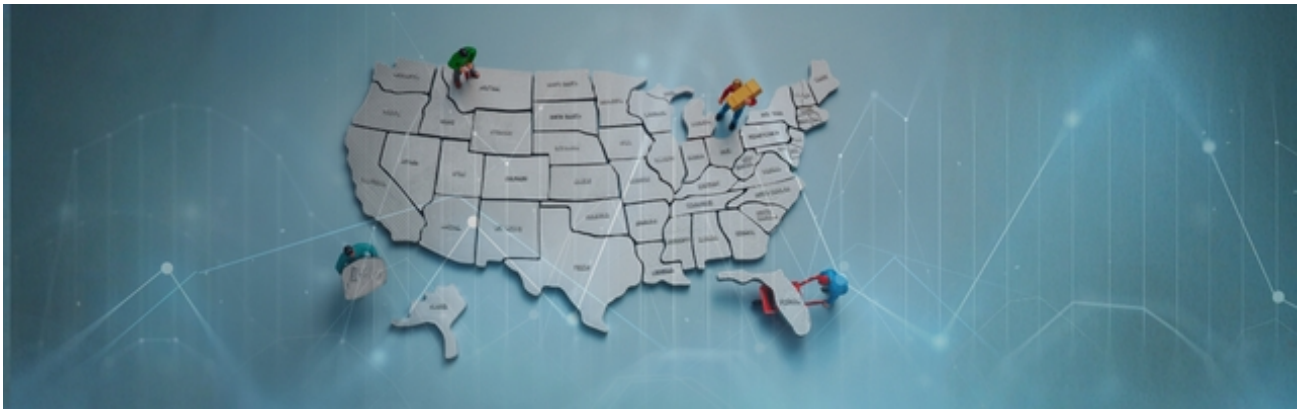
MARKET REPORT

HVS U.S. Market Pulse: November 2026

NOVEMBER 25, 2026

Early November results reflect continued strength in the hotel sector, taking us into the holiday season with new highs in travel—both in room nights generated and the ADR achieved. We'll be monitoring how the recent stock market correction may affect near-term travel budgets, but we are transitioning into holiday/winter weeks that typically see fewer hotel stays overall.



The first few weeks of November continued the rapid rise experienced during September and October, as we live through very strong month-over-month comparisons to the more muted trends from the fall of 2025. November is now breaking the norms of the last five years and moving toward surpassing the 60% mark, a level we haven't seen since before the pandemic. When compared to last year's pullback during the government shutdowns, tumultuous policy rollouts, and general economic uncertainty, this year's gain is more remarkable. As I mentioned in last month's update, we are still building back to normal for occupancy, even with the strong showing in early November. It's important to take note of the forecasted demand level (occupied room nights) for 2026, which is likely to finally surpass the 2019 level. But when accounting for the net new supply added since that time, occupancy still lags by roughly two points. While we expect the lag in occupancy to persist for a while, if November's performance is any indicator, we may make up that gap sooner rather than later.

Similarly, ADR continued its rapid rise through the first half of November. We expect ADR growth to wane in the final week of November and in December given the typical travel patterns during the holidays and colder months. The recent stock market correction in mid-November may also take its toll on discretionary travel budgets. A slight moderation in RevPAR growth is on tap for next year in the absence of both the World Cup lift and the robust comparisons to 2025 we are

benefiting from this year. Nonetheless, we expect to end 2027 with modest occupancy and ADR increases.

Our latest U.S. forecast is as follows.

HVS Forecast for U.S. Hotel Metrics Through 2029

	Occupancy	ADR	% Chg	RevPAR	% Chg
2024 (Actual)	63.1 %	$159	2.0 %	$100	2.1 %
2025 (Actual)	62.3	161	0.9	100	-0.3
2026	**63.5**	**167**	**4.0**	**106**	**6.1**
2027	**63.7**	**171**	**2.5**	**109**	**2.8**
2028	**64.0**	**176**	**3.0**	**113**	**3.5**
2029	**64.2**	**182**	**3.0**	**117**	**3.3**

Source: HVS (Forecast), STR/CoStar (Historical)

Looking back on my travels in 2026, I am impressed by the management teams driving high profitability during this era of a tough staffing climate, rising supplier costs, and high fixed costs. If managers do this while maintaining exceptional service and high guest satisfaction scores, then achieving RevPAR gains becomes easier and ultimately hotel values rise. Next year will be another opportunity to innovate for both cost management and the guest experience. What can you do differently on both fronts to improve top-line and bottom-line results? I look forward to many conversations next year to learn the latest advancements in our sector.

HVS offers the HVS MarketCast if you require an occupancy and ADR forecast for a specific market or submarket. Please reach out to me to learn more.



We released our Fall 2026 HVS Hotel Broker Survey in October. The general sentiment is that cap rates are set to increase, with the unavoidable culprit being higher interest rates. But perhaps the strong rise in RevPAR and generally "OK" outlook for 2027 will balance out the rising cap rates and allow the hotel value story to remain positive. That's certainly what we are expecting, with some hotels faring better or worse than others. Moreover, recent declines in the stock market may keep interest rates from rising in the near term.





Source: MSCI Real Capital Analytics (Closed U.S. hotel transactions)

We'll host a webinar on Thursday, January 21 (12 PM PST/3 PM EST), to lay out where we see the market, cap rates, and trajectory headed in 2027. Make sure to add this event to your calendars.

Despite the headlines and mid-September Fed interest rate hike, we remain busier than ever at HVS. Buyers and sellers are increasingly realistic about completing deals and understanding that these financing and deal-making realities are likely to be in place for a while. Moreover, coming off a solid fall season of RevPAR growth, T12 operating statements are looking healthy and are sparking significant activity on the refinancing front. We will keep monitoring how the 2026 metrics ultimately end, and we look forward to another strong year in 2027.

About HVS Leadership

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- Rod Clough, MAI, CRE, MRICS, President of HVS Americas
- Anne R. Lloyd-Jones, MAI, CRE, Director of Consulting & Valuation Services, National Practice Leader
- Katy Black, MAI, Managing Director, Leader of the Mountain West Region and the HVS Americas Complex Consulting Group
- Tanya Pierson, MAI, ISHC, Senior Managing Director, HVS Minneapolis
- John Lancet, MAI, Senior Managing Director, Practice Leader of Southeast and Caribbean Regions
- Carrie Russell, AACI, MAI, RIBC, ISHC, Senior Managing Partner of HVS Canada
- Chelsey Leffet, Chief Operating Officer, U.S. Consulting & Valuation Division
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Behind HVS Americas is a 35-member senior leadership team of seasoned hospitality consultants with deep expertise across the industry. With professionals based in more than 40 cities from Buenos Aires to Montreal, we bring both local market knowledge and a comprehensive view of the Americas. As the year comes to an end, we are closely monitoring hotel trends and committed to helping our clients make informed, confident decisions.