

CONSUMER: Lodging

C. Patrick Scholes

212-319-3915
Patrick.Scholes@truist.com

Gregory J. Miller

212-303-4198
Gregory.J.Miller@truist.com

Barry Jonas

212-590-0998
Barry.Jonas@truist.com

Davis Holcombe

404-926-5091
Davis.Holcombe@truist.com

Scott Stringer, CFA

212-537-7557
scott.stringer@research.truist.com

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Reasons for this report

- ✓ Data-Driven Analysis
- ✓ Our analysis of the most recent weekly US lodging results

Lodging- U.S. RevPAR +4.4% y/y last week; Another decent clean-comp leisure-centric week, especially for Economy & Midscale chains

Overall, U.S. RevPAR was +4.4% y/y for the week ending 8/22/2026, per STR/CoStar, below the prior week's result of +6.2% y/y and the 10-week average of +7.3% y/y.

Last week's results were another generally overall solid performance across branded chain scales in a clean-comp week in the leisure-heavy month of August.

Economy and Midscale chains, up 4-5% y/y last week, continue to show much better results of late than they did for the first half of the year. Independent hotels (approx. one-third of the data set) at +3.4% y/y were the lagging chain scale. We note that Luxury was "only" up 6.0% y/y last week, not as strong as the prior weeks in August. While August skews towards leisure more than any other month, we still observed that Mon-Thurs outperformed Fri/Sat (+4-5% vs. +3-5%, respectively), indicative to us that Business and Group travel trends also remained healthy last week.

Bifurcation between chain scales continues, though narrowed meaningfully relative to prior weeks' and months' results. The gap between Luxury and Economy RevPAR growth narrowed to 180bps from 530bps the week prior.

Major RevPAR statistics presented below:

- Luxury RevPAR: +6.0% y/y
- Upper Upscale RevPAR: +4.7% y/y
- Upscale RevPAR: +4.4% y/y
- Upper Midscale RevPAR: +4.4% y/y
- Midscale RevPAR: +4.8% y/y
- Economy RevPAR: +4.2% y/y
- Independent hotels (~ 1/3rd of the data set) RevPAR: +3.4% y/y; and
- Within Upper Upscale & Luxury class hotels:
 - Group: +3.7% y/y vs. +5.3% in the prior week
 - Transient: +5.4% y/y vs. +8.6% prior week
- Las Vegas RevPAR: -20% y/y
 - **As a caveat, we note that many large Strip casino hotel operators do not participate in STR's survey.**

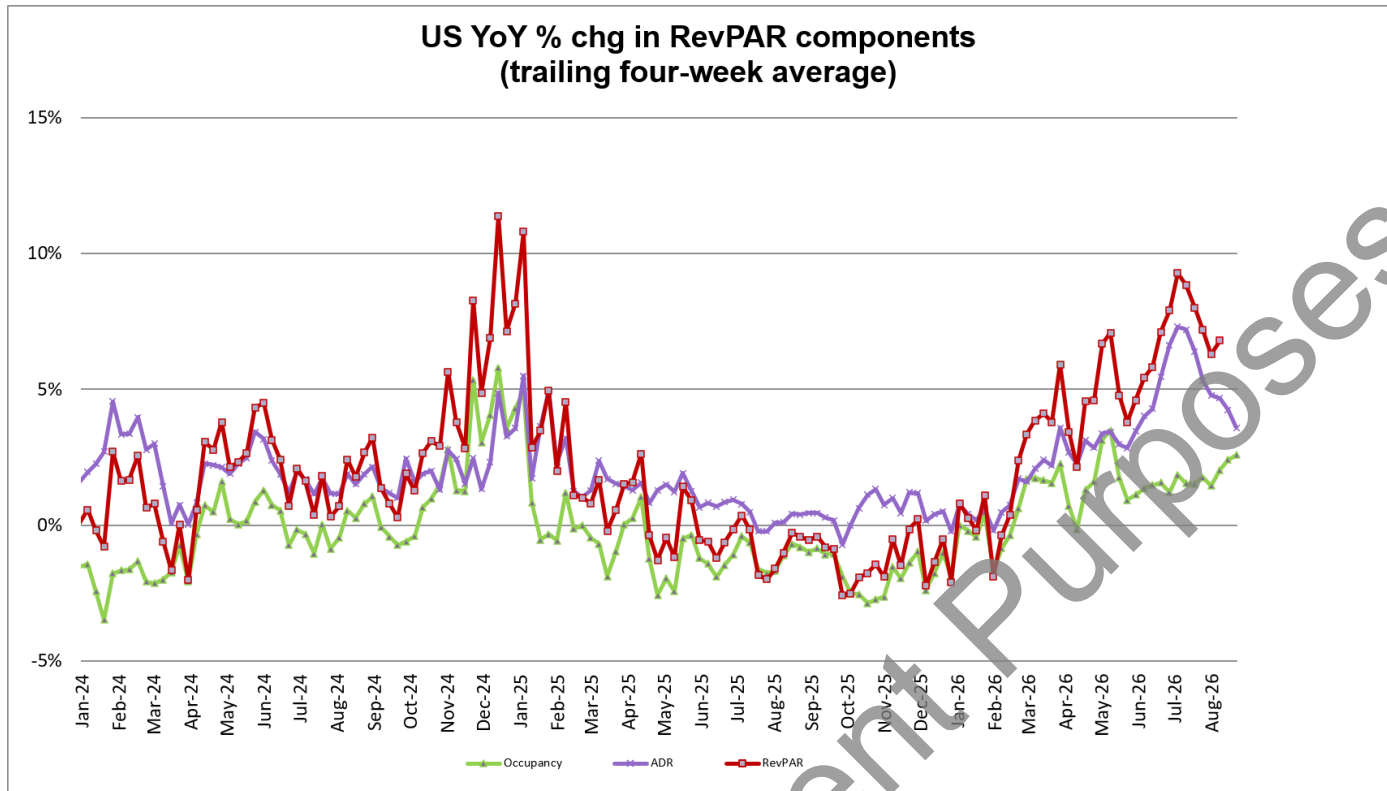
Last week's RevPAR details and sequential trends (all comparable information on new STR methodology):

- **Headline RevPAR** was +4.4% y/y vs. the running 28-day average of +6.4% y/y.
- **Occupancy:** Absolute occupancy was 66.7% vs. 69.0% for the running 28-day average.
- **Absolute Group occupancy:** 15.9% last week vs. 17.4% for the running 28 days.

Weekly RevPAR Summary

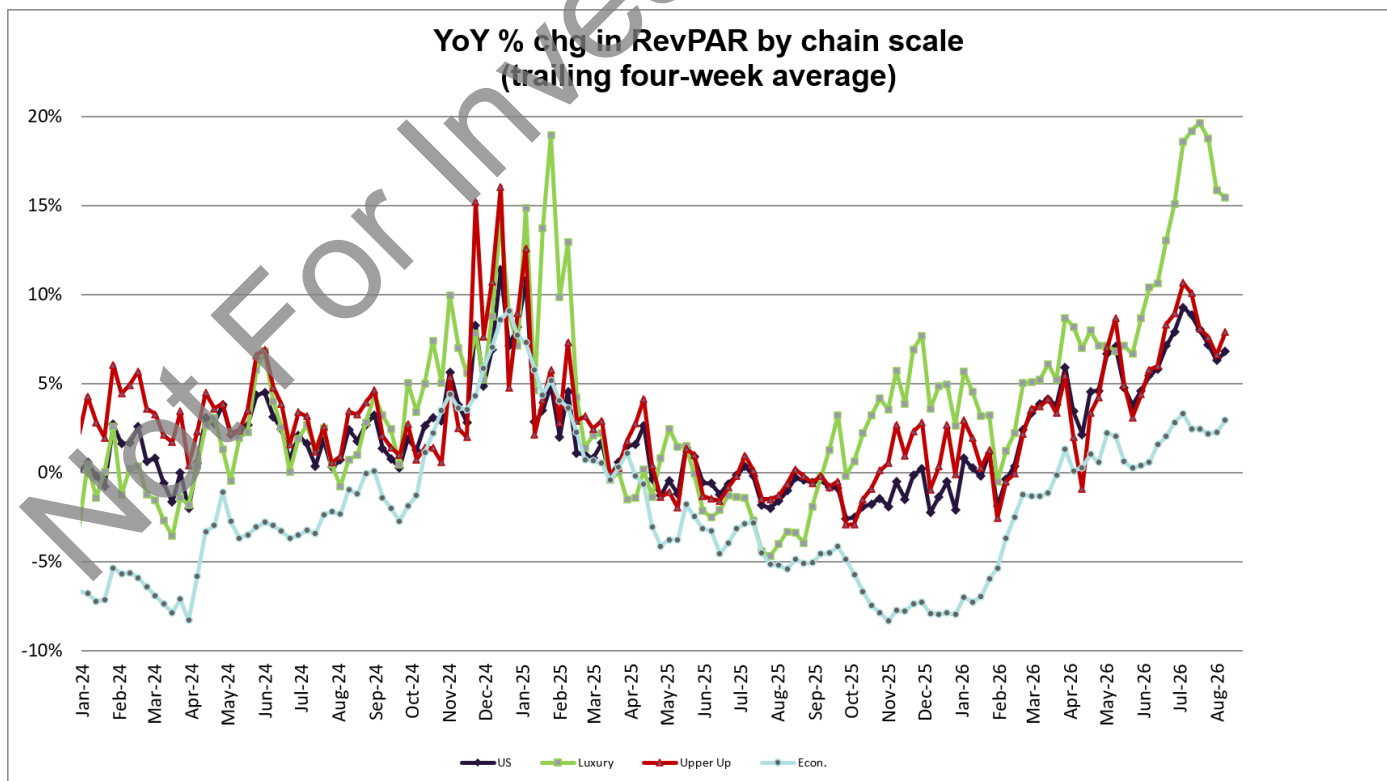
YoY % change in RevPAR														
	U.S.	Upper Luxury		Upscale	Upscale	Upper Midscale	Midscale	Economy	Inde- pendent	New York	Boston	LA	Chicago	DC
3/7/2026	4.9%	6.5%	4.5%	1.7%	3.0%	0.0%	-1.6%	10.0%	-2.5%	0.8%	1.0%	-3.9%	5.6%	
3/14/2026	5.6%	9.9%	6.2%	5.2%	4.3%	2.4%	0.0%	5.4%	0.2%	-3.6%	1.9%	16.6%	-6.0%	
3/21/2026	4.9%	5.5%	2.9%	4.5%	5.7%	5.6%	3.8%	5.4%	-4.3%	-8.8%	8.9%	-12.7%	15.2%	
3/28/2026	8.3%	12.8%	8.2%	8.0%	7.6%	5.4%	3.1%	8.2%	6.1%	-0.4%	1.1%	12.4%	13.2%	
4/4/2026	-5.1%	4.5%	-9.3%	-8.2%	-8.1%	-7.9%	-6.5%	-0.2%	-2.7%	-18.7%	-3.5%	-4.8%	-21.2%	
4/11/2026	0.4%	5.1%	-5.4%	-1.9%	1.6%	2.3%	0.7%	3.3%	-3.0%	-10.5%	4.8%	-0.2%	-9.5%	
4/18/2026	14.6%	9.5%	20.0%	18.8%	18.1%	14.4%	6.9%	7.0%	-6.9%	11.9%	11.7%	41.2%	57.7%	
4/25/2026	8.5%	9.4%	11.7%	8.9%	7.7%	3.8%	1.3%	7.2%	-0.5%	12.5%	-0.1%	20.4%	17.4%	
5/2/2026	3.2%	4.5%	1.9%	1.6%	3.3%	2.7%	0.0%	4.7%	-4.1%	8.9%	-8.1%	1.9%	3.2%	
5/9/2026	2.0%	3.7%	1.1%	1.4%	2.3%	1.8%	0.1%	2.0%	-5.9%	-17.7%	5.5%	15.8%	-4.1%	
5/16/2026	5.4%	10.8%	5.0%	4.2%	4.6%	3.4%	1.1%	5.8%	8.8%	4.2%	1.6%	-3.4%	14.0%	
5/23/2026	4.6%	7.6%	4.4%	2.5%	4.0%	1.0%	-0.2%	6.6%	1.6%	-14.7%	1.8%	9.7%	7.0%	
5/30/2026	6.5%	12.6%	7.0%	4.0%	5.1%	1.9%	0.6%	8.6%	2.9%	7.3%	3.6%	6.2%	14.6%	
6/6/2026	5.3%	10.5%	6.7%	3.9%	3.9%	1.9%	0.7%	5.6%	4.9%	0.8%	5.0%	23.9%	3.0%	
6/13/2026	7.0%	11.7%	5.8%	5.9%	6.1%	6.1%	5.2%	7.6%	18.9%	5.7%	14.0%	16.6%	11.6%	
6/20/2026	9.7%	17.4%	13.8%	8.8%	6.4%	2.9%	1.7%	9.9%	13.9%	6.4%	15.5%	16.2%	25.2%	
6/27/2026	9.6%	20.7%	9.5%	7.8%	6.8%	5.5%	3.7%	11.1%	16.7%	26.5%	18.1%	26.1%	13.2%	
7/4/2026	10.9%	24.5%	13.6%	12.2%	7.9%	5.1%	2.7%	9.1%	22.6%	22.0%	21.5%	21.2%	57.3%	
7/11/2026	5.2%	14.2%	3.4%	3.1%	3.4%	2.9%	1.7%	7.7%	9.7%	21.2%	13.7%	9.8%	7.2%	
7/18/2026	6.3%	19.2%	5.8%	5.7%	4.6%	4.0%	1.7%	6.7%	40.3%	3.8%	2.7%	5.8%	13.4%	
7/25/2026	6.3%	17.2%	7.6%	5.9%	4.0%	3.9%	2.6%	5.2%	35.0%	10.9%	8.5%	23.3%	15.4%	
8/1/2026	7.3%	12.9%	9.6%	7.8%	6.1%	4.9%	2.9%	5.6%	21.2%	10.7%	9.3%	13.7%	18.8%	
8/8/2026	7.2%	12.5%	8.5%	7.2%	6.2%	4.4%	4.5%	6.6%	10.2%	16.6%	8.0%	23.8%	15.9%	
8/15/2026	6.2%	9.9%	6.5%	5.0%	6.0%	5.1%	4.6%	6.2%	4.1%	6.5%	12.3%	10.0%	15.3%	
8/22/2026	4.4%	6.0%	4.7%	4.4%	4.4%	4.8%	4.2%	3.4%	-10.6%	-5.6%	16.8%	18.0%	14.9%	
Bifurcation of chain scales continues, but narrowed meaningfully														
						Luxury and Midscale led chain scales				Chicago and Los Angeles led top 5 markets				
1Q24	0.2%	-0.3%	2.9%	0.1%	-2.1%	-4.5%	-6.9%	-0.2%	11.6%	9.7%	-4.3%	1.9%	5.3%	
2Q24	2.5%	2.0%	3.8%	3.1%	2.1%	1.4%	-2.0%	0.4%	8.6%	7.9%	-3.4%	3.0%	5.5%	
3Q24	0.9%	2.3%	2.3%	1.3%	0.4%	-0.4%	-2.4%	-1.1%	5.2%	6.2%	0.1%	13.4%	3.6%	
4Q24	3.6%	6.9%	3.0%	3.4%	4.4%	4.7%	4.3%	0.1%	10.9%	2.0%	0.2%	12.3%	5.8%	
1Q25	2.2%	7.5%	3.7%	1.3%	1.3%	2.0%	2.7%	-1.0%	5.4%	0.9%	4.9%	6.5%	11.6%	
2Q25	-0.5%	4.4%	-0.2%	-1.2%	-1.9%	-1.7%	-3.4%	-1.1%	4.6%	1.0%	3.8%	4.2%	-5.4%	
3Q25	-1.4%	2.4%	-1.5%	-2.2%	-2.0%	-2.0%	-5.0%	-1.4%	4.2%	-5.5%	-6.6%	4.0%	-8.5%	
4Q25	-1.1%	5.8%	1.0%	-2.0%	-2.8%	-4.6%	-7.9%	-2.0%	5.0%	-3.3%	-1.1%	0.4%	-6.5%	
1Q26	3.8%	7.0%	3.4%	3.1%	3.4%	0.9%	-1.8%	4.3%	4.4%	-4.9%	4.3%	4.8%	-6.3%	
YoY % change in ADR														
	U.S.	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy	Inde- pendent	New York	Boston	LA	Chicago	DC	
3/7/2026	3.6%	4.2%	3.9%	1.1%	1.6%	-0.5%	-2.0%	8.0%	2.2%	-0.1%	2.3%	-0.2%	0.8%	
3/14/2026	3.2%	5.4%	2.7%	2.4%	2.4%	0.1%	-1.4%	3.9%	2.5%	-0.3%	4.2%	7.1%	-6.8%	
3/21/2026	2.2%	4.6%	1.3%	2.0%	2.6%	1.7%	0.2%	3.0%	0.7%	-2.0%	6.4%	-13.4%	6.8%	
3/28/2026	5.4%	8.1%	5.2%	4.5%	4.6%	2.5%	0.4%	6.2%	8.1%	-0.3%	0.5%	2.4%	6.8%	
4/4/2026	-0.1%	10.0%	-2.2%	-2.1%	-2.7%	-2.8%	-3.3%	3.2%	0.9%	-8.3%	0.1%	-4.3%	-13.7%	
4/11/2026	1.5%	9.5%	0.2%	0.3%	1.5%	1.5%	-0.3%	3.3%	-0.7%	-5.9%	3.3%	-0.4%	-6.8%	
4/18/2026	5.7%	0.1%	7.8%	6.9%	7.3%	5.5%	1.4%	2.9%	-3.1%	8.2%	9.4%	17.0%	30.4%	
4/25/2026	4.3%	2.4%	4.6%	3.9%	3.6%	1.5%	-0.8%	4.5%	-1.1%	7.5%	-0.9%	8.9%	6.7%	
5/2/2026	2.0%	2.7%	1.2%	0.8%	1.8%	1.8%	-0.7%	3.6%	-1.7%	6.3%	-1.3%	1.6%	-1.1%	
5/9/2026	1.7%	4.3%	1.6%	1.0%	1.5%	1.3%	-0.7%	2.2%	-1.3%	-8.1%	6.0%	7.9%	-3.4%	
5/16/2026	3.9%	7.1%	3.3%	2.7%	2.7%	2.3%	0.1%	5.1%	8.4%	5.3%	2.6%	-0.5%	8.6%	
5/23/2026	3.7%	8.0%	3.8%	2.1%	2.5%	1.1%	-0.7%	5.8%	4.5%	-5.4%	2.8%	3.2%	3.9%	
5/30/2026	4.5%	6.4%	3.9%	2.8%	2.8%	1.6%	0.0%	6.6%	4.0%	7.4%	2.9%	3.8%	7.6%	
6/6/2026	4.0%	6.4%	3.8%	3.1%	2.5%	2.0%	0.2%	4.6%	5.4%	2.5%	6.1%	14.5%	1.2%	
6/13/2026	4.9%	9.7%	4.3%	4.6%	3.7%	3.9%	2.4%	5.8%	17.1%	10.8%	13.7%	8.7%	6.1%	
6/20/2026	8.4%	14.8%	11.0%	8.0%	5.2%	3.2%	1.3%	8.7%	16.9%	11.6%	14.9%	12.4%	12.3%	
6/27/2026	9.2%	19.9%	10.4%	8.9%	6.6%	4.3%	2.6%	9.6%	22.1%	28.2%	18.1%	18.5%	9.5%	
7/4/2026	6.7%	16.5%	7.8%	7.2%	4.0%	2.0%	0.4%	5.6%	23.8%	22.5%	15.6%	12.0%	34.8%	
7/11/2026	4.5%	15.1%	4.4%	4.0%	2.7%	1.5%	0.0%	5.8%	10.9%	21.8%	14.1%	7.0%	0.4%	
7/18/2026	5.2%	21.6%	4.9%	4.8%	3.2%	1.8%	-0.5%	5.9%	12.4%	4.2%	3.5%	4.7%	6.0%	
7/25/2026	4.3%	13.7%	5.7%	4.5%	2.6%	2.1%	0.4%	4.9%	28.9%	6.7%	4.3%	17.1%	8.1%	
8/1/2026	4.5%	7.7%	5.3%	5.1%	3.2%	2.1%	0.8%	4.1%	23.3%	6.9%	2.9%	9.6%	8.5%	
8/8/2026	4.1%	7.4%	4.9%	3.8%	2.8%	2.1%	1.2%	1.5%	4.8%	7.7%	5.8%	15.2%	5.5%	
8/15/2026	3.5%	6.4%	3.6%	2.8%	2.7%	2.6%	1.7%	1.1%	2.1%	3.5%	5.9%	6.7%	5.8%	
8/22/2026	2.3%	4.9%	2.7%	2.5%	1.8%	2.3%	0.9%	2.3%	-6.8%	-2.9%	8.1%	11.3%	9.5%	
1Q24	2.2%	-2.4%	1.9%	1.1%	0.6%	-1.0%	-3.0%	-3.1%	6.7%	3.3%	-2.2%	0.4%	2.8%	
2Q24	1.6%	-2.2%	1.5%	1.6%	1.3%	0.7%	-1.4%	0.7%	4.6%	3.6%	-3.1%	0.3%	3.6%	
3Q24	1.4%	0.1%	1.8%	1.3%	0.8%	0.7%	-0.8%	0.2%	3.6%	5.7%	-1.6%	10.1%	3.2%	
4Q24	1.9%	4.5%	1.8%	1.8%	2.4%	2.7%	2.1%	-0.7%	7.7%	1.3%	-0.8%	6.7%	3.7%	
1Q25	1.9%	5.8%	2.4%	1.2%	1.3%	2.1%	1.8%	-0.7%	4.7%	1.1%	0.7%	4.8%	11.1%	
2Q25	1.0%	5.3%	0.9%	0.1%	-0.1%	-0.6%	-0.9%	0.6%	4.5%	2.1%	2.5%	2.1%	-2.1%	
3Q25	0.1%	3.2%	0.2%	-1.0%	-0.8%	-1.4%	-3.0%	0.7%	5.3%	-2.9%	-1.7%	0.1%	-3.7%	
4Q25	1.0%	4.5%	1.7%	-0.3%	-0.2%	-2.2%	-4.8%	1.3%	5.3%	0.7%	0.9%	0.4%	-1.7%	
1Q26	2.4%	4.4%	2.6%	1.9%	1.7%	-0.5%	-2.6%	3.0%	4.5%	-0.1%	4.3%	0.1%	-6.5%	
YoY % change in Occupancy														
	U.S.	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy	Inde- pendent	New York	Boston	LA	Chicago	DC	
3/7/2026	1.2%	2.2%	0.6%	0.6%	1.4%	0.5%	0.4%	1.8%	-4.6%	0.9%	-1.3%	-3.6%	4.8%	
3/14/2026	2.3%	4.3%	3.4%	2.8%	1.9%	2.2%	1.4%	1.4%	-2.3%	-3.3%	-2.2%	9.1%	0.8%	
3/21/2026	2.7%	0.9%	1.5%	2.4%	3.1%	3.9%	3.7%	2.3%	-5.0%	-6.9%	2.4%	0.8%	7.9%	
3/28/2026	2.8%	4.3%	2.5%	3.3%	2.8%	2.8%	2.7%	1.9%	-1.8%	-0.1%	0.6%	9.7%	6.0%	
4/4/2026	-5.0%	-4.9%	-7.5%	-6.2%	-5.5%	-5.5%	-3.3%	-3.3%	-3.6%	-11.3%	-3.6%	-0.5%	-7.5%	
4/11/2026	-1.1%	-4.0%	-5.8%	-2.2%	0.1%	0.8%	1.0%	0.0%	-2.3%	-4.9%	1.5%	0.2%	-2.9%	
4/18/2026	8.4%	9.4%	11.3%	11.1%	10.0%	8.5%	5.4%	4.0%	-4.0%	3.5%	2.1%	20.7%	20.6%	
4/25/2026	4.0%	6.8%	6.8%	4.8%	3.9%	2.2%	2.1%	2.6%	0.7%	4.6%	0.8%	10.5%	10.0%	
5/2/2026	1.2%	1.7%	0.7%	0.8%	1.5%	0.8%	0.7%	1.1%	-2.5%	2.5%	-6.9%	0.3%	4.8%	
5/9/2026	0.3%	-0.6%	-0.4%	0.4%	0.8%	0.4%	0.8%	-0.2%	-4.6%	-10.4%	-0.5%	7.3%	-0.8%	
5/16/2026	1.5%	3.4%	1.6%	1.5%	1.8%	1.1%	1.0%	0.6%	0.4%	-1.1%	-1.0%	-2.9%	4.9%	
5/23/2026	0.8%	0.3%	0.6%	0.4%	1.5%	0.0%	0.5%	0.7%	-2.9%	-9.9%	-0.9%	4.3%	3.0%	
5/30/2026	1.9%	5.9%	3.0%	1.2%	2.2%	0.3%	0.6%	1.9%	-1.0%	-0.1%	0.7%	2.9%	6.5%	
6/6/2026	1.3%	3.8%	2.8%	0.8%	1.4%	-0.1%	0.5%	0.9%	-0.5%	-1.6%	-1.1%	8.3%	1.9%	
6/13/2026	1.9%	1.8%	1.5%	1.3%	2.3%	2.1%	2.7%	1.6%	1.5%	-4.6%	0.6%	7.3%	5.2%	
6/20/2026	1.2%	2.3%	2.5%	0.8%	1.2%	-0.3%	0.4%	1.1%	-2.6%	-4.7%	0.5%	3.4%	11.5%	
6/27/2026	0.4%	0.7%	-0.8%	-0.9%	0.2%	1.1%	1.0%	1.4%	-4.4%	-1.4%	0.0%	6.4%	3.4%	
7/4/2026	3.9%	6.8%	5.4%	4.7%	3.7%	3.0%	2.3%	3.4%	-0.9%	0.0%	5.1%	8.3%	16.7%	
7/11/2026	0.7%	-0.8%	-1.0%	-0.8%	0.6%	1.4%	1.8%	1.9%	-1.1%	-0.5%	-0.3%	2.6%	6.8%	
7/18/2026	1.1%	-2.0%	0.8%	0.8%	1.3%	2.1%	2.2%	0.8%	-0.9%	-0.4%	-0.8%	1.1		

RevPAR Component Trends



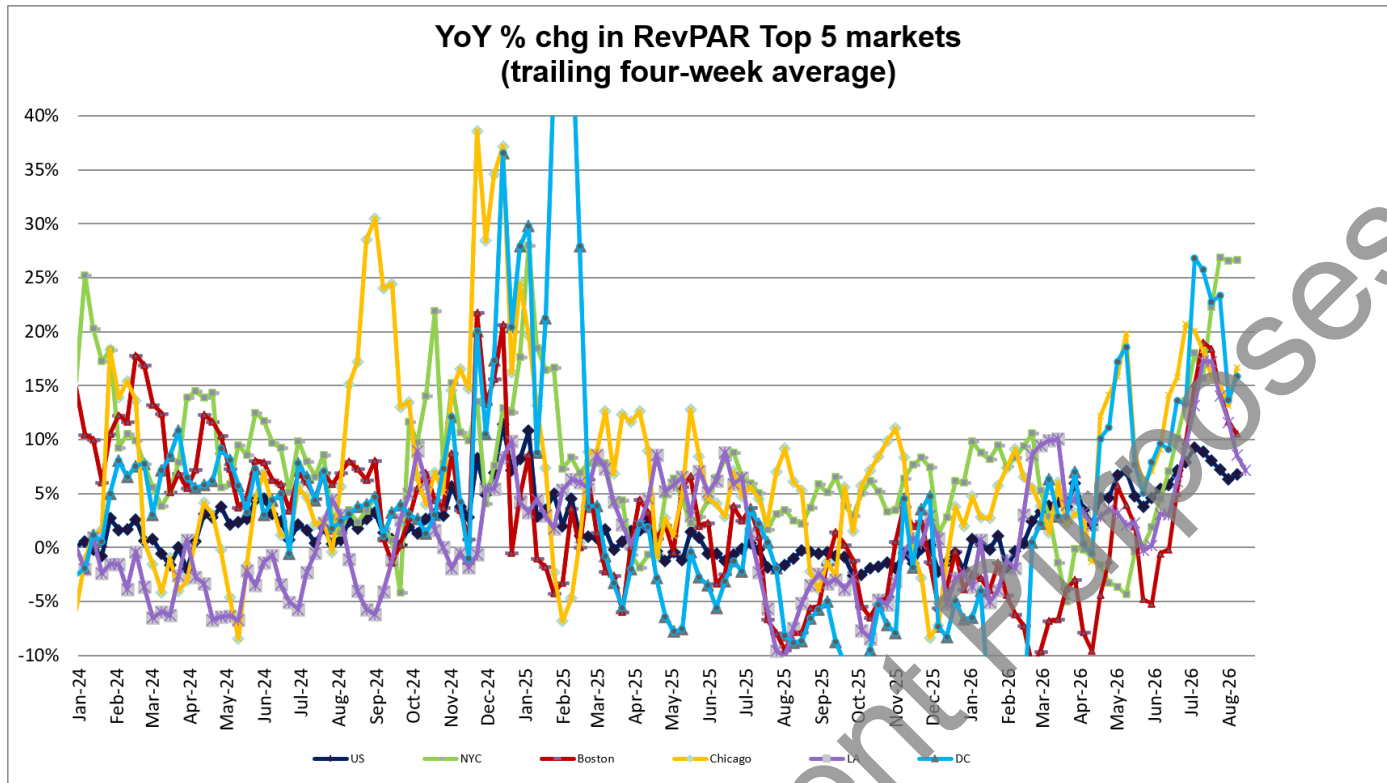
Source: STR data, Truist Securities research

RevPAR Trends by Chain Scale



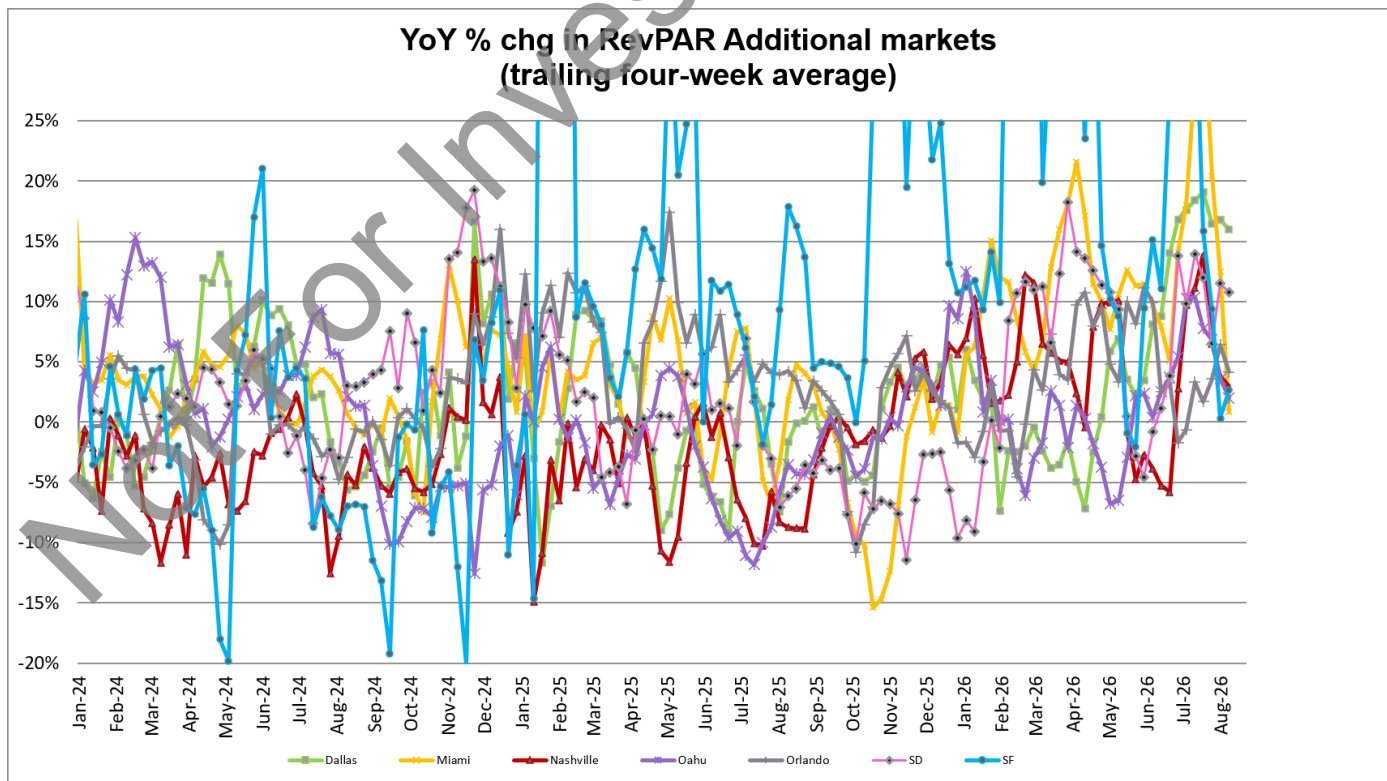
Source: STR data, Truist Securities research

RevPAR Trends by Market (Top 5 markets)



Source: STR data, Truist Securities research

RevPAR Trends by Market (Additional markets)



Source: STR data, Truist Securities research

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