

Hotel Occupancy and Room Rates -- Loudoun County

While there was a slight decrease of 3.3 percent in occupancy this past year, it is important to note that demand increased by 9.4 percent. A significant increase in room supply of 13.1 percent was experienced in 2005, which explains the decrease in occupancy, while experiencing significant growth in demand. Loudoun County has approximately 4,000 rooms: 26 percent Limited Service, 20 percent Extended Stay, 25 percent Full Service, and 4 percent Bed & Breakfast or Inns.

Table E-2
Hotel Occupancy and Room Rates, 2002-2005
Loudoun County, Virginia

Year	Occupancy		Room Rate	
	This Year	% Change	This Year	% Change
2002	57.0%	3.1%	\$102.11	-1.5%
2003	59.3%	5.7%	\$103.92	-2.1%
2004	67.4%	13.7%	\$112.24	8.0%
2005	65.2%	-3.3%	\$128.58	14.6%

Source: Smith Travel Research.