VIRGINIA
RESTAURANT · LODGING · TRAVEL
ASSOCIATION

Virginia Hospitality and the Commonwealth's Local Governments

WELCOME



Eric Terry

VRLTA President

VIRGINIA'S TOURISM OUTLOOK

VIRGINIA'S TOURISM INDUSTRIES CREATE **OVER $36.2 BILLION** IN VISITOR SPENDING

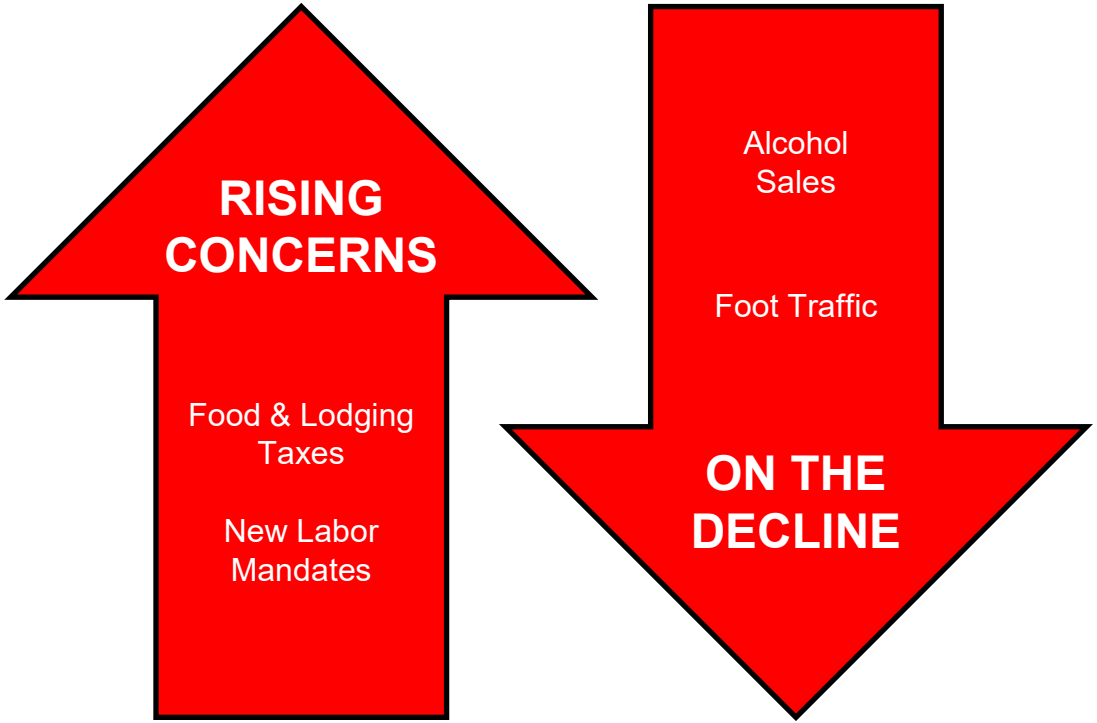
…there is good news and bad news.

THE BAD NEWS: RESTAURANTS

As of 2025, 42% of independent restaurants nationwide were not profitable.

Inflation and sharp rises in fixed costs like:

- Food
- Electricity
- Natural gas
- Insurance
- Equipment
- Rent
- Credit card swipe fees



THE GOOD NEWS: HOTELS

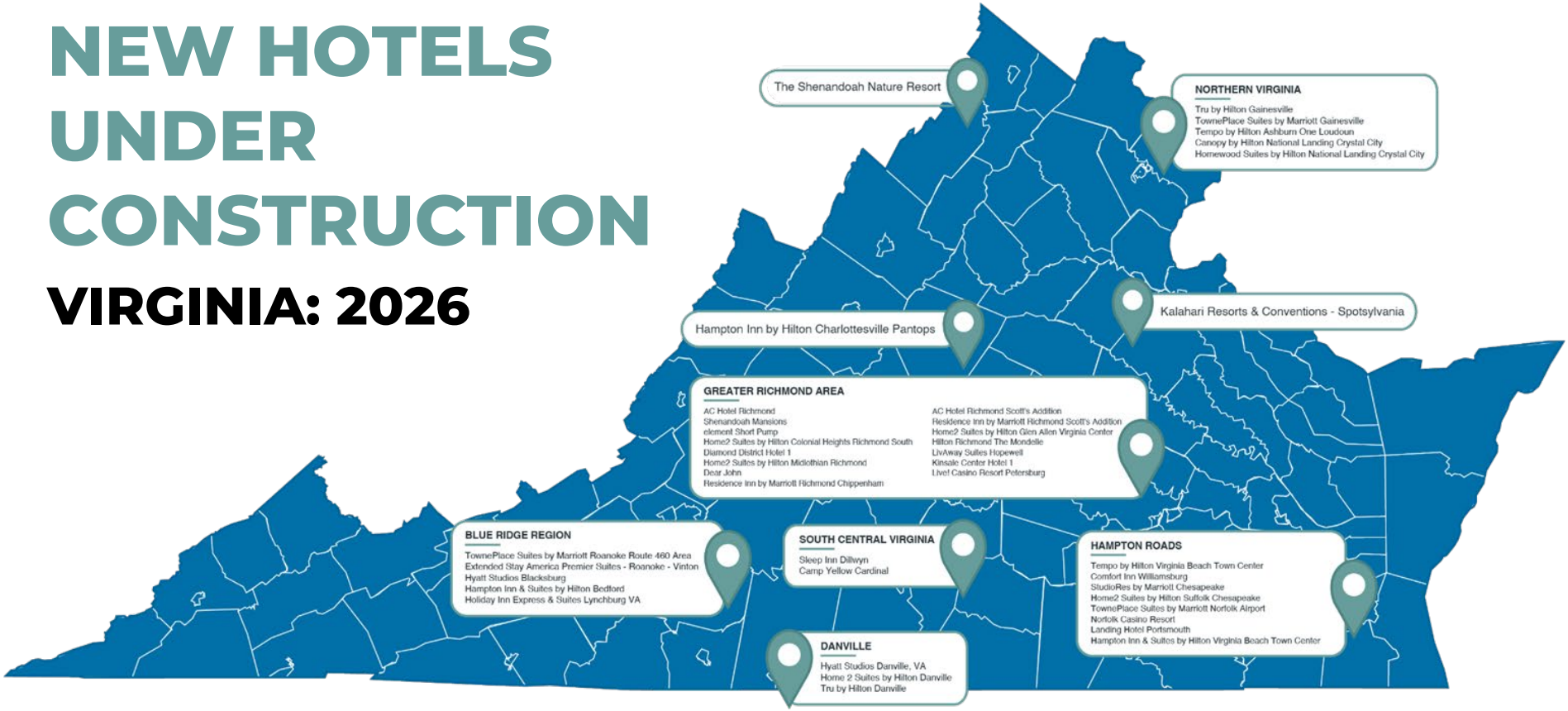
HOTELS ARE UP **6.4% YTD STATEWIDE** VS 4.9% NATIONALLY

NORTHERN VIRGINIA HOTELS ARE **UP 10.4%**

NEW HOTEL CONSTRUCTION IN **EVERY REGION OF VIRGINIA**

NEW HOTELS UNDER CONSTRUCTION

VIRGINIA: 2026



NEW HOTELS UNDER CONSTRUCTION

VIRGINIA: 2026



41 NEW PROPERTIES

59,000+ NEW ROOMS

330,000+ SQ FT OF MEETING SPACE

$3B+ IN NEW CONSTRUCTION

*Data provided courtesy of STR – September 2026

LOOKING FORWARD: HOTEL DEVELOPMENT



On the Rise:

Hotel Development Costs

- Select-Service Hotels: **$235,006 per key**

  (eg Hampton Inn, Marriott Courtyard, etc)

- Full-Service Hotels: **$595,252 per key**

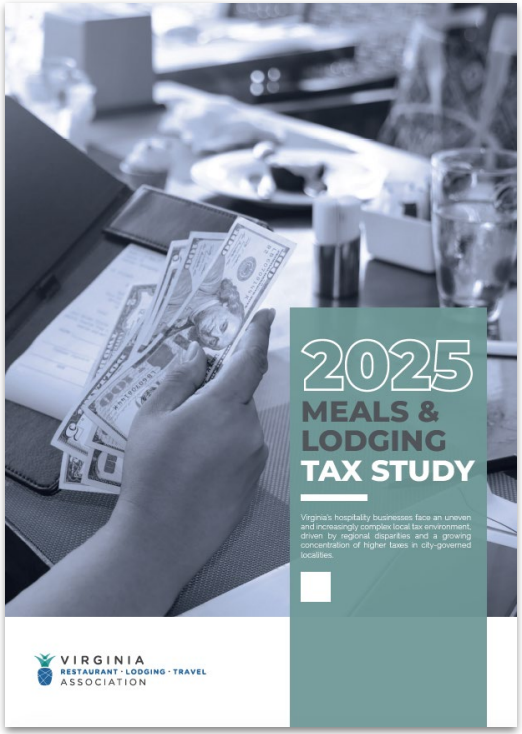
  (eg Hilton or Marriott)

VRLTA LOCAL TAXATION STUDY

Surveyed all **135 Virginia Localities** (August - November, 2025)

Contains **meals tax, TOT tax, bed tax, and effective sales tax data**

Interactive portal & **comprehensive report** available vrlta.org



SCAN TO EXPLORE!

WHAT CAN YOU DO?

- Offer credit card discounts for tax collection
- Create restaurant grant programs to help foster your local restaurants
- Partner with hotel developers on plans to increase rooms in your area



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THANK YOU!