MARKETBEAT

U.S. NATIONAL

HOSPITALITY Q4 2025

MARKET FUNDAMENTALS (12 MONTH)

	YOY Chg
62.3% Occupancy Rate	
1,291M Demand, Units	
176M Supply, Units	

MARKET INDICATORS (12 MONTH)

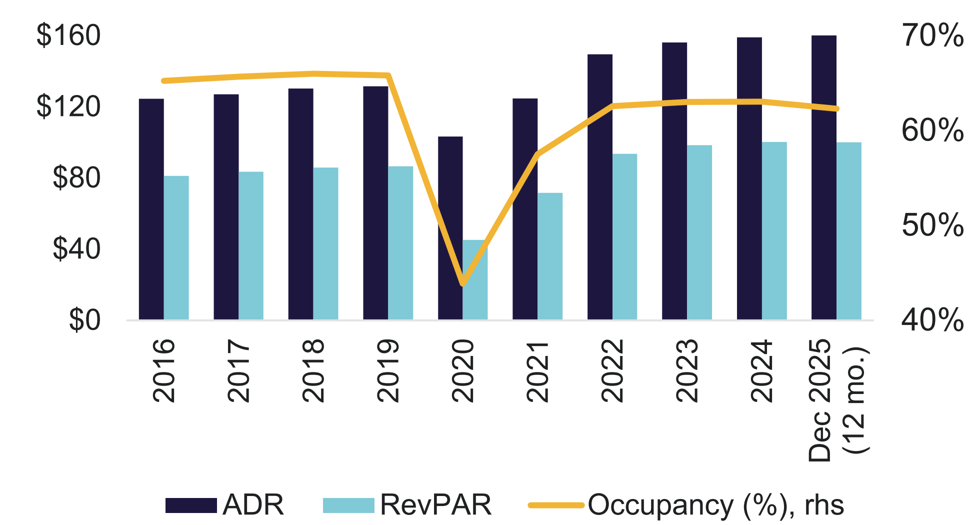
	YOY Chg
$100.02 RevPAR	
-0.3% RevPAR Growth, YOY	
$160.54 ADR	
0.9% ADR Growth, YOY	

Source: STR/CoStar, Cushman & Wakefield Valuation & Advisory

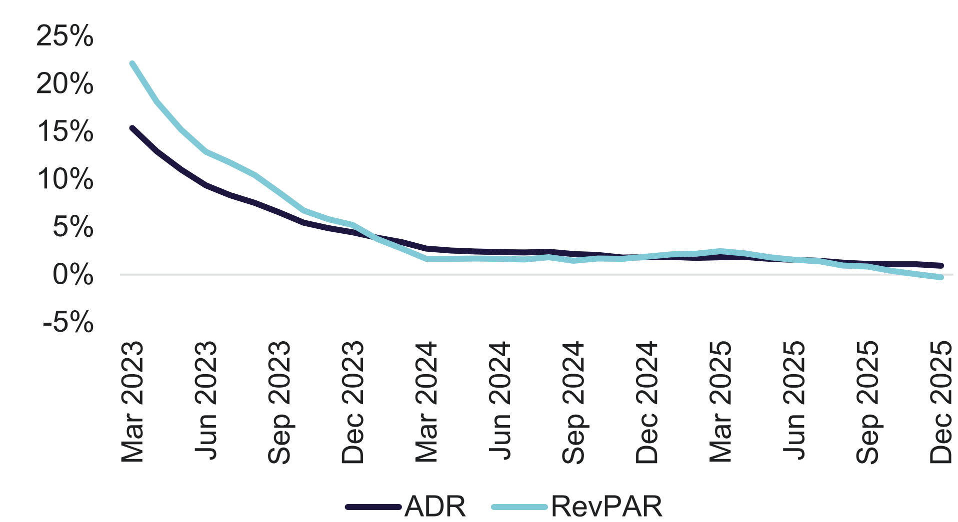
KEY TRENDS

- **RevPAR Outlook:** The U.S. hospitality market ended 2025 with a 0.3% annual decline in RevPAR. Looking ahead to 2026, RevPAR growth is expected to remain modest, with forecasts generally in the 0.5%-1.0% range. Growth will be driven primarily by ADR increases of 1.0%-2.0% while occupancy is projected to soften slightly. Overall, this outlook suggests a stable but subdued growth environment.
- **Industry Strategies:** Recent announcements from Marriott, Hilton, and Hyatt highlight a shared industry focus on conversion-led growth, luxury and lifestyle segments, and expansion to new markets through flexible brand platforms, all while continuing to operate under asset-light development models.
- **Extended Stay Momentum:** Extended stay hotels continue to attract developers and investors due to their consistent, resilient demand, lower operating costs, and notably large share of the current development pipeline.
- **AI Integration:** Hotel owners and operators are increasingly leveraging AI to streamline operations, enhance revenue, and elevate guest experiences. Applications include AI-driven revenue management, labor and energy optimization, 24/7 chatbots, predictive analytics, and personalized service tools that support operational efficiency, pricing, and guest satisfaction.
- **Brand Standards and Renovations:** Many hotels are accelerating renovations and property improvement plans to maintain brand compliance, improve guest experiences, and remain competitive, particularly in the luxury and lifestyle segments.
- **Group and Event Demand Dynamics:** While corporate and association group travel remains relatively steady, events in 2026 including the FIFA World Cup and large-scale convention center renovations may shift demand patterns and create new opportunities for secondary markets.

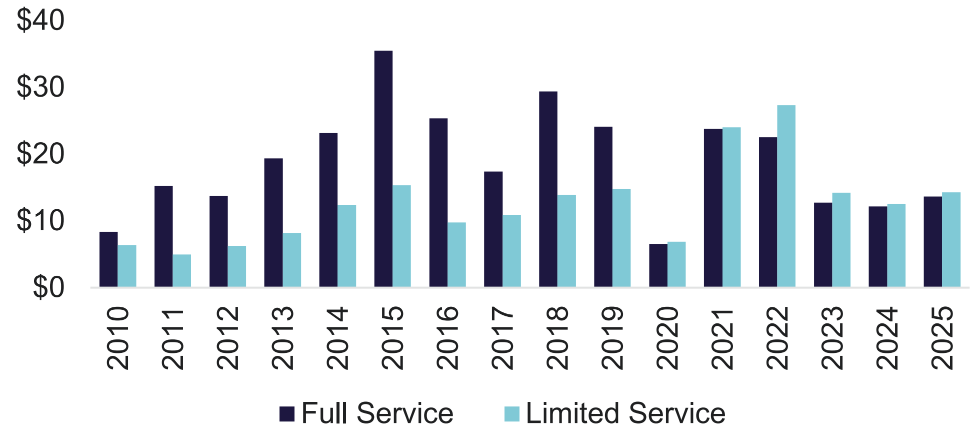
ADR, REVPAR, OCCUPANCY (12 MONTH)



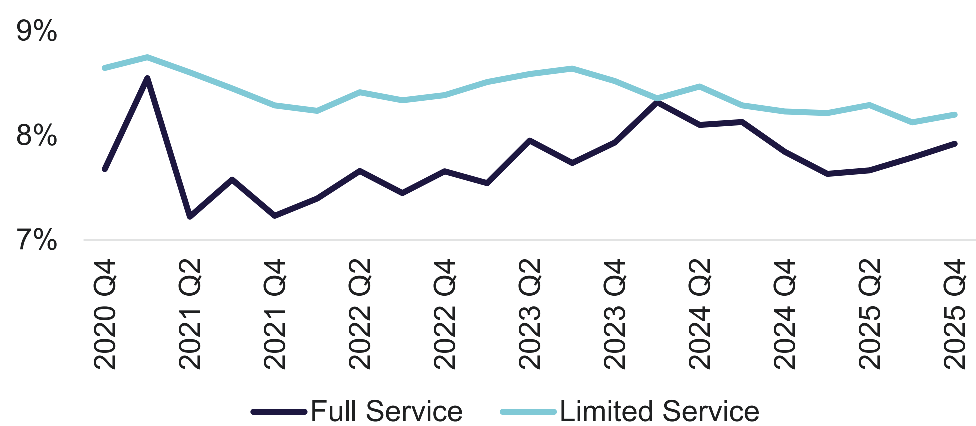
ADR, REVPAR YOY CHANGE (12 MONTH)



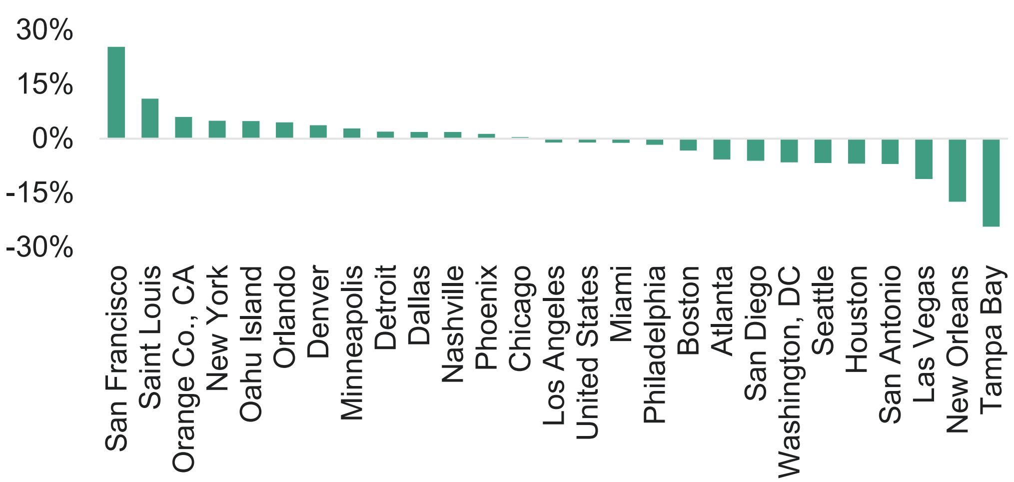
HOTEL TRANSACTION VOLUME, 12 MONTH ROLLING ($B USD)



HOTEL CAP RATES



REVPAR YOY CHANGE – TOP MARKETS (3 MONTH)



Source: STR/CoStar, RCA, Cushman & Wakefield Valuation & Advisory

U.S. HISTORICAL OPERATING STATISTICS (12 MONTH)

Year	Supply, Units (mil)	YOY % Change	Demand, Nights Rented (mil)	YOY % Change	Occ (%)	YOY % Change	ADR	YOY % Change	RevPAR	YOY % Change
2015	1,874	0.9	1,221	2.4	65.2	1.5	$121	4.4	$79	6.0
2016	1,899	1.3	1,239	1.5	65.2	0.2	$125	3.0	$81	3.2
2017	1,928	1.5	1,266	2.2	65.7	0.7	$127	2.1	$83	2.7
2018	1,961	1.7	1,294	2.2	66.0	0.5	$130	2.5	$86	3.0
2019	1,996	1.8	1,314	1.5	65.8	-0.3	$132	1.0	$87	0.8
2020	1,916	-4.0	840	-36.0	43.9	-33.4	$103	-21.5	$45	-47.7
2021	2,009	4.8	1,155	37.5	57.5	31.1	$125	20.8	$72	58.3
2022	2,042	1.7	1,278	10.6	62.6	8.8	$150	19.9	$94	30.4
2023	2,046	0.2	1,290	1.0	63.0	0.7	$156	4.4	$98	5.2
2024	2,057	0.5	1,297	0.6	63.1	0.1	$159	1.8	$100	1.9
Dec 2025 (12 Month)	2,072	0.7	1,291	-0.5	62.3	-1.2	$161	0.9	$100	-0.3

U.S. HISTORICAL OPERATING STATISTICS (3 MONTH)

Quarter	Supply, Units (mil)	YOY % Change	Demand, Nights Rented (mil)	YOY % Change	Occ (%)	YOY % Change	ADR	YOY % Change	RevPAR	YOY % Change
Q3 2024	521.8	0.5	349.0	0.1	66.9	-0.4	$161	1.6	$108	1.2
Q4 2024	518.3	0.6	311.8	2.4	60.2	1.9	$159	1.9	$96	3.8
Q1 2025	506.0	0.6	295.5	0.9	58.4	0.4	$158	1.9	$92	2.2
Q2 2025	517.6	0.7	341.2	-0.7	65.9	-1.5	$162	1.0	$107	-0.5
Q3 2025	526.1	0.8	346.7	-0.7	65.9	-1.5	$161	0.1	$106	-1.4
Q4 2025	522.4	0.8	307.7	-1.3	58.9	-2.1	$160	1.0	$95	-1.1

U.S. MARKETS: KEY INDICATORS Q4 2025 (3 MONTH)

	Supply (Units)		Demand (Nights Rented)		Occupancy		ADR		RevPAR	
U.S. Markets	Q4 2025	YOY Change	Q4 2025	YOY Change	Q4 2025	YOY Change (bps)	Q4 2025	YOY Change	Q4 2025	YOY Change
United States	522,415,224	0.8%	307,704,262	-1.3%	58.9%	-2.1%	$160	1.0%	$95	-1.1%
Atlanta, GA	10,583,245	0.8%	6,209,513	-3.8%	58.7%	-4.5%	$121	-1.3%	$71	-5.7%
Boston, MA	5,661,121	1.3%	3,885,709	-2.6%	68.6%	-3.9%	$235	0.7%	$161	-3.3%
Chicago, IL	11,240,019	-0.4%	7,162,947	-0.4%	63.7%	0.0%	$171	0.4%	$109	0.4%
Dallas, TX	9,324,652	1.0%	5,838,197	1.7%	62.6%	0.7%	$129	1.1%	$81	1.8%
Denver, CO	5,393,079	0.8%	3,250,491	3.5%	60.3%	2.7%	$141	1.0%	$85	3.7%
Detroit, MI	4,439,387	1.3%	2,496,558	1.1%	56.2%	-0.2%	$126	2.1%	$71	2.0%
Houston, TX	9,810,188	0.1%	5,500,082	-5.5%	56.1%	-5.6%	$117	-1.5%	$66	-6.9%
Las Vegas, NV	15,025,646	-0.5%	11,103,883	-7.6%	73.9%	-7.1%	$207	-4.4%	$153	-11.2%
Los Angeles, CA	10,459,794	-0.9%	7,132,043	-2.8%	68.2%	-1.9%	$193	0.9%	$131	-1.1%
Miami, FL	5,924,879	-1.6%	4,319,584	-1.8%	72.9%	-0.2%	$224	-0.9%	$164	-1.2%
Minneapolis, MN	4,266,334	-1.2%	2,312,633	1.3%	54.2%	2.6%	$131	0.3%	$71	2.8%
Nashville, TN	5,659,401	3.5%	3,594,402	5.4%	63.5%	1.9%	$177	0.0%	$112	1.8%
New Orleans, LA	3,977,236	0.2%	2,338,288	-6.8%	58.8%	-6.9%	$170	-11.3%	$100	-17.4%
New York, NY	11,411,466	1.0%	10,054,423	0.6%	88.1%	-0.3%	$412	5.3%	$363	5.0%
Oahu Island, HI	2,885,488	0.0%	2,233,238	1.7%	77.4%	1.7%	$290	3.1%	$224	4.8%
Orange County, CA	5,559,093	-0.3%	4,007,778	1.9%	72.1%	2.2%	$213	3.7%	$153	6.0%
Orlando, FL	13,316,468	0.7%	9,537,511	-0.4%	71.6%	-1.1%	$207	5.6%	$148	4.5%
Philadelphia, PA	4,804,181	-1.6%	3,006,852	-2.9%	62.6%	-1.3%	$155	-0.4%	$97	-1.7%
Phoenix, AZ	6,664,717	2.2%	4,512,096	2.2%	67.7%	0.1%	$173	1.3%	$117	1.3%
Saint Louis, MO	3,743,026	-1.3%	2,113,915	3.7%	56.5%	5.0%	$125	5.7%	$71	11.0%
San Antonio, TX	4,544,429	0.7%	2,558,282	-4.8%	56.3%	-5.5%	$129	-1.6%	$73	-7.0%
San Diego, CA	6,147,472	3.2%	4,088,508	-0.5%	66.5%	-3.5%	$193	-2.7%	$129	-6.1%
San Francisco/San Mateo County, CA	5,121,793	0.4%	3,394,402	8.6%	66.3%	8.2%	$229	15.9%	$152	25.3%
Seattle, WA	4,707,223	1.3%	2,852,627	-3.2%	60.6%	-4.4%	$160	-2.5%	$97	-6.8%
Tampa, FL	4,868,137	2.8%	3,081,706	-16.6%	63.3%	-18.8%	$155	-6.7%	$98	-24.3%
Washington, DC	10,503,654	1.1%	6,416,381	-3.9%	61.1%	-5.0%	$183	-1.7%	$112	-6.5%

Source: STR/CoStar, Cushman & Wakefield Valuation & Advisory

METHODOLOGY

Cushman & Wakefield's quarterly estimates are derived from a variety of data sources, including our own proprietary database as well as data from reliable third-party data sources. The figures provided for the current quarter are preliminary and all information contained in this report is subject to correction of errors and revisions based on the receipt of additional pertinent data.

EXPLANATION OF TERMS

Average daily rate (ADR): The average daily rate ($) defined by the average income per occupied hotel room over the period of time.

Revenue per Available Room (RevPAR): Total revenue divided by room count and number of nights for the period of time.

Annual statistics are provided on a rolling 12-month period. Quarterly and current quarter market-level statistics are provided on a three-month rolling period.

ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of $9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that Better never settles, the firm receives numerous industry and business accolades for its award-winning culture. For additional information, visit www.cushmanwakefield.com.

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