

# HOSPITALITY MARKET REPORT – JANUARY 2026

THIS DOCUMENT INCLUDES SEVERAL REPORTS DERIVED FROM CoSTAR™ DATA

## Overview

### Harrisburg/Hershey Hospitality

12 Mo Occupancy	12 Mo ADR	12 Mo RevPAR	12 Mo Supply	12 Mo Demand
<b>58.6%</b>	<b>\$149</b>	<b>\$87</b>	<b>3.7M</b>	<b>2.2M</b>

The Harrisburg/Hershey submarket is located within the larger Harrisburg hospitality market. Of the region's two submarkets, the Harrisburg/Hershey submarket generally features higher ADR, occupancy, and RevPAR metrics on a 12-month basis.

Hotel demand in the Harrisburg/Hershey submarket is anchored by a diverse mix of government, healthcare, corporate, and leisure activity. Key drivers include Pennsylvania state government offices in Harrisburg, major medical institutions, regional corporate operations, established manufacturing and logistics employers, and the robust tourism base tied to Hershey's attractions. Proximity to Interstates 81 and 83, and the region's role as a transportation and distribution hub, further support year-round room night demand.

Specific demand anchors include Hershey's Chocolate World, Hersheypark Amusement Park, and Giant Center, which collectively attract significant seasonal visitation and event activity. In addition, Penn State Health Milton S. Hershey Medical Center contributes consistent corporate and medical-related travel, while the Pennsylvania Farm Show Complex hosts recurring events that supplement both weekend and midweek demand patterns.

Transient demand is driven primarily by leisure travel to Hershey attractions, visiting families, and business travelers tied to state government and small-to-mid-sized corporate offices. These segments typically peak from

late spring through early fall, coinciding with Hersheypark's operating calendar, school breaks, and regional leisure travel patterns. Weekend activity remains particularly strong during these months.

Group demand is influenced by corporate meetings, associations, medical-related programs, and events held at the Farm Show Complex and Giant Center. Group activity tends to strengthen in the spring and fall, aligning with common meeting-planning cycles and large-scale events scheduled outside peak summer leisure periods. Winter also sees periodic surges tied to major statewide conferences and indoor events.

Harrisburg/Hershey comprises 110 hotel properties, which contain around 10,000 rooms. Among the subtypes, there are 2,000 Luxury & Upper Upscale rooms, 4,800 Upscale & Upper Midscale rooms, and 3,400 Midscale & Economy rooms in Harrisburg/Hershey.

As of January, Harrisburg/Hershey 12-month occupancy is 58.3%, 12-month ADR is \$149, and 12-month RevPAR is \$87. Year over year, 12-month occupancy in Harrisburg/Hershey has changed by -1.8%, 12-month ADR has changed -0.7%, and 12-month RevPAR has changed by -2.6%.

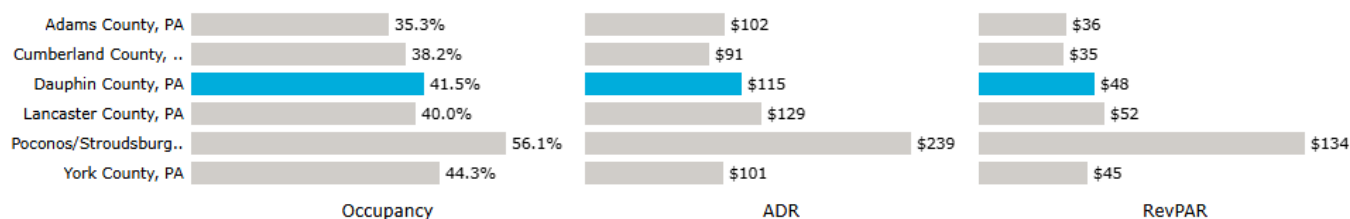
Approximately 390 rooms are under construction in Harrisburg/Hershey, accounting for 3.8% of its existing inventory. Over the past 12 months, roughly 180 rooms have opened across 2 buildings.

## Hershey Harrisburg Region Overview

Period	OCCUPANCY			ADR			RevPAR		
	2025	2026	% + OR -	2025	2026	% + OR -	2025	2026	% + OR -
Jan	45.20%	41.50%	-8.3%	\$113.93	\$114.60	0.6%	\$51.52	\$47.51	-7.8%
Feb									
Mar									
Apr									
May									
Jun									
Jul									
Aug									
Sep									
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Dec									

## Hershey Harrisburg Region Occupancy, ADR, RevPAR Monthly – Comparisons to Comp Set

### January 2026, Comp. Markets Hotel KPIs

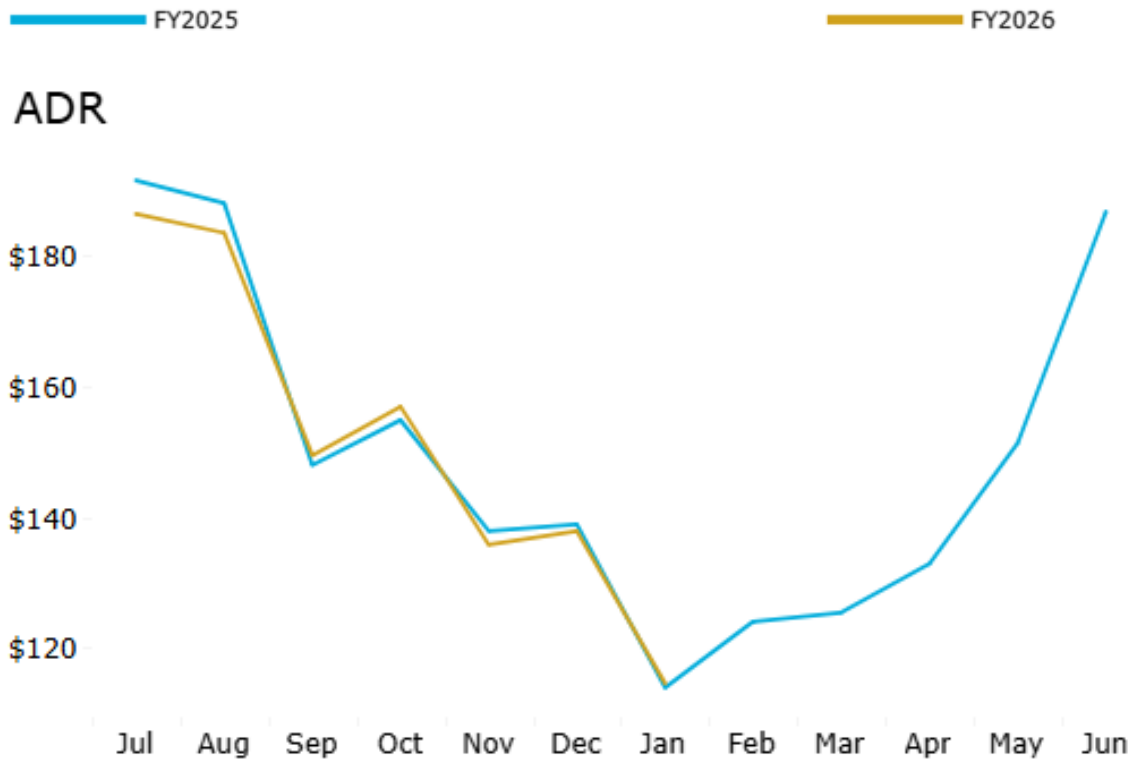


### January 2026, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Adams County, PA	35.3%	+2.6%	\$102	-2.0%	\$36	+0.6%	69.8K	-3.6%	24.6K	-1.1%	\$2.5M	-3.0%
Cumberland County..	38.2%	-4.5%	\$91	+1.5%	\$35	-3.0%	151.2K	+2.4%	57.7K	-2.2%	\$5.2M	-0.7%
Dauphin County, PA	41.5%	-8.3%	\$115	+0.6%	\$48	-7.8%	288.8K	+1.6%	119.8K	-6.8%	\$13.7M	-6.3%
Lancaster County, PA	40.0%	-1.6%	\$129	+1.0%	\$52	-0.6%	255.8K	+1.2%	102.3K	-0.4%	\$13.2M	+0.6%
Poconos/Stroudsbur..	56.1%	+5.8%	\$239	+11.2%	\$134	+17.6%	247.8K	+6.4%	139.0K	+12.6%	\$33.2M	+25.2%
York County, PA	44.3%	-2.7%	\$101	+0.4%	\$45	-2.3%	127.7K	-1.7%	56.6K	-4.3%	\$5.7M	-4.0%

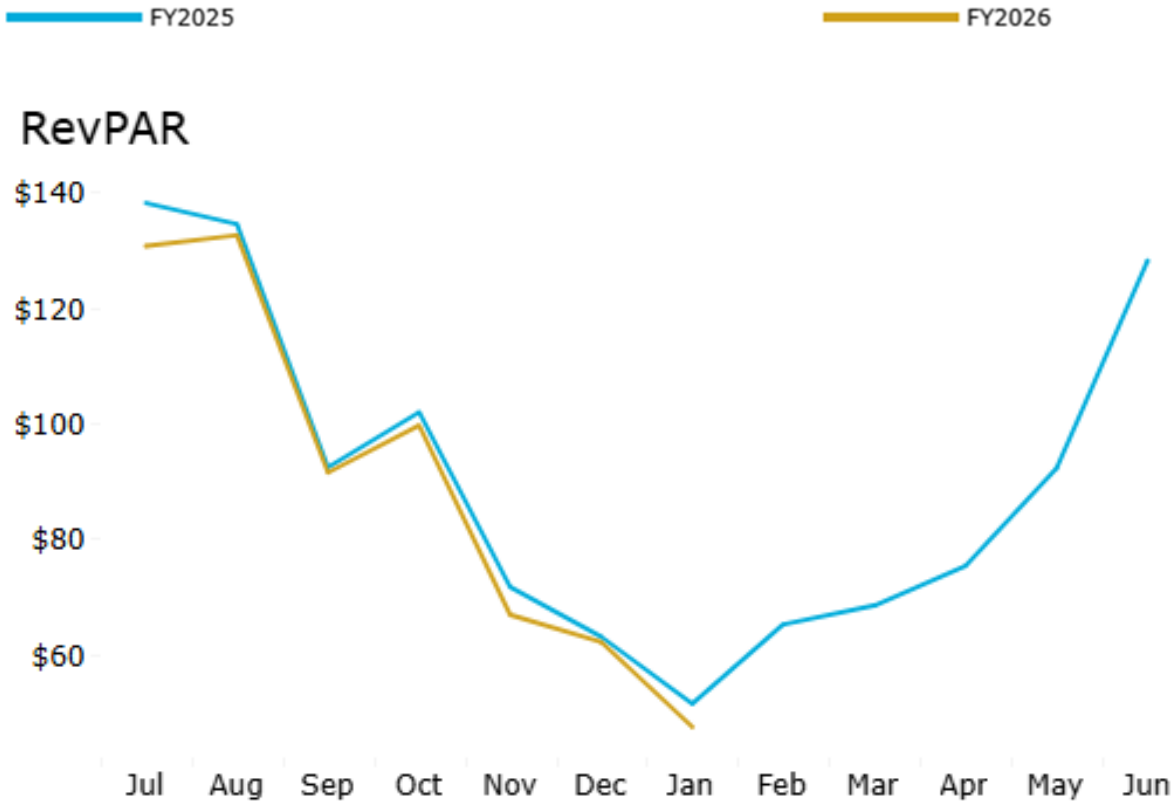


### Dauphin County ADR Monthly – Year over Year/Fiscal



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### Dauphin County RevPAR Monthly – Year over Year/Fiscal



###END JANUARY 2026