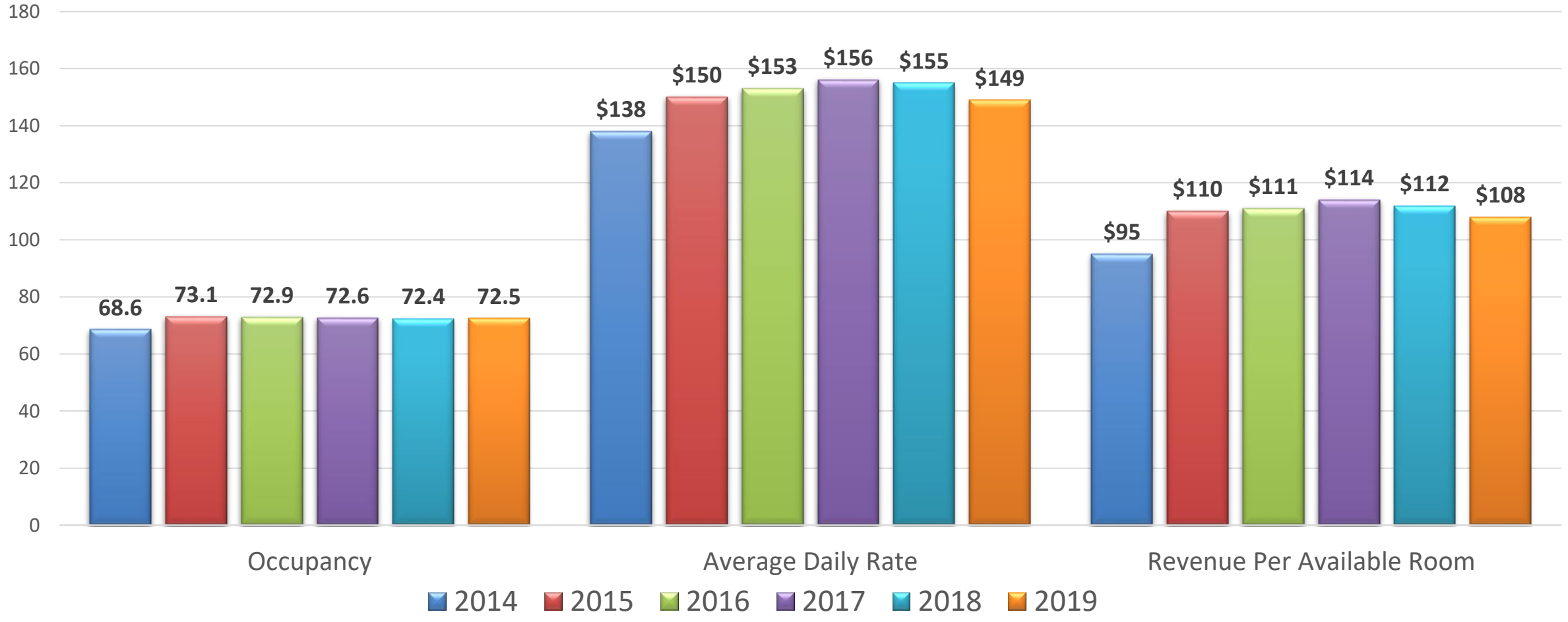
FY2014-19 Alexandria Lodging Performance



Source: STR Trend Report prepared for Visit Alexandria

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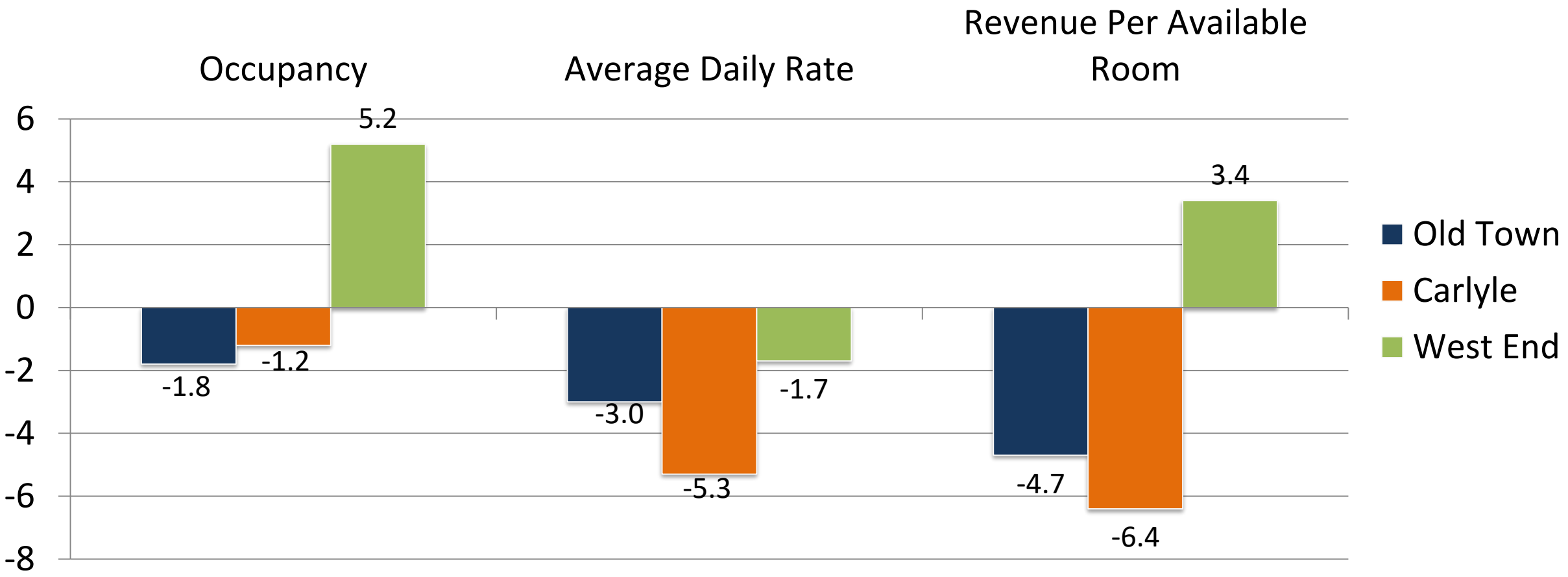
Lodging Performance By Neighborhood



Source: STR, July 2018-June 2019.

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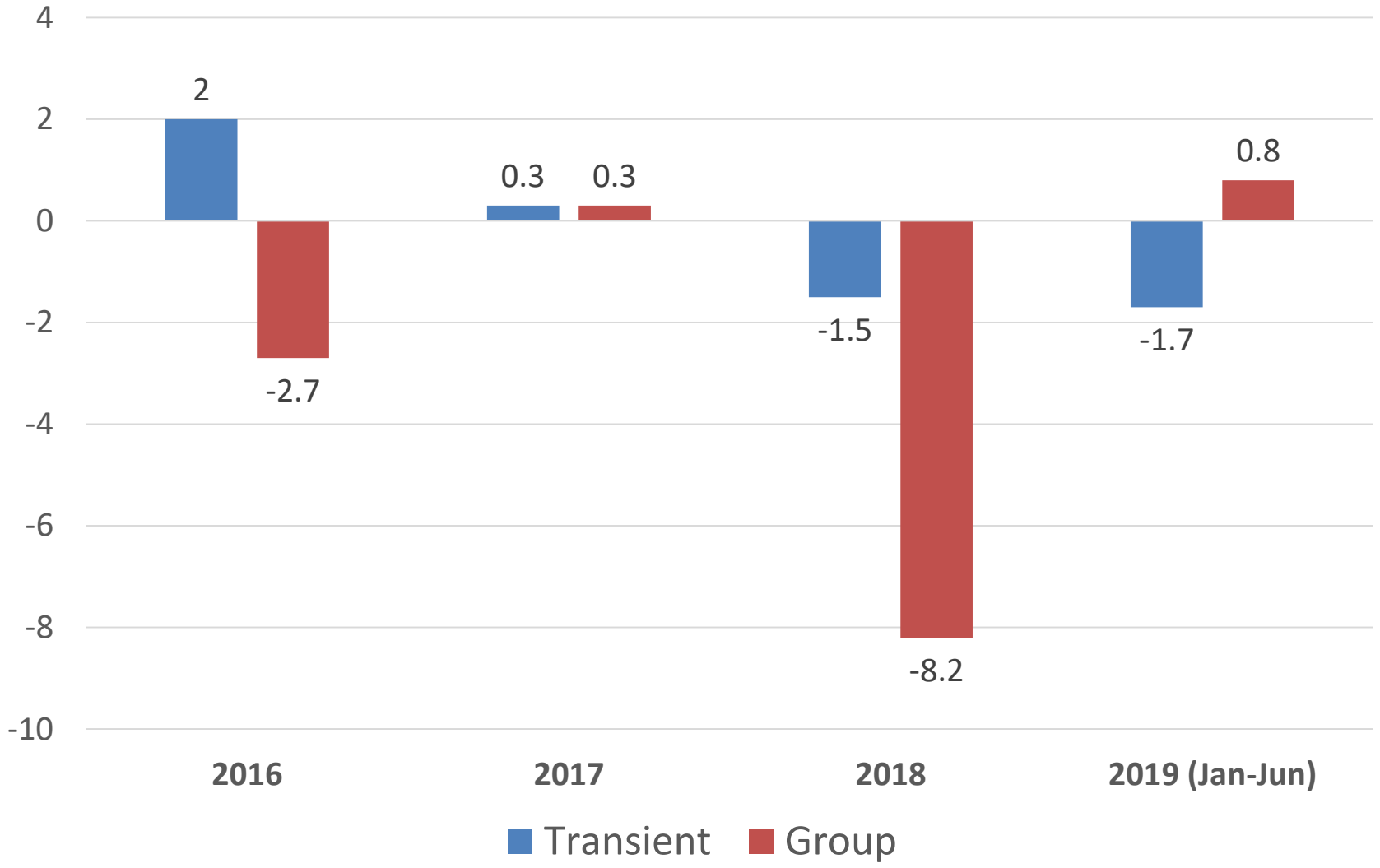
Alexandria RevPAR Growth by Segment



Alexandria in Calendar 2018:
73% Transient
25% Group
2% Contract

Source: STR, July 2016-June 2019.

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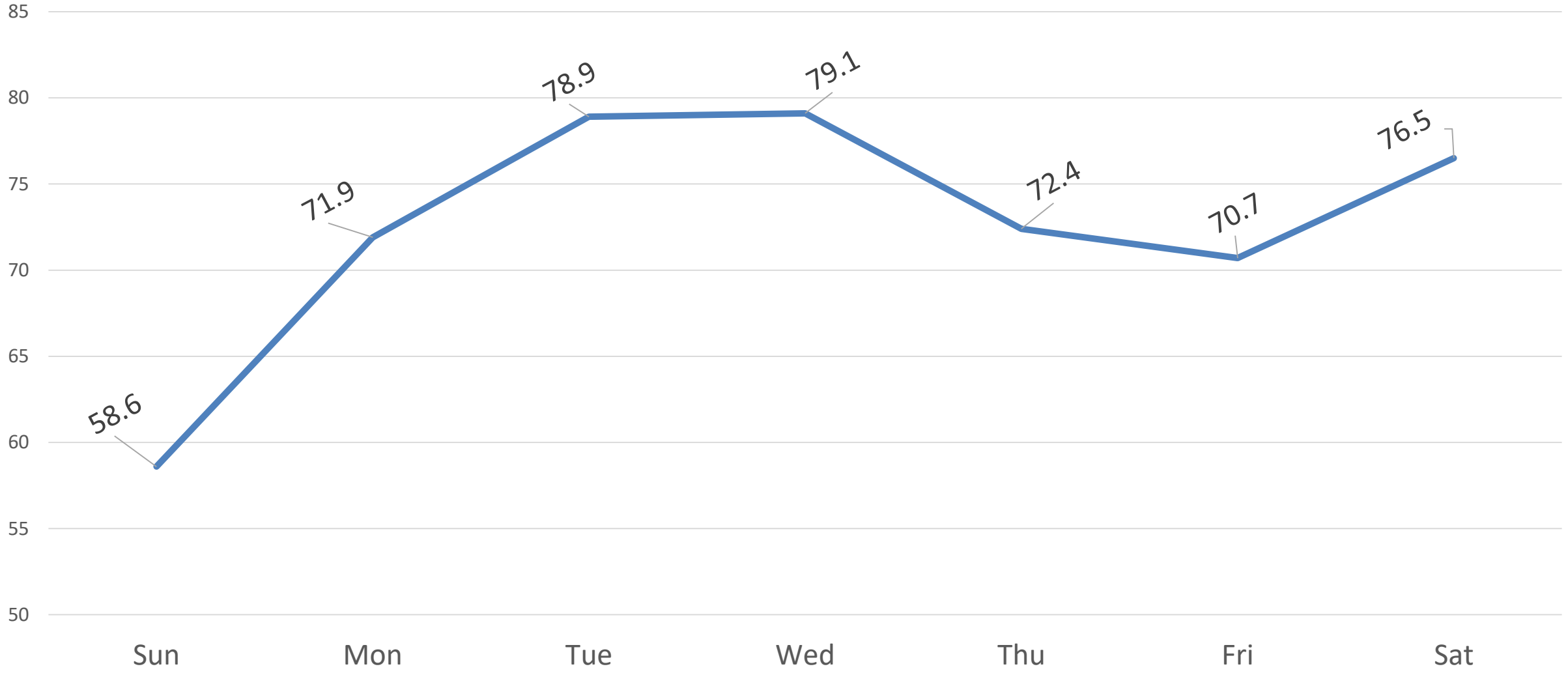
Alexandria Occupancy By Day of Week



Source: STR, July 2018-June 2019.

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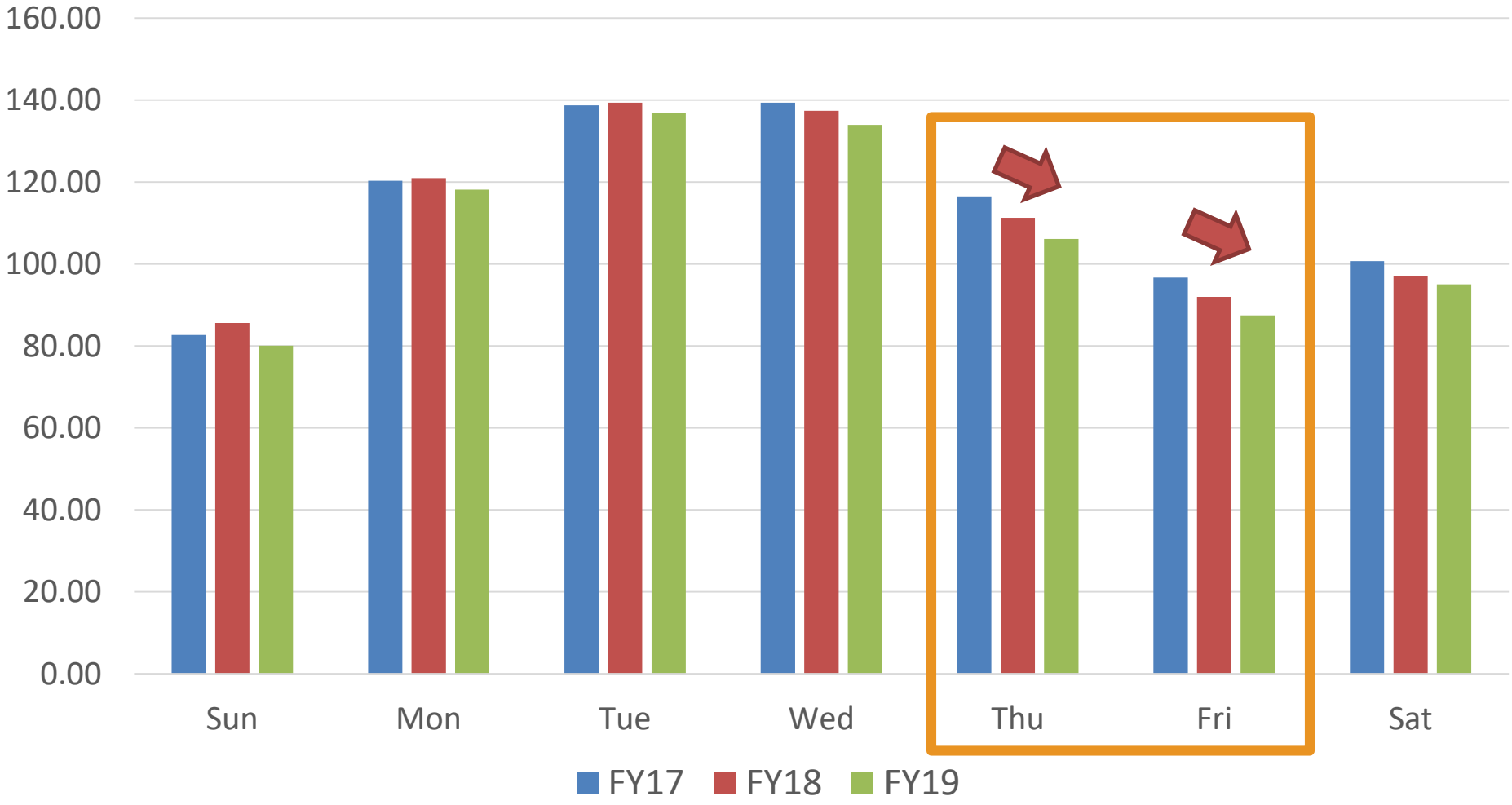
Trend: Alexandria RevPAR By Day of Week



Source: STR, July 2016-June 2019.

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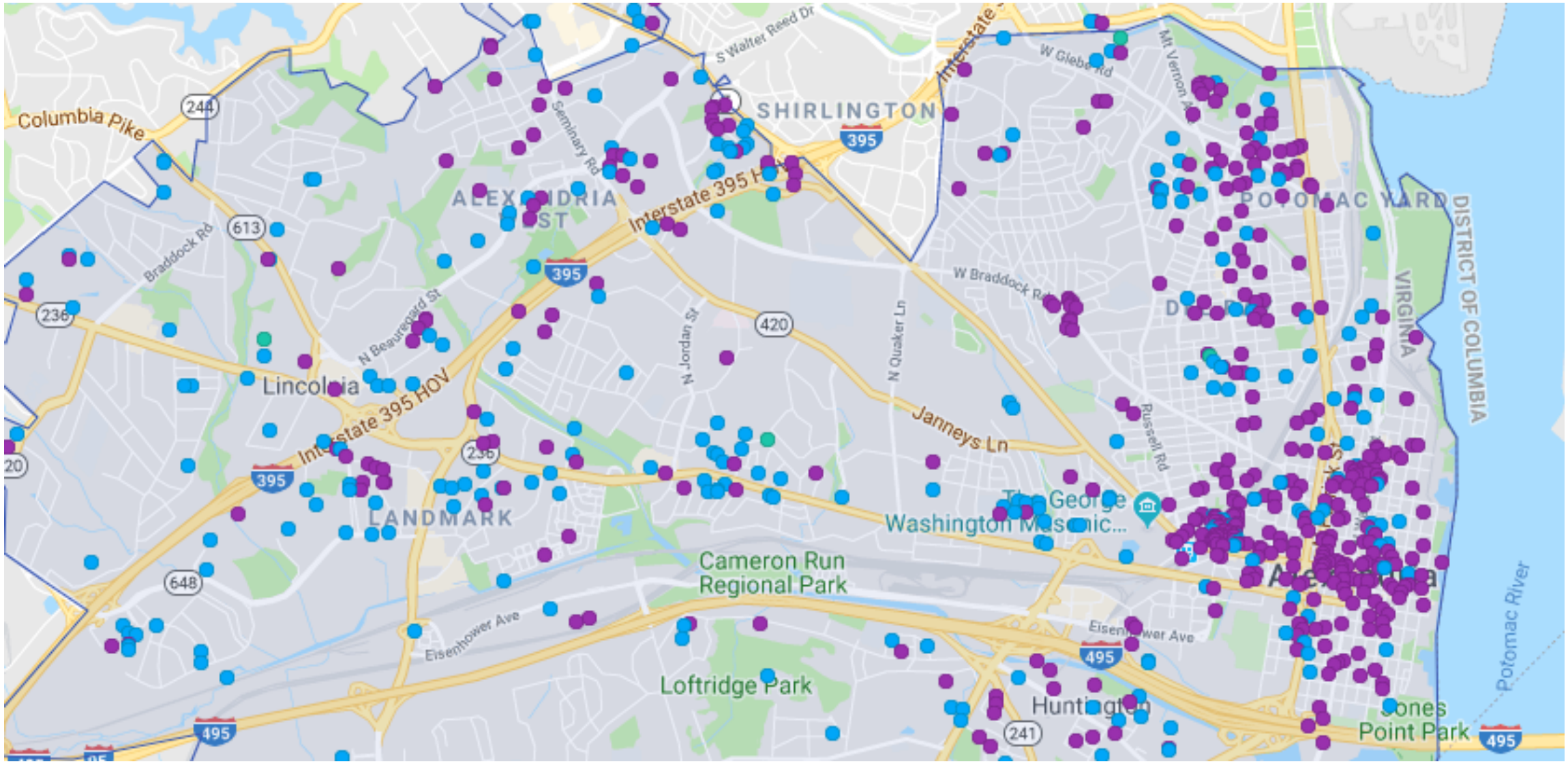

Source: AirDNA; Short-term rentals in Alexandria

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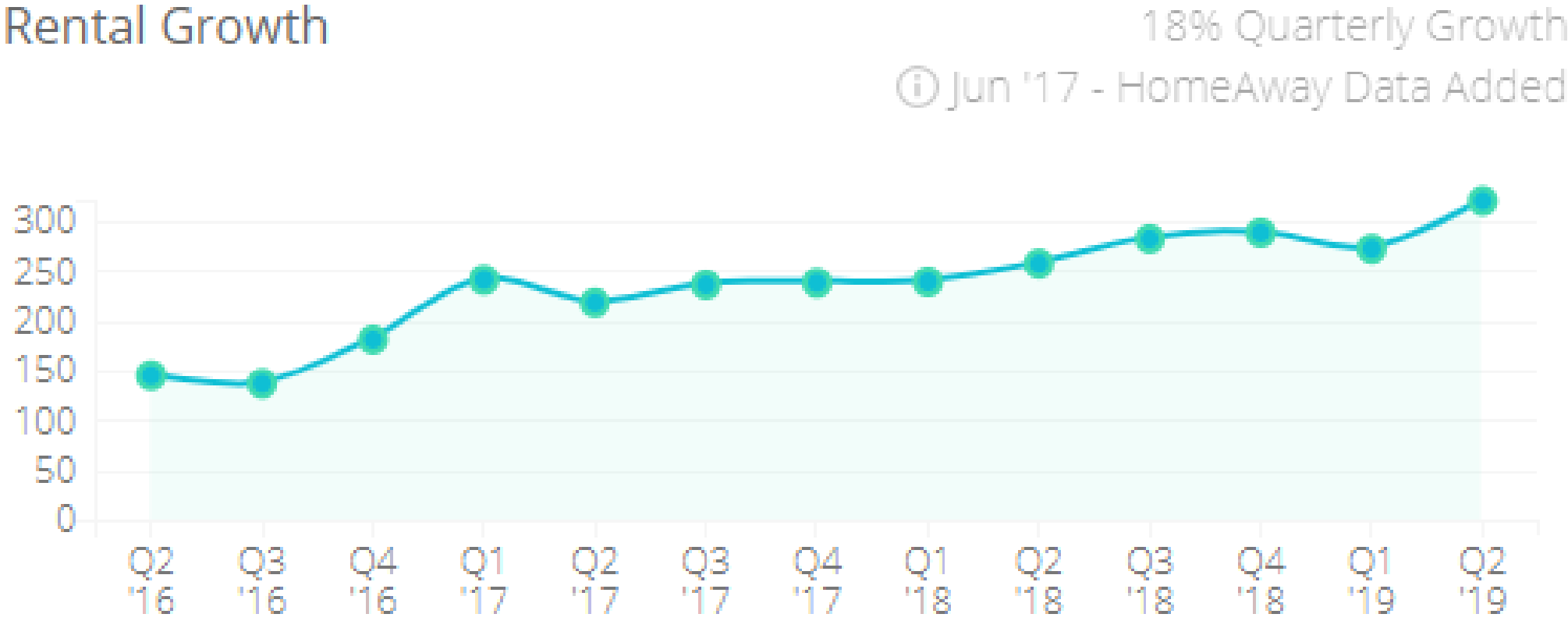
Rental Growth



Source: AirDNA; Short-term rentals in 22314 (Old Town Alexandria + Carlyle)

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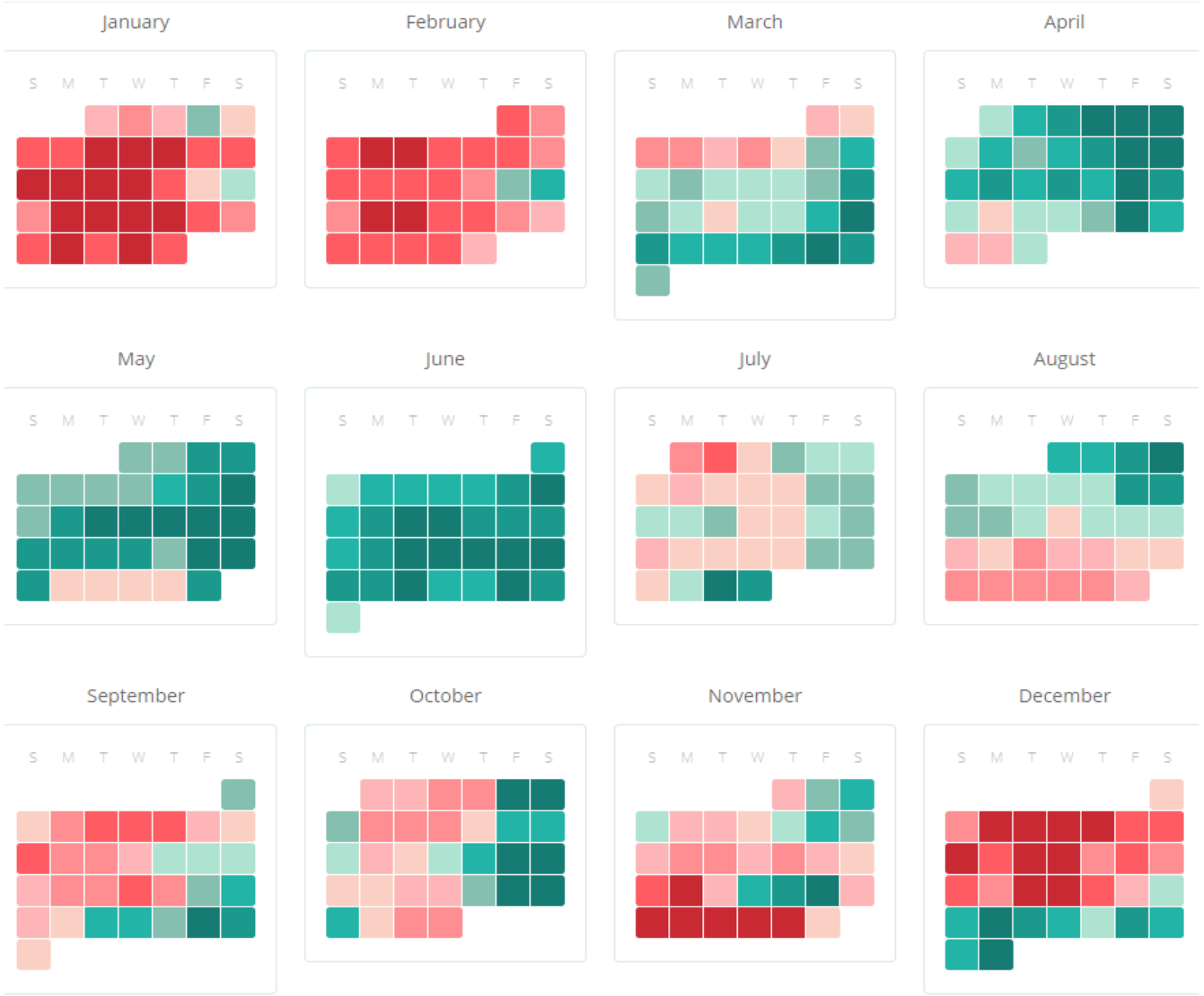
22314 Short-Term Rental RevPAR

(Green = High, Red = Low)



PAST VISITOR SUMMARY

Destination Analysts
DO YOUR RESEARCH

Mean number of leisure trips to Alexandria, VA in the past three years **2.2**

Length of Stay

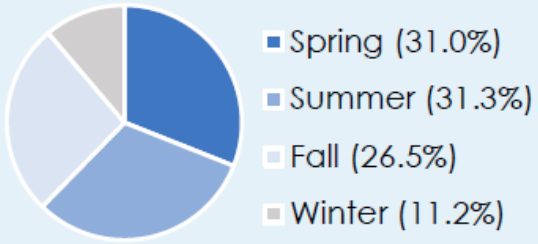
2.2 Days **1.5** Nights

Place of Stay

- Hotel in Alexandria (49.0%)
- Private residence of friend/family member (47.9%)
- Accommodations outside Alexandria (35.0%)
- Vacation home or other rental in Alexandria (32.3%)
- None of these: day-trip only (28.8%)

81.8% "Very satisfied" or "Satisfied" with the visitors experience provided in Alexandria

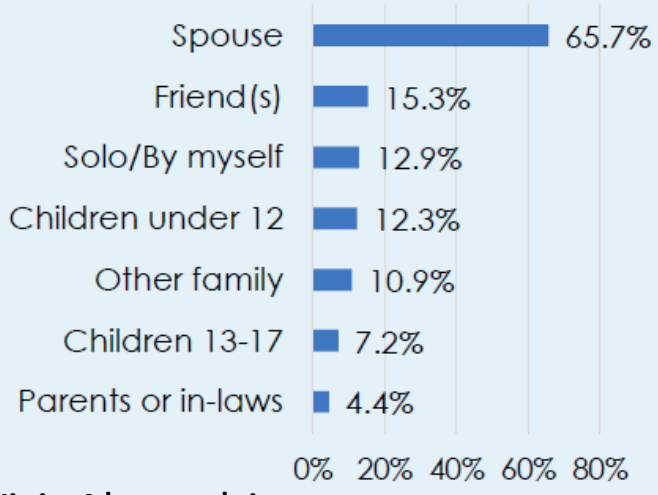
Season of Visit



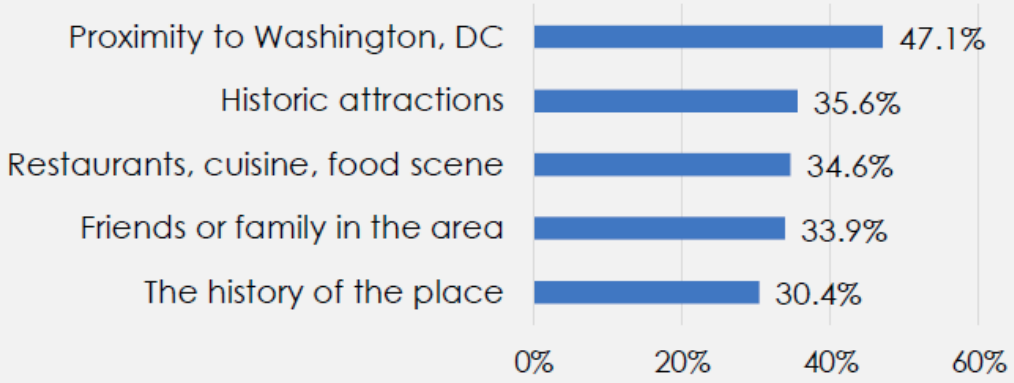
40.7% Alexandria was the primary destination

34.5% Alexandria was my home base for exploring the greater area

Travel Party



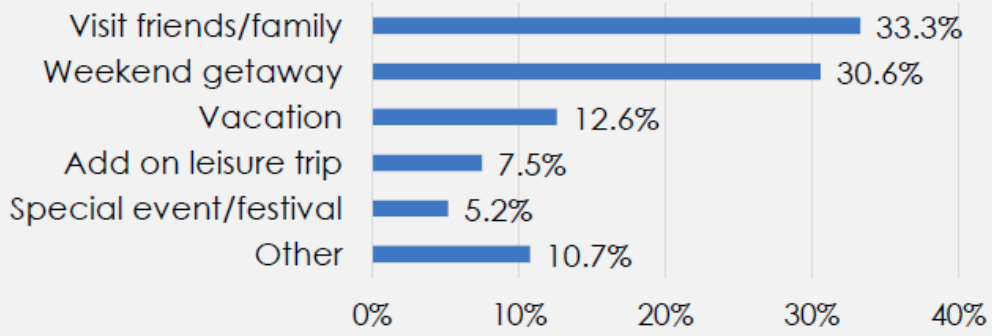
Important Factors to Decision to Visit



Activities

- Old Town Alexandria (49.0%)
- Washington, DC (47.9%)
- Local cuisine (35.0%)
- King Street (32.3%)
- Potomac River Waterfront (28.8%)
- Shopping (25.7%)
- Museums/historic sites (25.5%)

Purpose of Trip



Source: Destination Analysts for Visit Alexandria

Thank You!

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