



STR REPORT

(APRIL 25 – MAY 01)

MARKET UPDATE

OCCUPANCY:
65.4%

(+142.9% compared to 2020,)

AVERAGE DAILY RATE:
\$131.39

(+86.9% compared to 2020)

REVENUE (PER AVAIL ROOM):
\$85.88

(+354% compared to 2020,)

DEMAND:
212.6K rooms sold

(+178% from 2020)

REVENUE:
\$27M

(+419.5% compared to 2020)

MONTHLY HOTEL OCCUPANCY

A hand is shown turning a silver door handle on a light-colored wooden door. The background is a blurred hotel room with a bed and a window.

DECEMBER 2020: 39.6%

(-4% YOY)

JANUARY 40.6%

(1.3% YOY)

FEBRUARY 47.1%

(-7.1% YOY)

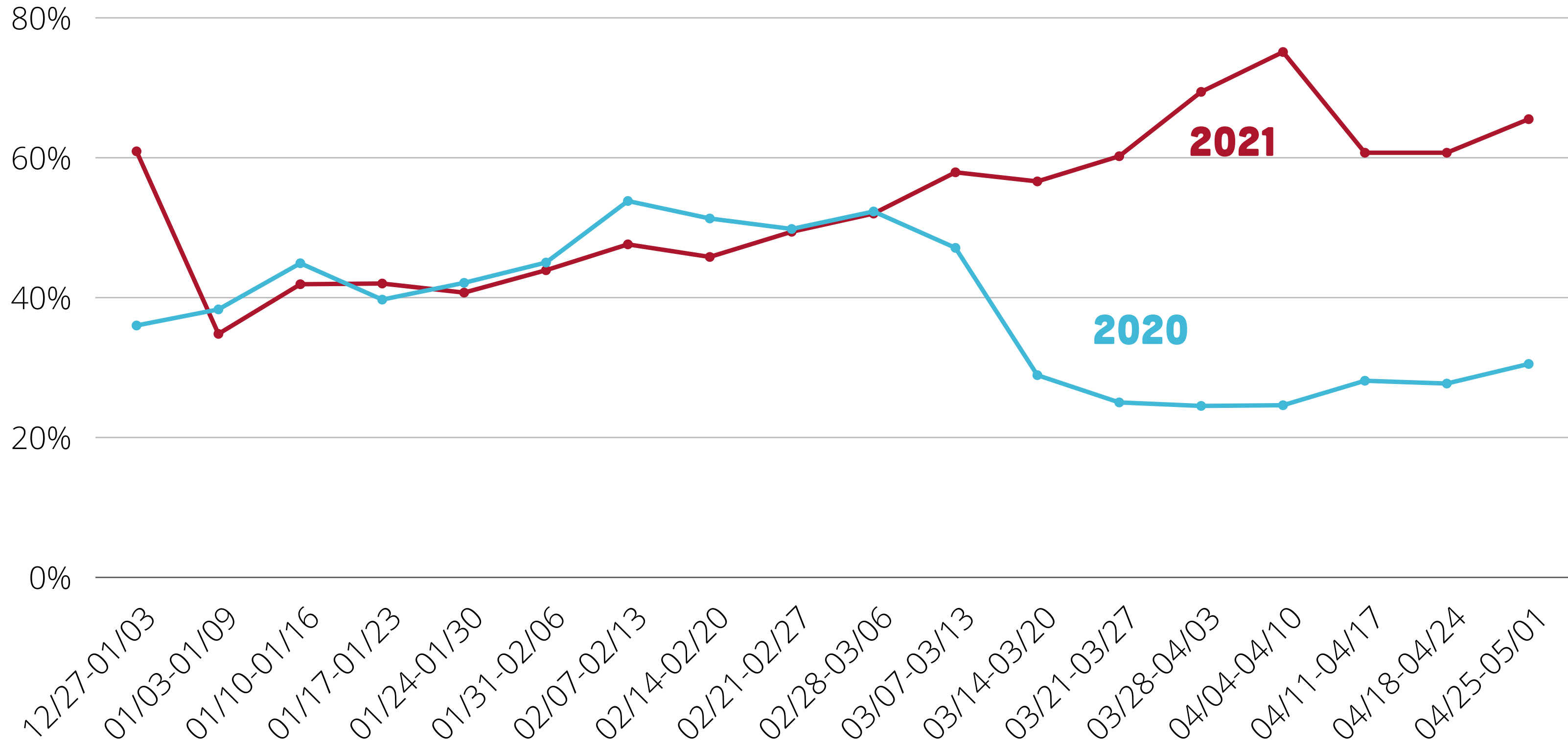
MARCH 55.4%

(47.5 YOY)

TRAVEL INDICATOR

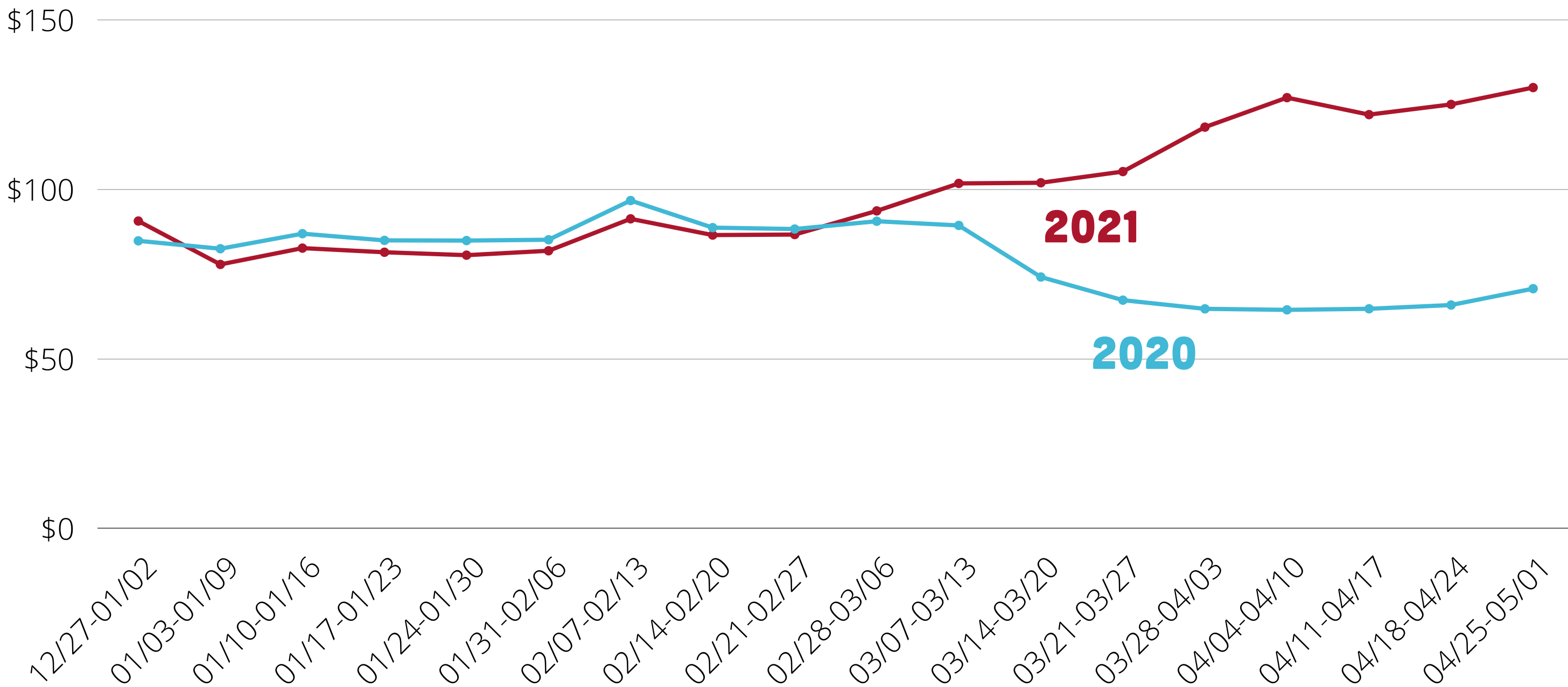
Weekly Hotel Occupancy Year-Over-Year

(Dec. 27- Apr. 03)



TRAVEL INDICATOR

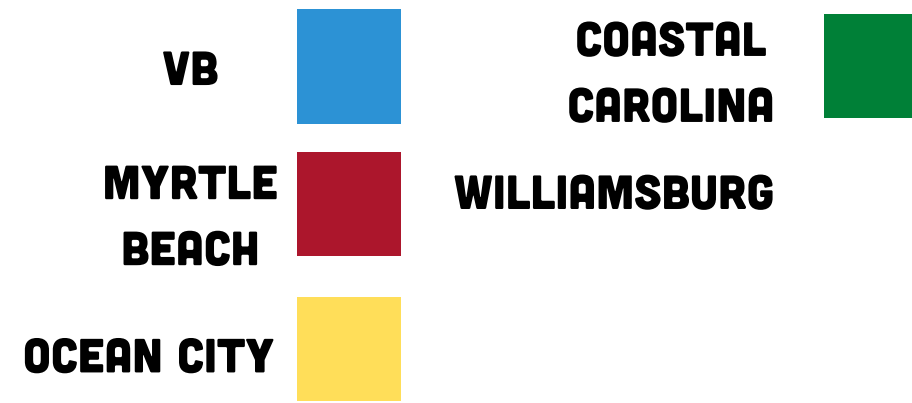
Virginia Beach Weekly Average Daily Rate (ADR) YoY (Dec. 27- Apr. 03)



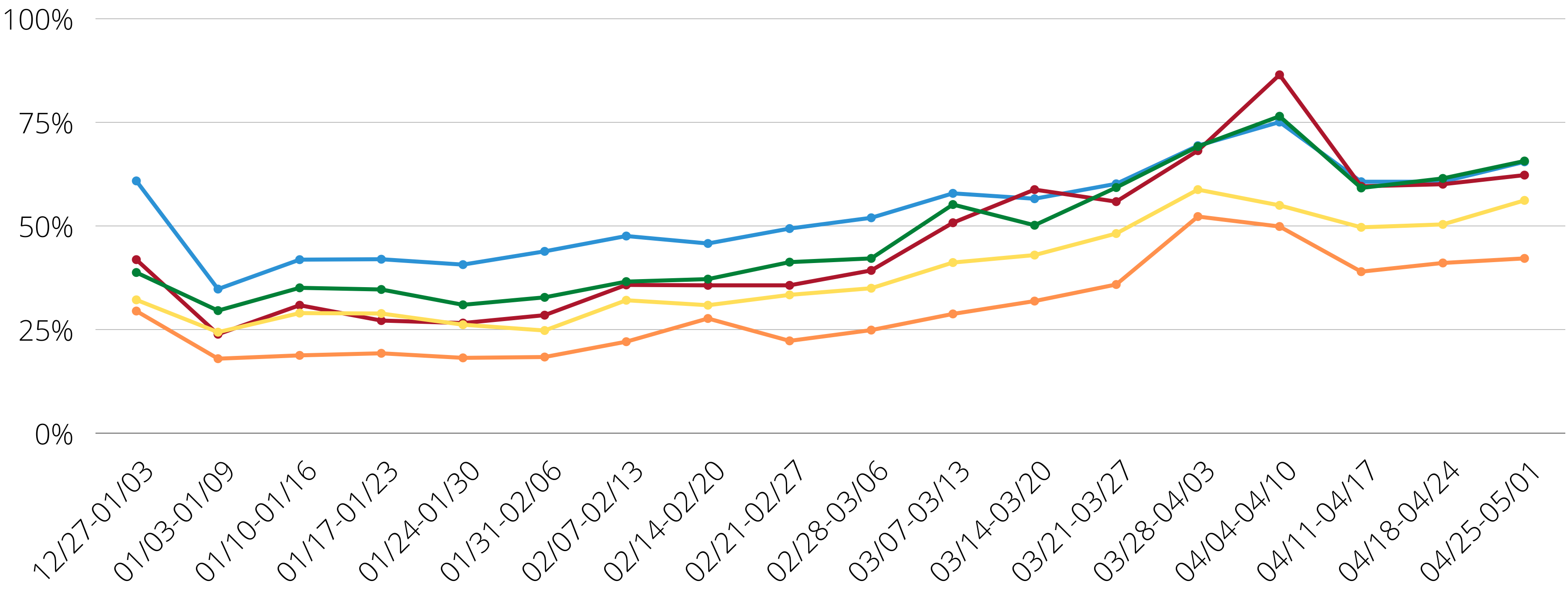
Source: Smith Travel Research

TRAVEL INDICATOR

Comp Set Occupancy Comparison Chart (Dec. 27- Apr. 03)



TRAVEL INDICATORS



Source: Smith Travel Research

SPORTS MARKETING

SPORTS UPDATES

APRIL EVENTS

TOTAL EVENTS 9

TOTAL ATHLETES 6,752

UPCOMING MAY EVENTS:

TOTAL EVENTS 12

TOTAL ATHLETES 16,290

UPCOMING JUNE EVENTS:

TOTAL EVENTS 17

TOTAL ATHLETES 29,101



SPORTS EVENTS

Market Segment	Event Name	Event Start	Event End
Basketball	2021 Zero Gravity Basketball (May 1-2)	5/1/2021	5/2/2021
Volleyball	2021 Atlantic Coast Grand Prix	5/1/2021	5/2/2021
Softball	2021 USA Softball of Virginia	5/1/2021	5/2/2021
Basketball	2021 Big Shots Virginia Beach (May)	5/8/2021	5/9/2021
Football	2021 NLG - Virginia Beach 7v7 Tournament	5/8/2021	5/9/2021
Basketball	2021 Beach Ball Bash Powered By BigFoot Hoots	5/15/2021	5/15/2021
Tennis	2021 USTA National Level 2 Boys 14U	5/20/2021	5/24/2021
Football	2021 Battle at the Beach	5/22/2021	5/23/2021
Basketball	2021 Zero Gravity Basketball (May 22-23)	5/22/2021	5/23/2021
Volleyball	2021 Volley 'n ViBe Volleyball Tournament	5/22/2021	5/23/2021
Wrestling	2021 NHSCA National Duals	5/27/2021	5/31/2021
Soccer	2021 Ralph Downey Memorial Soccer Tournament	5/29/2021	5/30/2021
Other	2021 NCCAA Athletic Directors	6/1/2021	6/4/2021
Swimming	2021 Tri Speedo Red, White and Blue	6/4/2021	6/6/2021
Basketball	2021 The Finale Phenom Basketball	6/5/2021	6/6/2021
Softball	2021 Summer Kick Off Championship	6/5/2021	6/6/2021
Lacrosse	2021 Virginia Beach Lacrosse Classic	6/5/2021	6/6/2021
Soccer	2021 North American Sand Soccer Championship	6/11/2021	6/13/2021
Softball	2021 Neptune Classic	6/12/2021	6/13/2021
Basketball	2021 Big Shots Virginia Beach (June)	6/12/2021	6/13/2021
Basketball	2021 Ballin at the Beach	6/18/2021	6/20/2021
Softball	2021 USA State Championship	6/18/2021	6/20/2021
Lacrosse	2021 Shore Wars	6/19/2021	6/20/2021
Football	2021 CWFL Virginia Beach Invitational	6/19/2021	6/20/2021
Volleyball	2021 Virginia Beach Pre-Nationals Tune Up	6/19/2021	6/20/2021
Basketball	2021 Teammate National Championships	6/23/2021	6/27/2021
Field Hockey	2021 National Club Championship	6/24/2021	7/2/2021
Softball	2021 Atlantic Coast Elite Showcase	6/25/2021	6/27/2021
Lacrosse	2021 Virginia Beach Invitational	6/26/2021	6/27/2021