

	Current Month - July 2026 vs July 2025												Year to Date - July 2026 vs July 2025												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2025						Occ %		ADR		RevPAR		Percent Change from YTD 2025						Properties		Rooms	
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2026	2025	2026	2025
United States	69.7	68.1	171.74	162.46	119.77	110.71	2.3	5.7	8.2	8.6	0.4	2.8	64.0	63.1	166.94	160.74	106.85	101.39	1.5	3.9	5.4	5.9	0.5	1.9	64414	39042	5713554	4418160
South Atlantic	67.9	66.9	161.40	153.98	109.63	103.06	1.5	4.8	6.4	6.9	0.5	2.0	66.4	66.2	173.53	167.57	115.28	110.95	0.3	3.6	3.9	4.4	0.5	0.8	13615	9033	1332122	1082045
North Carolina	66.4	65.1	137.76	132.20	91.49	86.04	2.0	4.2	6.3	7.1	0.7	2.7	62.4	62.6	131.56	129.42	82.03	80.96	-0.3	1.7	1.3	1.8	0.5	0.2	2060	1407	173395	143974
Charlotte, NC	72.3	67.8	138.47	127.84	100.07	86.62	6.7	8.3	15.5	15.2	-0.3	6.3	67.5	68.1	133.79	131.79	90.38	89.77	-0.8	1.5	0.7	1.3	0.6	-0.2	393	339	43052	40220
Greensboro-Winston Salem, NC	60.8	60.4	105.42	106.75	64.15	64.46	0.8	-1.2	-0.5	0.6	1.1	1.8	60.9	59.6	114.52	113.11	69.71	67.46	2.1	1.2	3.3	4.1	0.7	2.8	233	178	22046	19056
Raleigh-Durham-Chapel Hill, NC	66.7	65.7	130.55	126.26	87.05	82.98	1.5	3.4	4.9	5.5	0.6	2.0	66.3	65.0	136.61	135.89	90.61	88.31	2.1	0.5	2.6	2.9	0.3	2.4	288	257	31488	30037
Asheville, NC	69.9	71.1	171.67	156.13	120.01	110.95	-1.6	10.0	8.2	7.1	-1.0	-2.6	62.3	66.3	160.39	145.56	99.95	96.51	-6.0	10.2	3.6	3.5	-0.1	-6.1	120	93	10105	9472
Wilmington, NC	75.4	73.0	184.41	182.12	139.07	133.01	3.3	1.3	4.6	7.6	3.0	6.3	65.3	64.0	153.10	151.45	99.96	97.00	1.9	1.1	3.1	5.8	2.6	4.6	117	62	9150	6649
Fayetteville MSA, NC	66.3	62.4	101.70	105.14	67.45	65.65	6.2	-3.3	2.7	4.3	1.5	7.9	63.6	60.5	100.67	101.70	64.07	61.57	5.1	-1.0	4.1	3.7	-0.4	4.7	73	54	6439	5629
Coastal Carolina, NC	67.8	69.2	212.50	200.49	144.02	138.65	-2.0	6.0	3.9	9.5	5.4	3.3	57.6	56.4	158.93	151.87	91.56	85.63	2.2	4.7	6.9	7.7	0.7	2.9	137	40	7355	3751

A blank row indicates insufficient data.