HOSPITALITY MARKET REPORT

SEPTEMBER 2026

Hotel Performance Summary

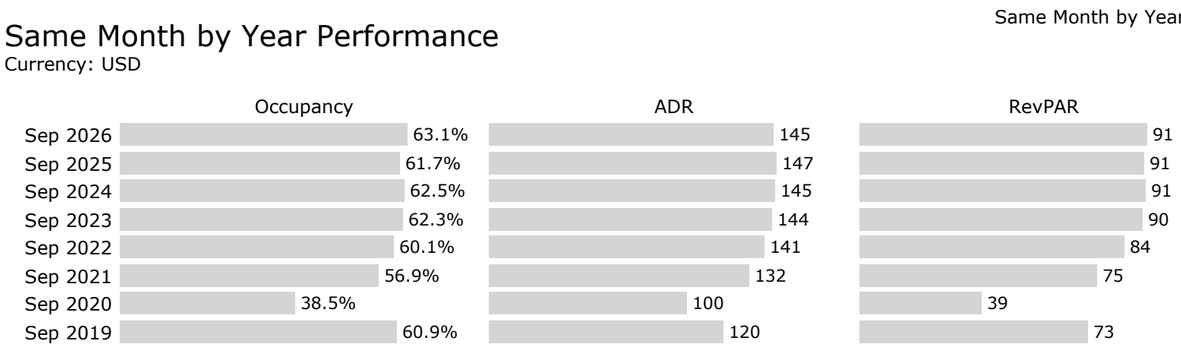
Harrisburg/Hershey, PA-Tract | September 2026

Month	Market	Compare to	Based On	Supply	Segment	Hotel Category
September 2026	Harrisburg/Hershey, PA-Tract	Previous Year	Calendar Year	Total	Total	Total

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	63.1%	144.69	91.30	315.1K	198.8K	28.8M
Change vs. Previous Year	+2.3%	-1.4%	+0.8%	+3.7%	+6.1%	+4.6%
Calendar Year-to-Date	61.5%	151.68	93.36	2.8M	1.7M	263.0M
YTD Change vs. Previous Year	+1.6%	+0.4%	+2.0%	+2.6%	+4.2%	+4.6%

Same Month by Year Performance

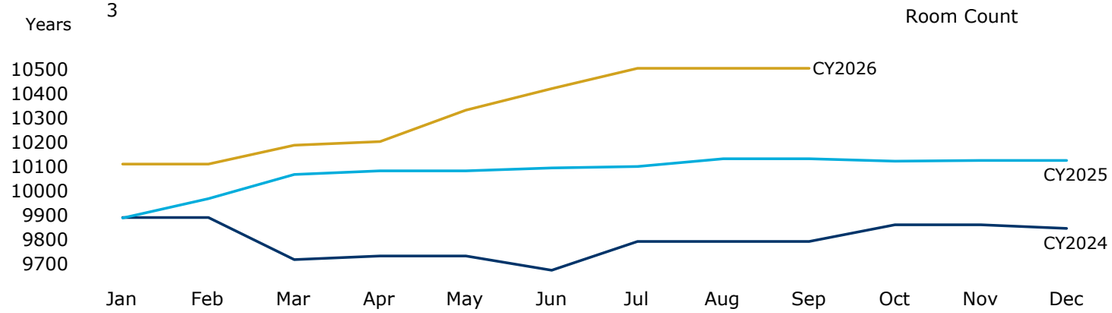
Currency: USD



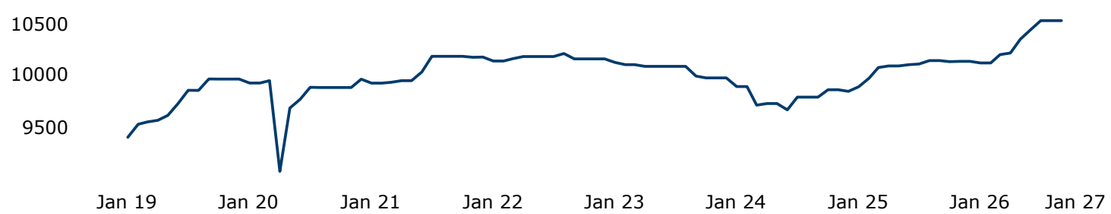
Last 12 Months Performance vs. Previous Year

	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	Sep 26
Occupancy	-3.3%	-5.9%	-1.3%	-9.0%	+2.5%	-0.4%	+8.9%	-1.8%	+4.1%	+5.1%	-0.7%	+2.3%
ADR	+1.4%	-0.8%	+0.2%	+0.7%	+2.7%	+2.0%	+3.3%	-0.4%	+0.4%	+0.0%	-3.4%	-1.4%
RevPAR	-1.9%	-6.7%	-1.1%	-8.4%	+5.3%	+1.5%	+12.4%	-2.3%	+4.5%	+5.1%	-4.1%	+0.8%
Supply	+2.7%	+2.7%	+2.9%	+2.3%	+1.4%	+1.2%	+1.2%	+2.5%	+3.3%	+4.0%	+3.7%	+3.7%
Demand	-0.7%	-3.4%	+1.6%	-7.0%	+4.0%	+0.8%	+10.2%	+0.6%	+7.5%	+9.4%	+2.9%	+6.1%
Revenue	+0.7%	-4.1%	+1.7%	-6.4%	+6.8%	+2.8%	+13.8%	+0.2%	+7.9%	+9.3%	-0.6%	+4.6%

Room Count YOY Comparison



Room Count Long Term Trend



Source: CoStar

Hotel Report Generator

Dauphin County, PA-County | January 2026 - August 2026

Market	From	To	Compare to	Segment	Hotel Category
Dauphin County, PA-County	January 2026	August 2026	Previous Year	Total	Total

To view percent change please limit date range to 12 months or less

Aggregated Hotel Performance

Period: January 2026 to August 2026, Currency: USD

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
61.3%	155.26	95.11	2.3M	1.4M	220.4M
+1.7%	+0.1%	+1.8%	+2.3%	+4.0%	+4.2%

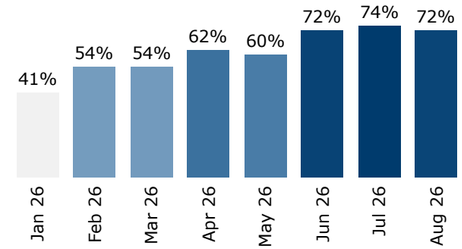
Monthly Hotel Peformance

January 2026 to August 2026 compared to Previous Year, Currency: USD

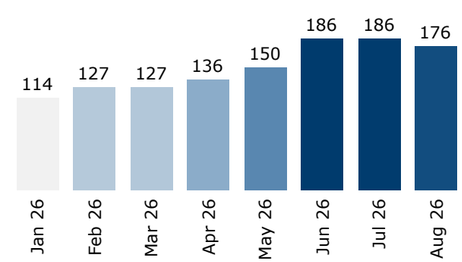
	Occupancy	% CH	ADR	% CH	RevPAR	% CH	Supply	% CH	Demand	% CH	Revenue	% CH
Jan 2026	41.4%	-8.4%	114.32	+0.3%	47.36	-8.1%	291,121	+2.4%	120,613	-6.2%	13,787,996	-5.8%
Feb 2026	54.1%	+2.8%	126.68	+2.1%	68.49	+5.0%	262,948	+1.5%	142,160	+4.4%	18,008,334	+6.6%
Mar 2026	54.3%	-0.6%	127.25	+1.5%	69.09	+0.9%	293,539	+1.3%	159,362	+0.7%	20,279,197	+2.2%
Apr 2026	61.8%	+9.0%	136.27	+2.6%	84.21	+11.8%	284,070	+1.3%	175,547	+10.4%	23,921,379	+13.3%
May 2026	59.8%	-1.9%	149.94	-0.9%	89.63	-2.8%	297,569	+2.7%	177,881	+0.7%	26,672,197	-0.2%
Jun 2026	72.0%	+5.1%	186.20	-0.3%	134.14	+4.8%	287,970	+2.6%	207,461	+7.7%	38,629,300	+7.5%
Jul 2026	74.0%	+5.6%	185.79	-0.3%	137.42	+5.3%	300,173	+3.4%	222,023	+9.2%	41,250,034	+8.9%
Aug 2026	71.5%	-0.9%	176.41	-3.8%	126.17	-4.7%	300,173	+3.0%	214,678	+2.1%	37,872,065	-1.8%

Source: CoStar

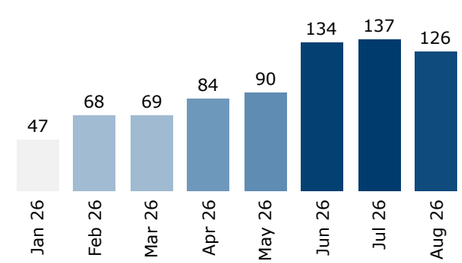
Occupancy



ADR



RevPAR



Powered by Symphony | Tourism Economics

Competitive Hotel Performance

Analysis by Geography

Month	Markets	Report Type	Compare to	Supply	Segment	Hotel Category	Table Focus
September 2026	All	Month	Previous Year	Total	Total	Total	Geography

Hide Bottom Charts

Hotel Performance for September 2026 by Geography

Month, Segment: Total, Hotel Category: Total, Currency: USD

	Occupancy	YOY Occupancy	ADR	YOY ADR	RevPAR	YOY RevPAR	Supply	YOY Supply	Demand	YOY Demand	Revenue	YOY Revenue
Adams County, PA-County	68.6%	+6.4%	147.44	+4.3%	101.12	+11.0%	70,050	+0.0%	48,044	+6.4%	7,083,473	+11.0%
Cumberland County, PA-C..	59.3%	+0.3%	106.84	+1.9%	63.39	+2.2%	148,980	+4.3%	88,385	+4.6%	9,443,183	+6.6%
Dauphin County, PA-County	63.1%	+3.2%	146.64	-1.9%	92.56	+1.2%	290,490	+3.0%	183,348	+6.3%	26,886,691	+4.3%
Lancaster County, PA-Cou..	65.5%	+7.7%	144.45	+2.3%	94.63	+10.1%	251,640	+2.0%	164,850	+9.9%	23,813,341	+12.4%
Montgomery County, PA-C..	69.0%	+5.7%	142.31	+1.9%	98.21	+7.8%	268,680	-5.6%	185,416	-0.2%	26,385,732	+1.7%
Pennsylvania-State	67.5%	+8.1%	153.47	+4.2%	103.58	+12.6%	4,604,910	+0.8%	3,107,885	+9.0%	476,959,823	+13.5%
Poconos & Stroudsburg, P..	63.4%	+14.4%	190.72	+14.0%	120.84	+30.5%	225,270	+4.8%	142,736	+19.8%	27,222,489	+36.7%
Top 25-Market	71.3%	+4.7%	210.18	+5.8%	149.95	+10.7%	59,156,220	+0.4%	42,203,088	+5.1%	8,870,296,932	+11.2%
United States-Country	66.9%	+5.4%	171.69	+5.3%	114.80	+11.0%	171,482,910	+0.3%	114,664,849	+5.8%	19,686,362,877	+11.4%
York County, PA-County	61.3%	+0.7%	108.76	+2.0%	66.64	+2.7%	123,570	-0.1%	75,718	+0.5%	8,234,990	+2.5%

Supply Breakdown for September 2026 by Geography

Segment: Total, Hotel Category: Total

	Supply	% YOY	% MOM	# New Rooms MOM	Property Count	# New Properties MOM
Adams County, PA-County	70,050	+0.0%	-3.2%	+0	39	+0
Cumberland County, PA-C..	148,980	+4.3%	-3.2%	+0	63	+2
Dauphin County, PA-County	290,490	+3.0%	-3.2%	+0	99	+3
Lancaster County, PA-Cou..	251,640	+2.0%	-2.8%	+36	125	+2
Montgomery County, PA-C..	268,680	-5.6%	-3.2%	+0	76	-4
Pennsylvania-State	4,604,910	+0.8%	-3.1%	+126	1,761	+3
Poconos & Stroudsburg, P..	225,270	+4.8%	-3.2%	+0	90	-1
Top 25-Market	59,156,220	+0.4%	-3.2%	+629	14,662	+8
United States-Country	171,482,910	+0.3%	-3.2%	+1146	64,505	+5
York County, PA-County	123,570	-0.1%	-3.2%	+0	53	+0

Competitive Rankings by Geography

September 2026, Month, Currency: USD

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Adams County, PA-Co..	68.6%	147	101	70.1K	48.0K	7.1M
Cumberland County, P..	59.3%	107	63	149.0K	88.4K	9.4M
Dauphin County, PA-C..	63.1%	147	93	290.5K	183.3K	26.9M
Lancaster County, PA-..	65.5%	144	95	251.6K	164.9K	23.8M
Montgomery County, P..	69.0%	142	98	268.7K	185.4K	26.4M
Pennsylvania-State	67.5%	153	104	4.6M	3.1M	477.0M
Poconos & Stroudsbur..	63.4%	191	121	225.3K	142.7K	27.2M
Top 25-Market	71.3%	210	150	59.2M	42.2M	8.9B
United States-Country	66.9%	172	115	171.5M	114.7M	19.7B
York County, PA-County	61.3%	109	67	123.6K	75.7K	8.2M

Source: CoStar

Short Term Rental Summary

Dauphin County, September 2026

Visit HERSHEY & HARRISBURG

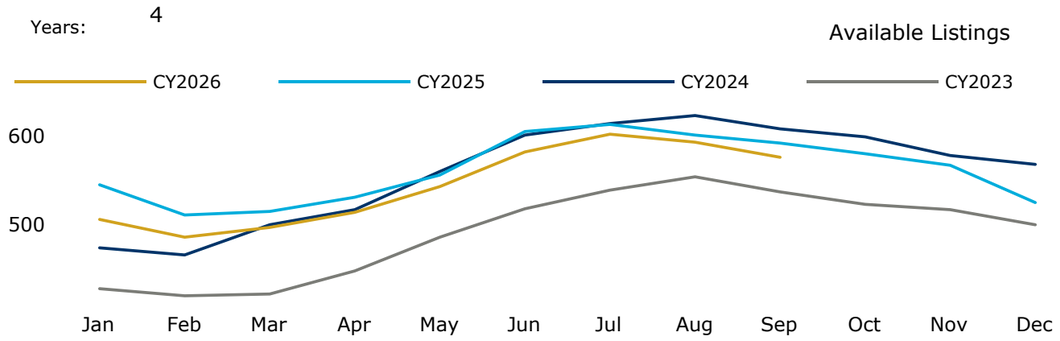
Month	Location	Property Type	Compare to	Year Type
September 2026	Dauphin County	All Properties	Previous Year	Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	62.3%	$175.26	$109.18	14.9K	9.3K	$1.6M
Change vs. Previous Year	+9.7%	+7.5%	+17.9%	-5.7%	+3.5%	+11.2%
Calendar Year-to-Date	61.5%	$182.67	$112.39	127.8K	78.7K	$14.4M
YTD Change vs. Previous Year	+0.3%	+7.6%	+7.9%	-4.1%	-3.8%	+3.5%

Last Six Months

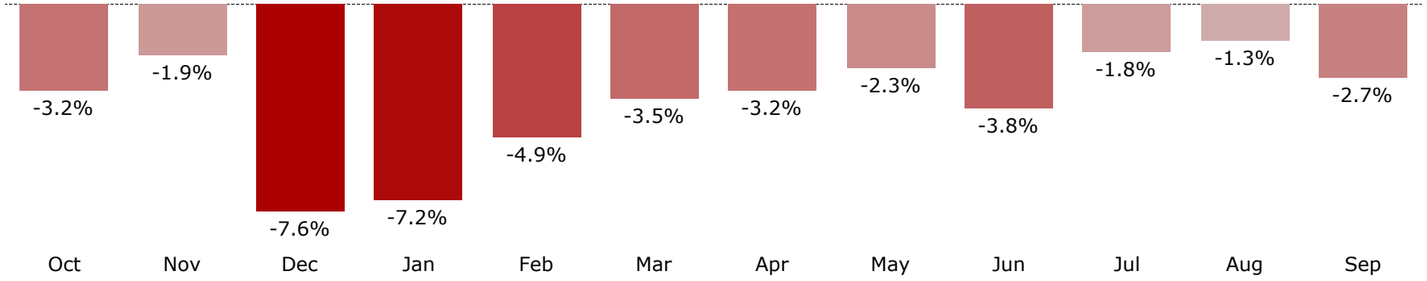
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Apr 26	57.7%	-1.7%	$158	+7.1%	$91	+5.4%	13.1K	-2.0%	7.6K	-3.6%	$1.2M	+3.2%
May 26	58.1%	-5.2%	$178	+9.0%	$103	+3.4%	13.8K	-5.9%	8.0K	-10.8%	$1.4M	-2.8%
Jun 26	73.8%	+1.2%	$214	+10.9%	$158	+12.3%	15.4K	-3.4%	11.4K	-2.2%	$2.4M	+8.5%
Jul 26	75.3%	+7.5%	$217	+7.6%	$163	+15.6%	16.2K	-3.7%	12.2K	+3.5%	$2.7M	+11.3%
Aug 26	68.5%	+1.2%	$216	+7.2%	$148	+8.5%	16.1K	-3.5%	11.0K	-2.4%	$2.4M	+4.7%
Sep 26	62.3%	+9.7%	$175	+7.5%	$109	+17.9%	14.9K	-5.7%	9.3K	+3.5%	$1.6M	+11.2%

Available Listings YOY Comparison

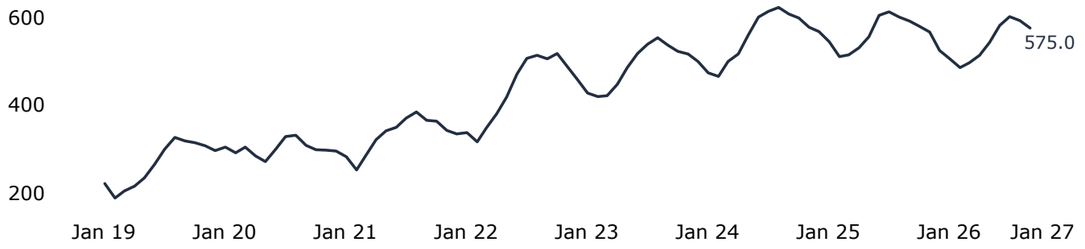


Available Listings vs. Previous Year

Last 12 Months



Available Listings Long Term Trend

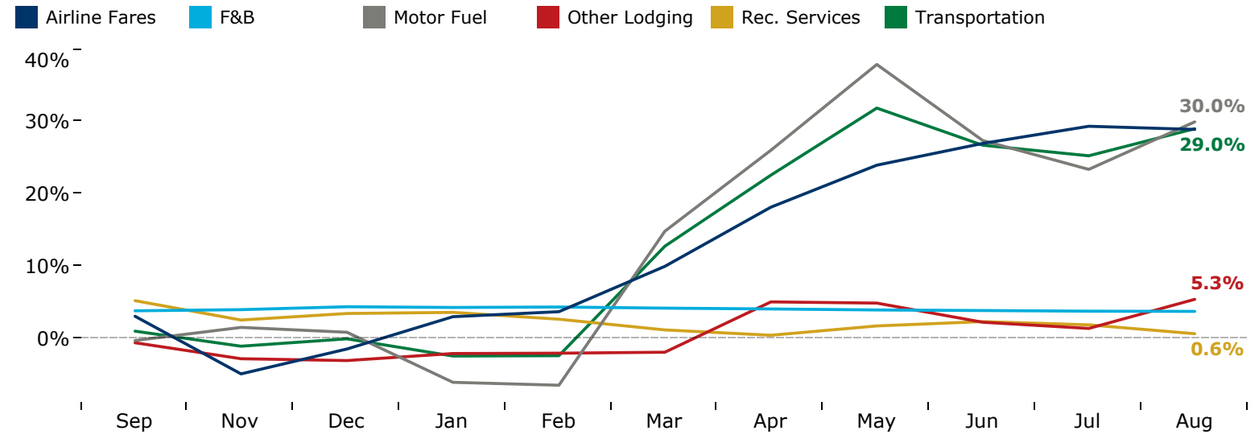


Source: AirDNA

National Travel Trends

Travel Price Index

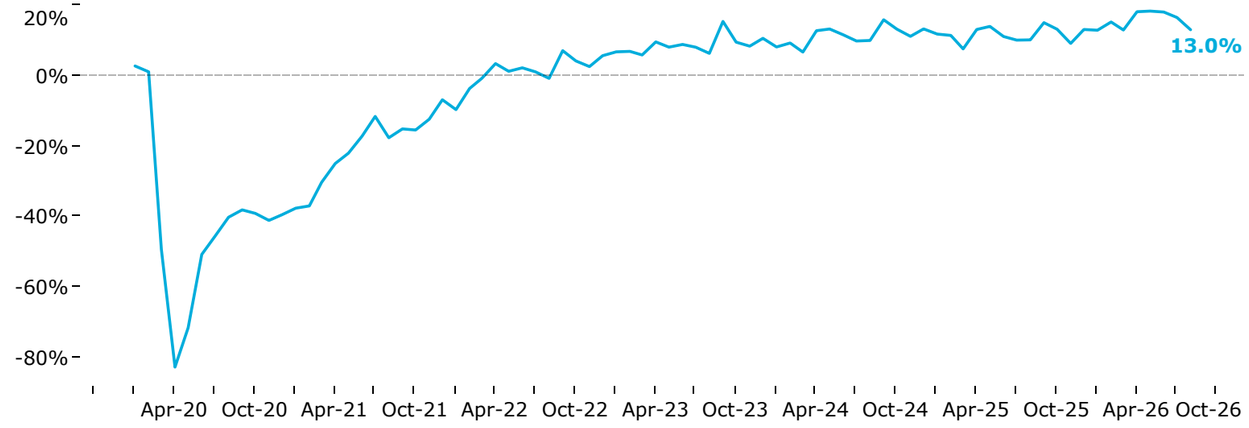
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

Travel Spending (% change vs 2019)

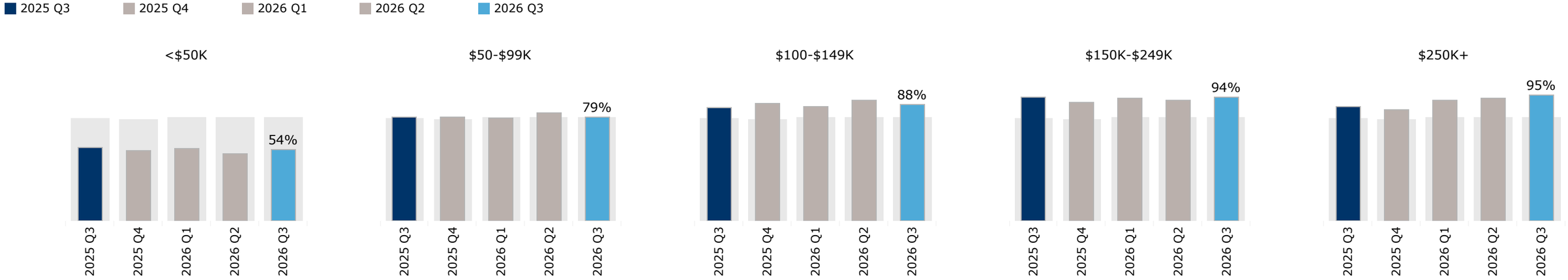
% Change vs. 2019 | U.S. total



Source: Tourism Economics via U.S. Travel Recovery Tracker

Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)



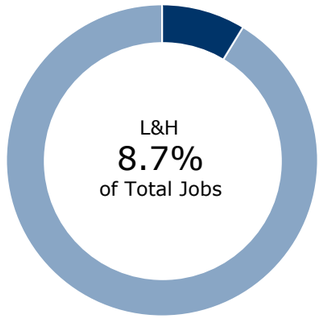
Note: Light gray bars represent the average for all survey respondants
Source: MMGY Global's Portait of American Travelers

Leisure & Hospitality Workforce

Harrisburg-Carlisle, PA

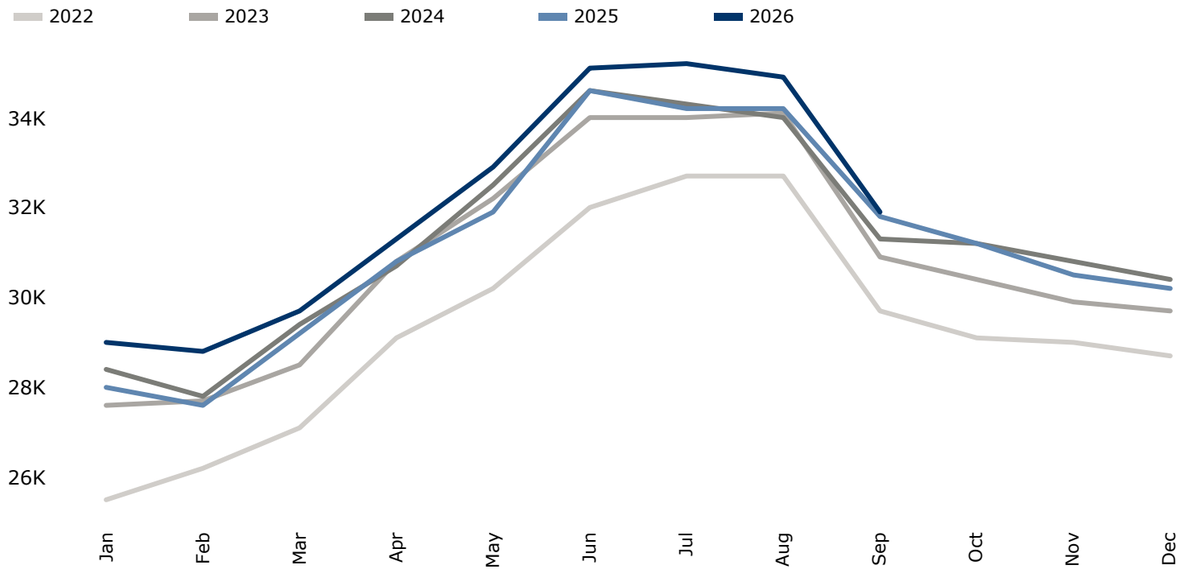
Total Leisure & Hospitality Jobs

L&H Jobs
as of September 2026
31.9K
+0.3% YOY | -1.5% vs. 2019



Employment Recovery

Leisure & Hospitality Jobs (Thousands)

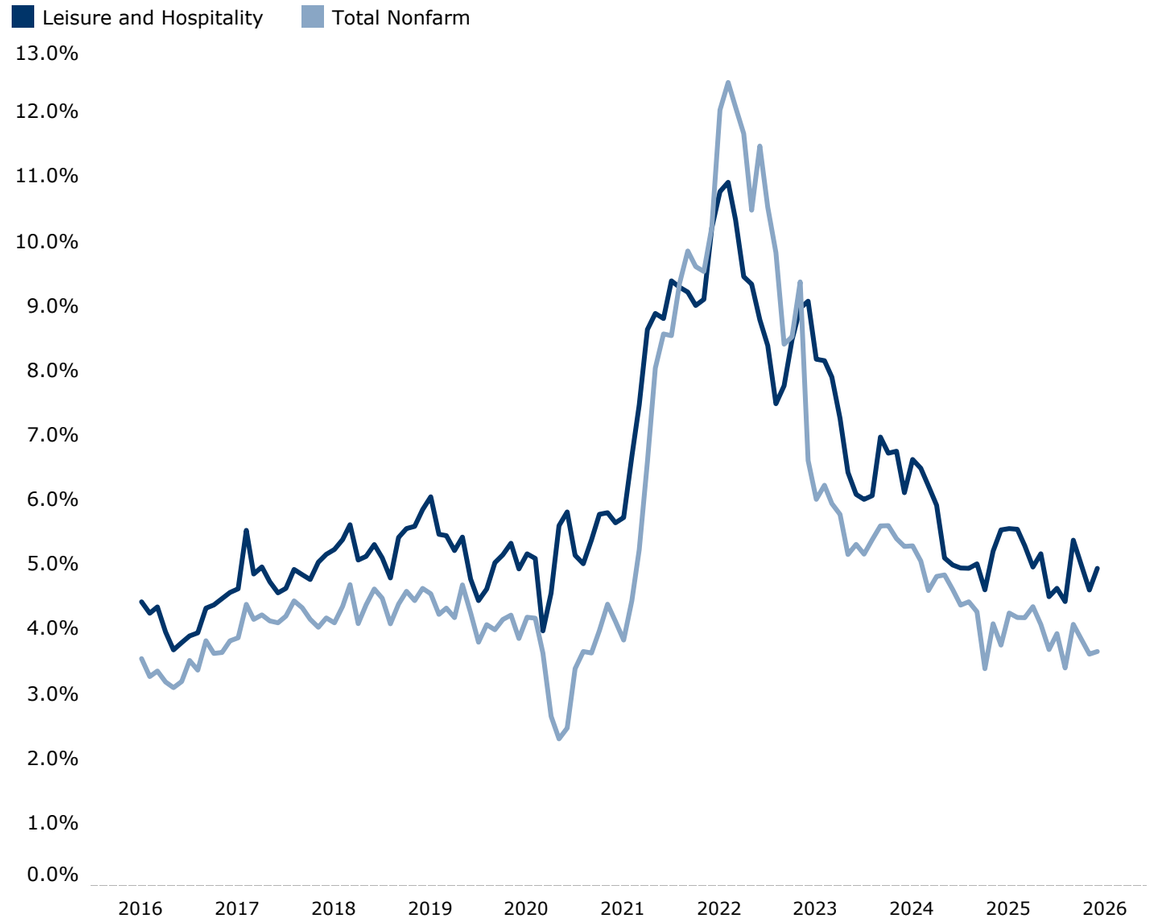


Source: Bureau of Labor Statistics

Leisure & Hospitality Job Openings

Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics