

FIGURES | U.S. HOTEL | Q4 2025

# Hotel Occupancy & RevPAR Continue to Decline



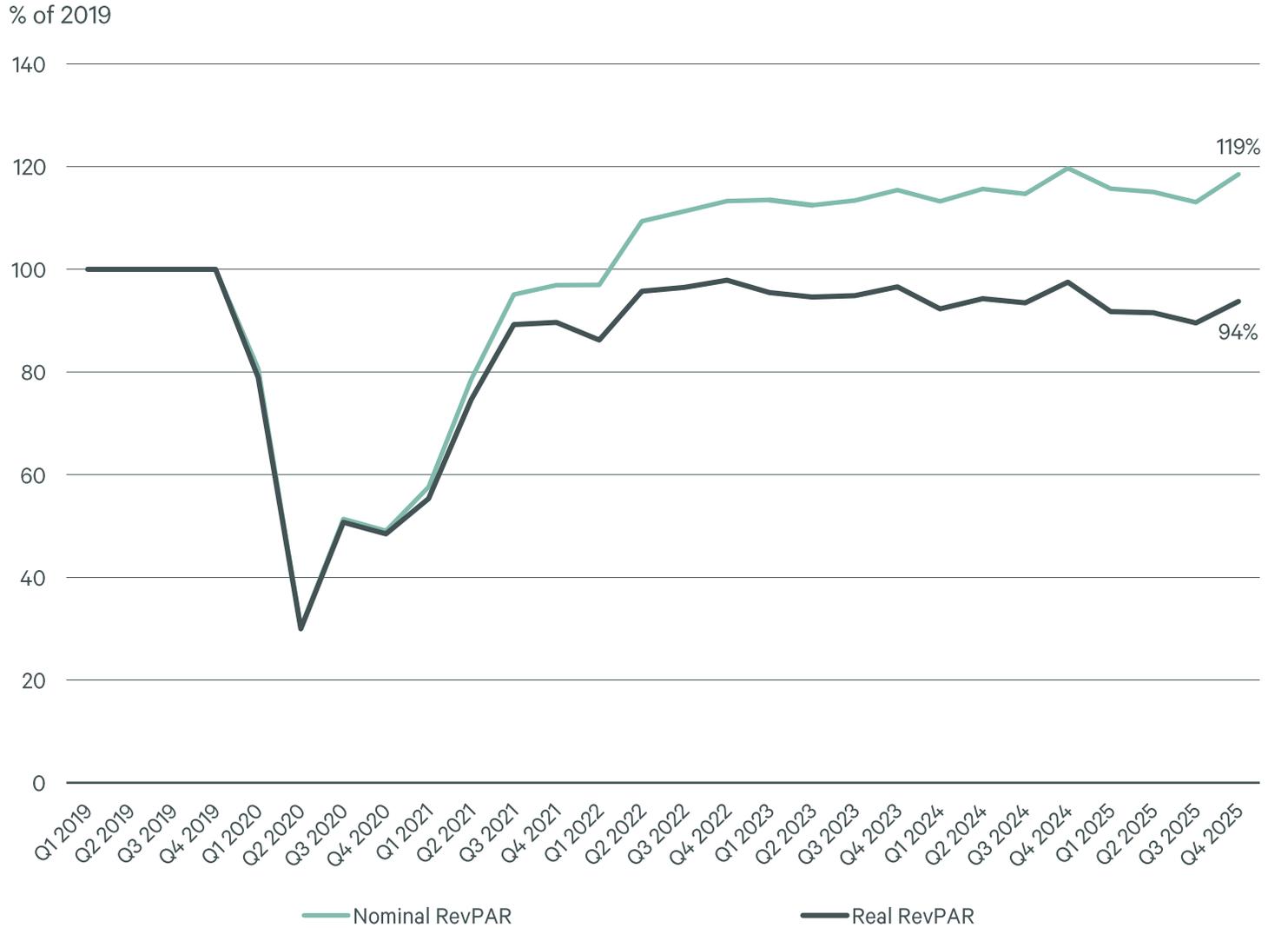
Percentages are year-over-year growth rates.  
 Arrows indicate change in year-over-year growth rates from those of the same quarter in the previous year.  
 Source: CoStar.

## Executive Summary

- Overall hotel occupancy decreased by 1.2% year-over-year in Q4, as supply growth of 0.8% outpaced a 1.3% decline in demand.
- Revenue per available room (RevPAR) fell by 1.1% despite a 1% increase in the average daily rate (ADR).
- Occupancy rates for all location types remained below 2019 levels. Interstate locations were the closest to pre-pandemic levels at 99%, while urban locations were at 93%.
- San Francisco had the strongest year-over-year RevPAR growth in the nation at 25% in Q4, driven by robust convention business.
- Tampa and Sarasota were the weakest growth markets year-over-year in Q4 due to outsized hurricane-driven demand in Q4 2024.

**Figure 1**  
**Nominal & real RevPAR levels vs. 2019**

- Nominal RevPAR fell by 1% year-over-year in Q4, while real (inflation-adjusted) RevPAR declined by 3.9% due to a 2.7% inflation rate.
- Real RevPAR was at 94% of 2019 levels in Q4.



Source: CoStar, CBRE Hotel Research, U.S. Bureau of Labor Statistics, Q4 2025.

**Figure 2**  
**Occupancy indexed to 2019 by location type**

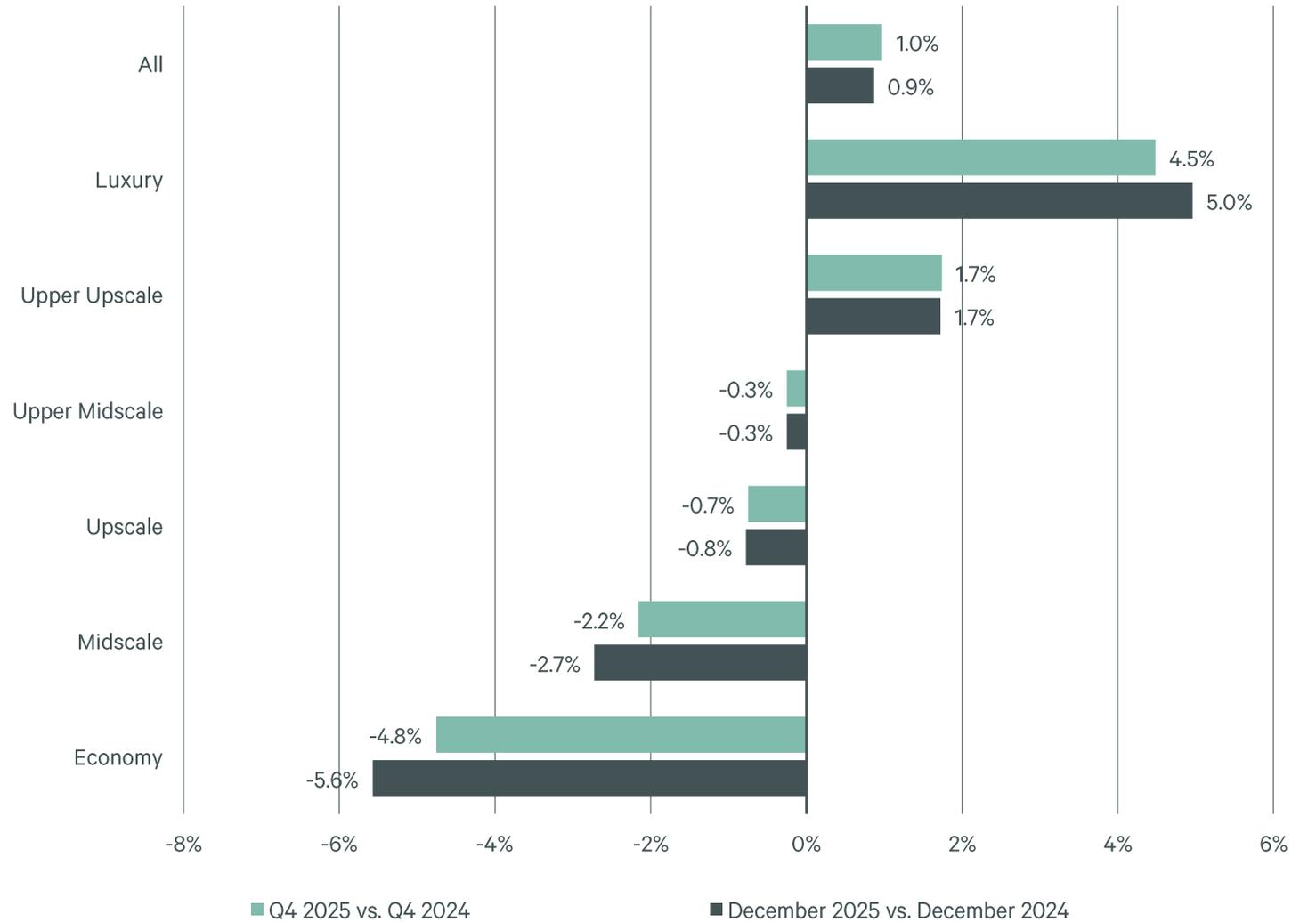
- Occupancy rates for all location types declined year-over-year in Q4. Town and interstate occupancy rates fell the most by 3.2% each, while urban locations had the smallest decrease of 0.7%.
- Occupancy rates for all location types remained below Q4 2019 levels, ranging from interstate locations at 99.3% to urban locations at 92.9%.



Source: CBRE Hotels Research, CoStar, Q4 2025.

**Figure 3**  
**ADR change vs. 2024 by chain scale**

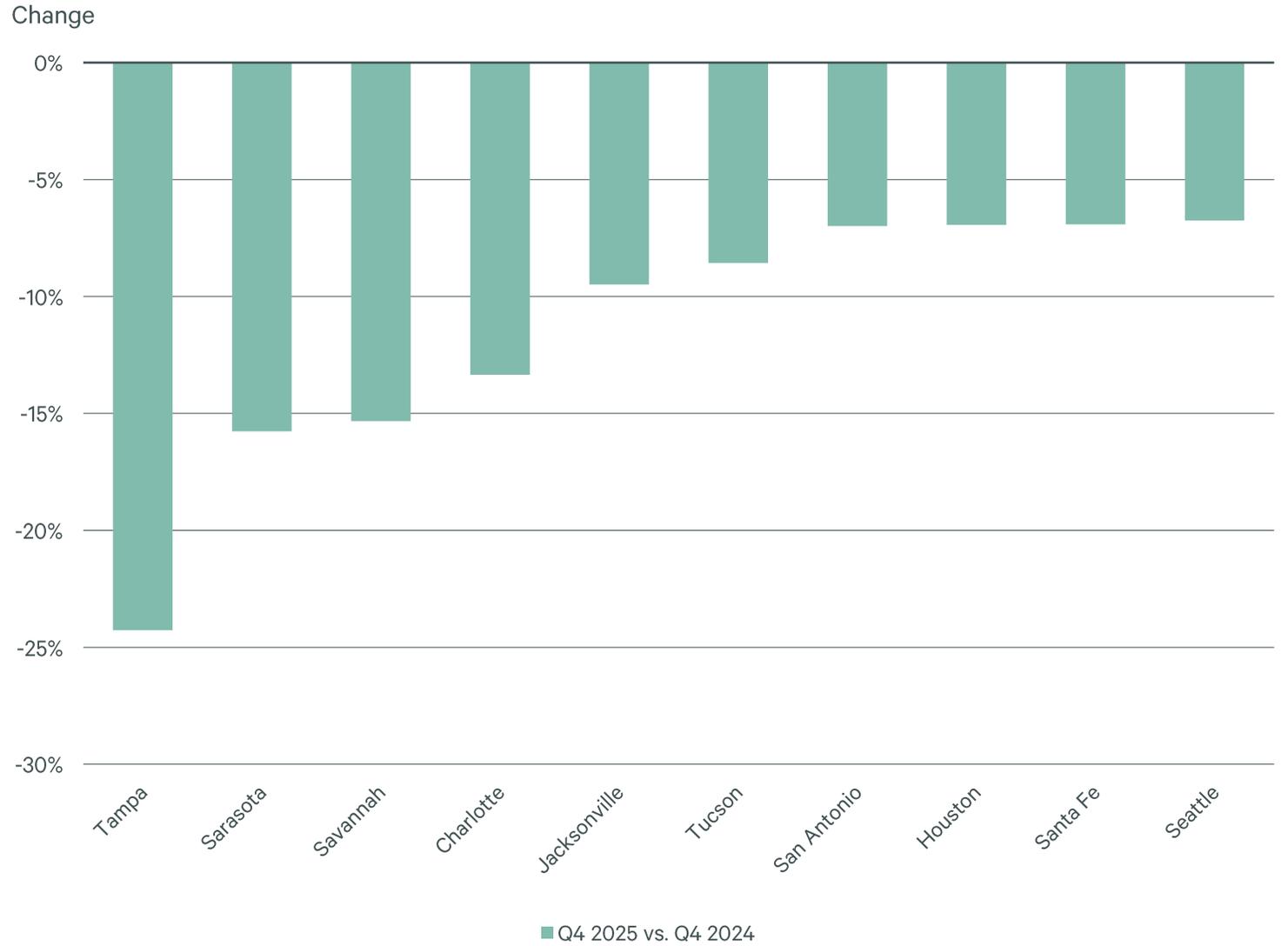
- ADR increased by 1.0% year-over-year in Q4.
- Luxury chains had the greatest ADR growth, up by 4.5% year-over-year. ADR declined year-over-year for lower-priced hotels, including upscale (-0.7%), midscale (-2.2%) and economy (-4.8%).



Source: CBRE Hotels Research, CoStar, Q4 2025.

**Figure 5**  
**Bottom 10 markets for year-over-year RevPAR growth**

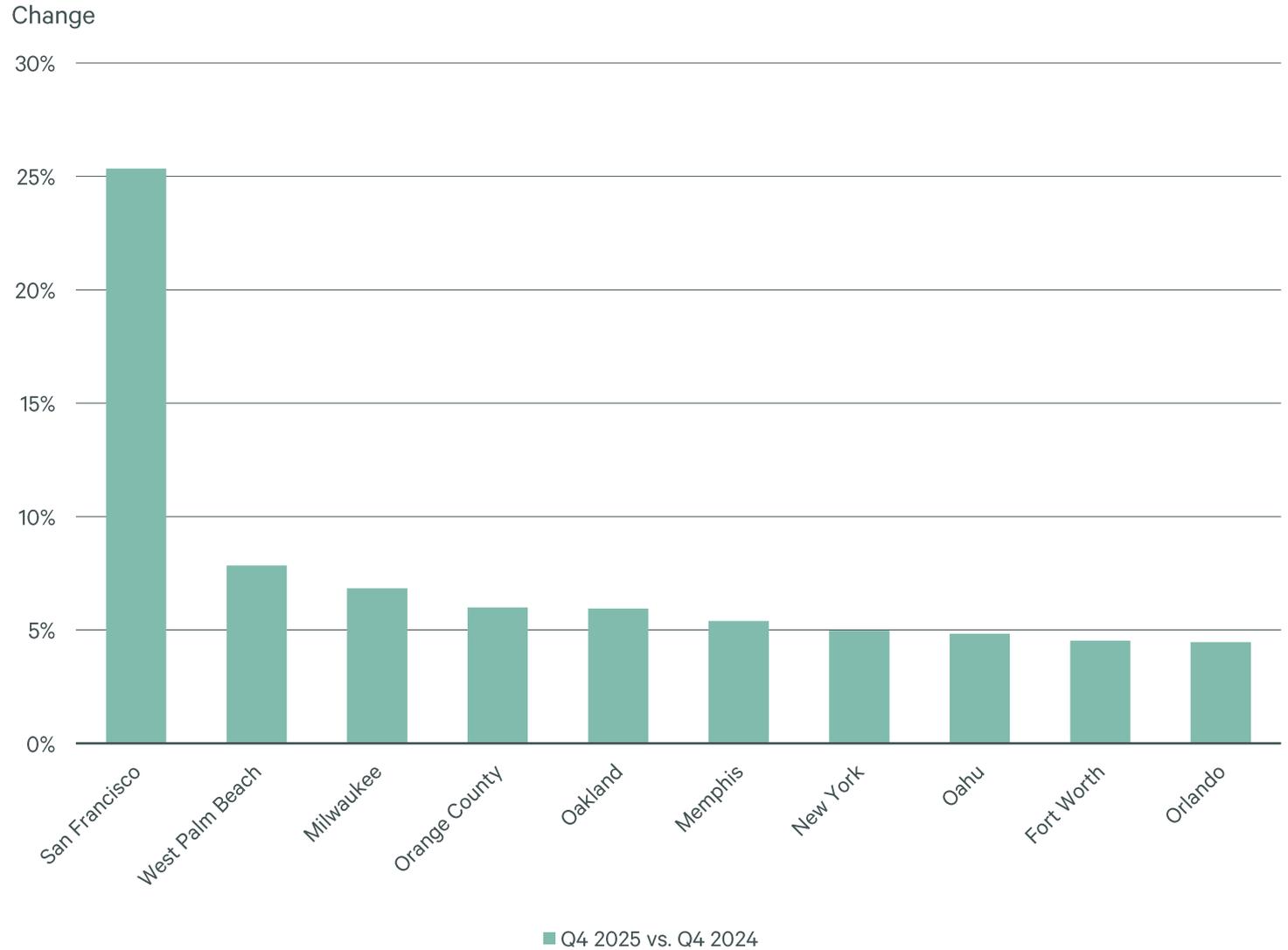
- Outsized RevPAR growth driven by hurricane-relief efforts in Q4 2024 resulted in year-over-year declines for Tampa (-24%) and Sarasota (-16%).
- Other top markets for RevPAR declines ranged from Savannah (-15%) to Seattle (-7%).



Source: CBRE Hotels Research, CoStar, Q4 2025.

### Figure 4 Top 10 markets for year-over-year RevPAR growth

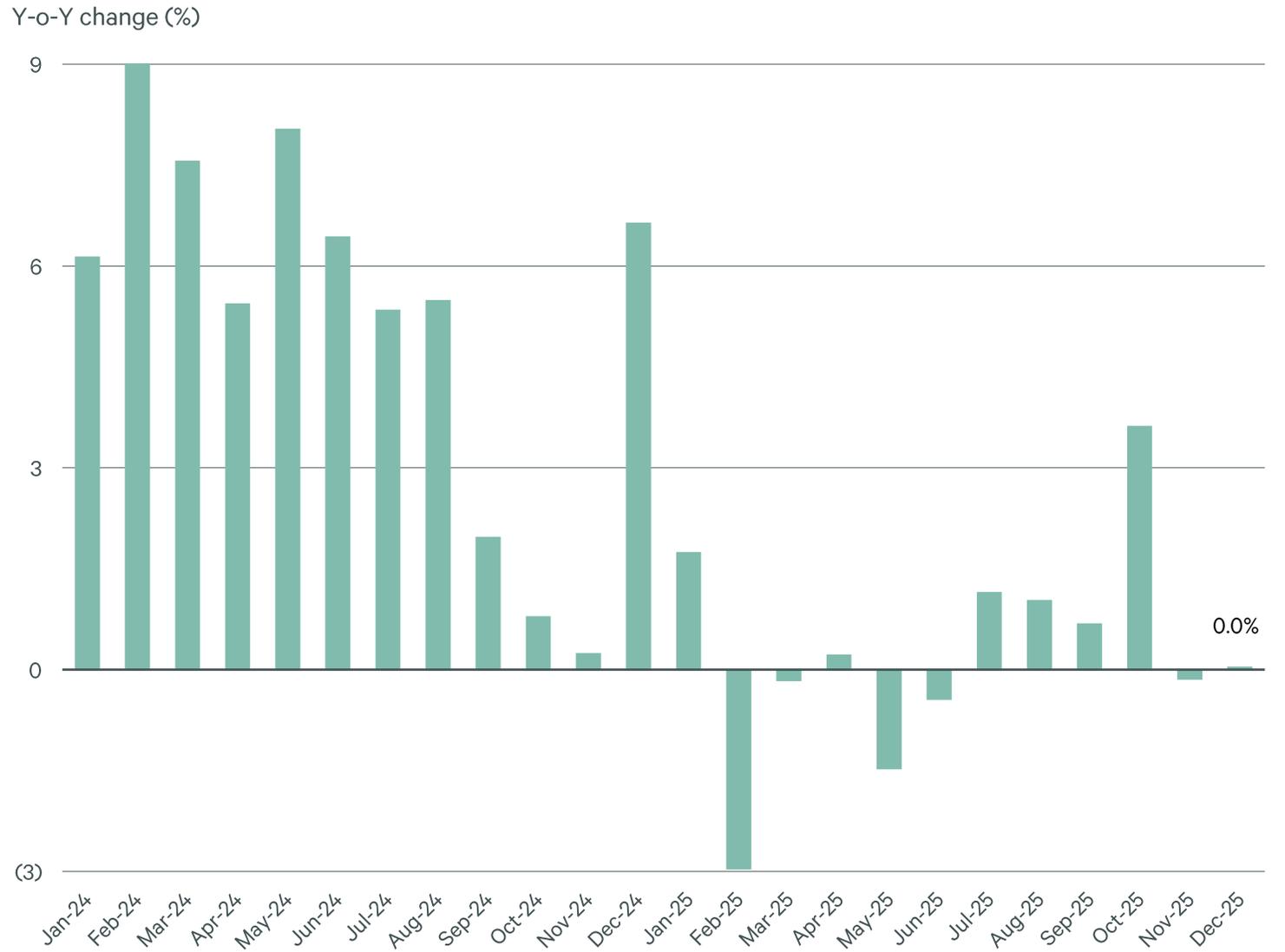
- Robust convention business drove a 25% gain in Q4 RevPAR for San Francisco, the highest in the nation.
- Other top markets for RevPAR growth ranged from West Palm Beach (8%) to Orlando (4%).



Source: CBRE Hotels Research, CoStar, Q4 2025.

## Figure 6 Airline passenger volume increases

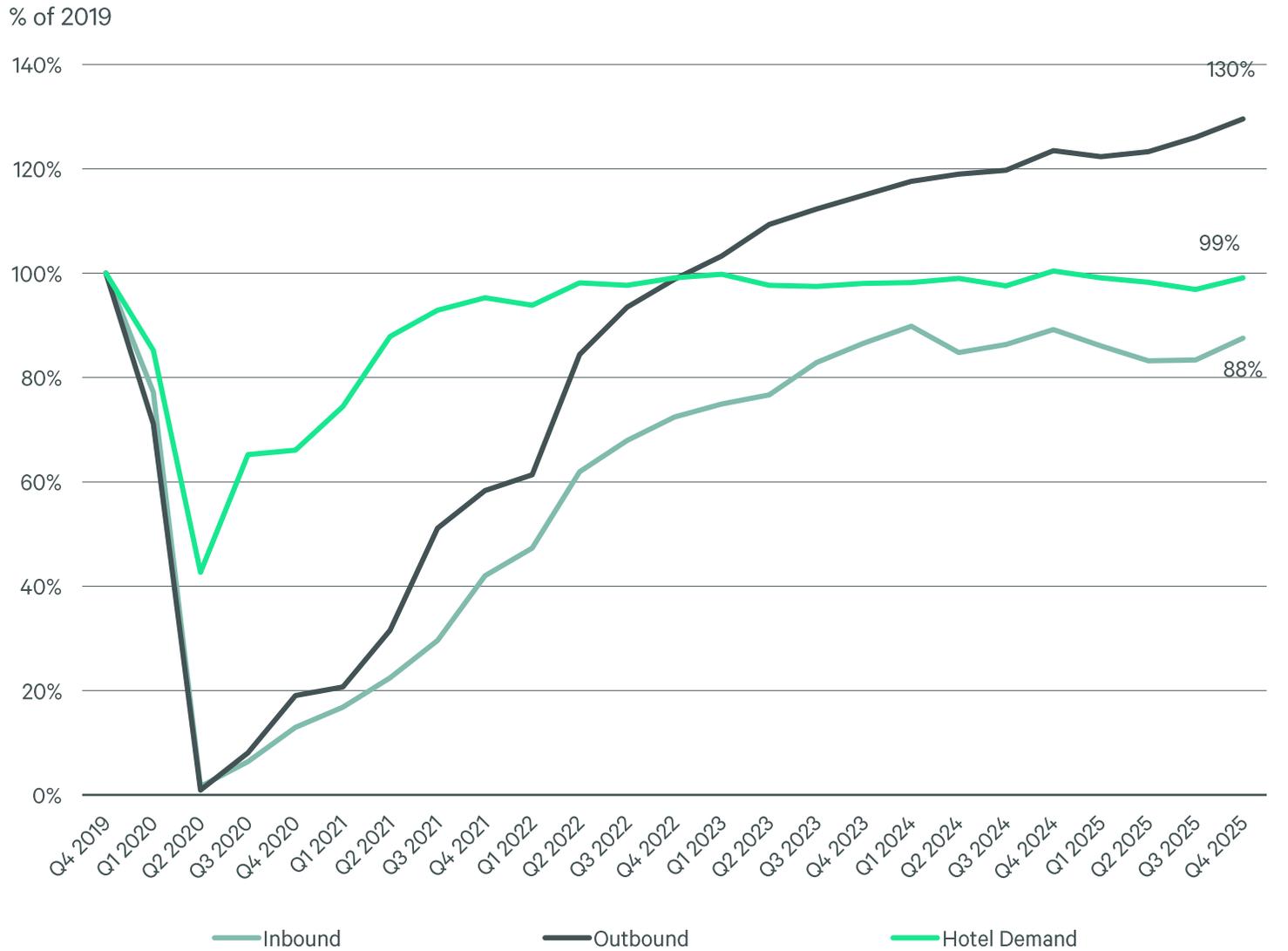
- Average daily airline passenger counts increased by 3.6% year-over-year in October, fell by 0.2% in November and were unchanged in December.
- Passenger volume in Q4 was 7% above the Q4 2019 level.



Source: CBRE Hotels Research, Transportation Security Administration, December 2025.

### Figure 7 Inbound & outbound international travelers vs. 2019

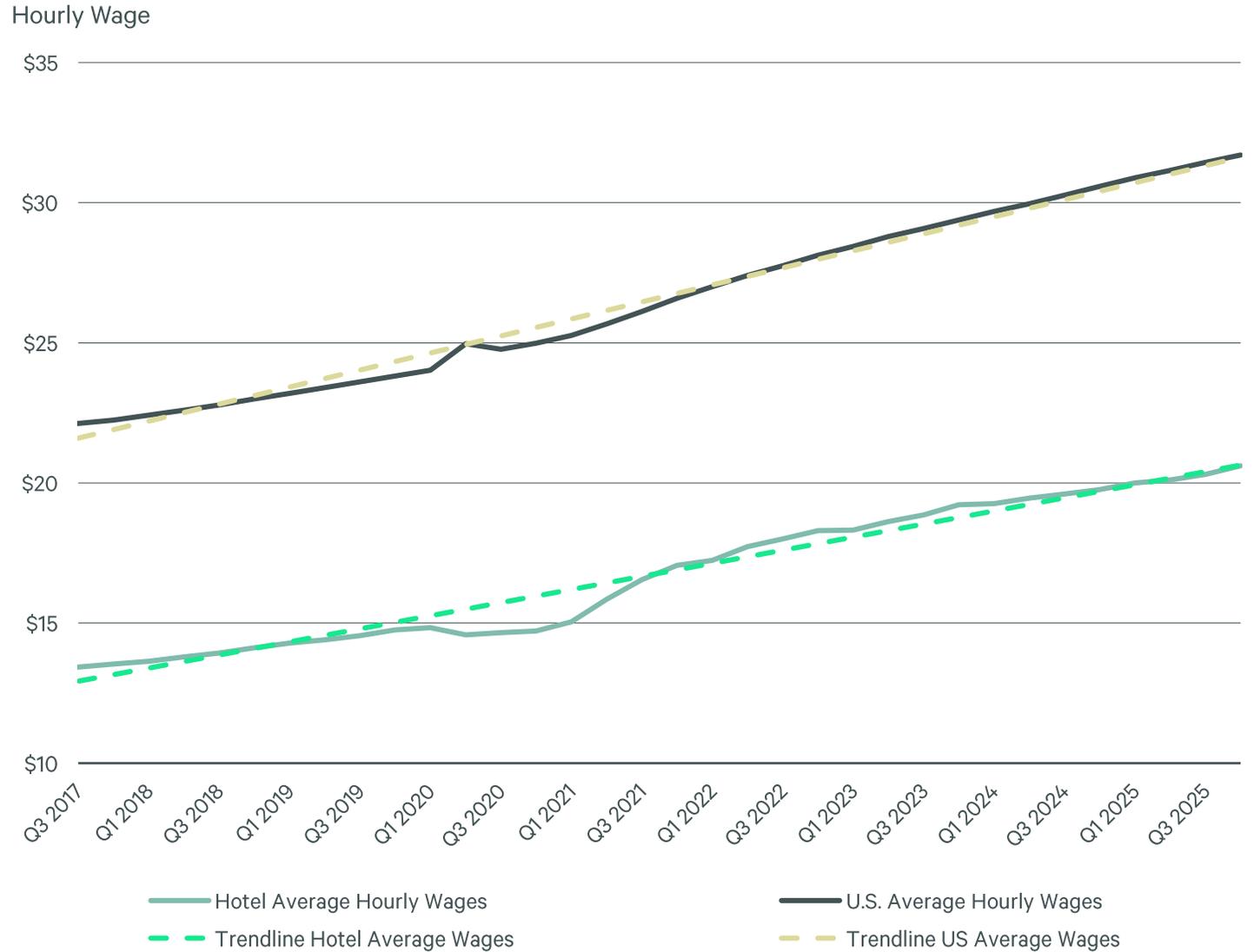
- Inbound international visitation in Q4 remained at 88% of Q4 2019 levels, while outbound international travel volume reached 130%.



Source: National Travel and Tourism Office.

## Figure 8 Hotel wage growth outpaces national average

- Hotel wages rose by 4.3% year-over-year in Q4, outpacing national wage growth of 3.7% and inflation of 2.7%.



Source: CBRE Hotels Research, U.S. Bureau of Labor Statistics, Q4 2025.

## Figure 9 Job openings per hotel

- Job openings per hotel fell by 3% year-over-year to 15 in November 2025, well below the high of 28 in July 2021. Hotel job openings were up by 2% from 2019 levels.



Source: CBRE Hotels Research, U.S. Bureau of Labor Statistics, CoStar, November 2025.

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