



# The Highland Group Reports

## US Extended-Stay Hotels Bulletin: January 2025



### Extended-Stay Hotel Room Night Supply: January

| Segment      | 2024              | 2025              | Change      |
|--------------|-------------------|-------------------|-------------|
| Economy      | 3,548,250         | 4,006,263         | 12.9%       |
| Mid-Price    | 7,345,805         | 7,486,736         | 1.9%        |
| Upscale      | 7,192,379         | 7,149,343         | -0.6%       |
| <b>Total</b> | <b>18,086,434</b> | <b>18,642,342</b> | <b>3.1%</b> |

Source: The Highland Group

### Extended-Stay Hotel Room Revenue (millions): January

| Segment      | 2024              | 2025              | Change      |
|--------------|-------------------|-------------------|-------------|
| Economy      | \$132.85          | \$157.41          | 18.5%       |
| Mid-Price    | \$493.38          | \$523.01          | 6.0%        |
| Upscale      | \$734.03          | \$744.18          | 1.4%        |
| <b>Total</b> | <b>\$1,360.26</b> | <b>\$1,424.60</b> | <b>4.7%</b> |

Source: The Highland Group

**Extended-Stay Hotel Room Night Demand: January**

| Segment                           | 2024              | 2025              | Change      |
|-----------------------------------|-------------------|-------------------|-------------|
| Economy                           | 2,384,535         | 2,678,903         | 12.3%       |
| Mid-Price                         | 4,773,054         | 4,844,821         | 1.5%        |
| Upscale                           | 4,883,146         | 4,874,702         | -0.2%       |
| <b>Total</b>                      | <b>12,040,735</b> | <b>12,398,426</b> | <b>3.0%</b> |
| <b>Source: The Highland Group</b> |                   |                   |             |

**Extended-Stay Hotel Occupancy: January**

| Segment                           | 2024         | 2025         | Change       |
|-----------------------------------|--------------|--------------|--------------|
| Economy                           | 67.2%        | 66.9%        | -0.5%        |
| Mid-Price                         | 65.0%        | 64.7%        | -0.4%        |
| Upscale                           | 67.9%        | 68.2%        | 0.4%         |
| <b>Total</b>                      | <b>66.6%</b> | <b>66.5%</b> | <b>-0.1%</b> |
| <b>Source: The Highland Group</b> |              |              |              |

**Extended-Stay Hotel Average Rate: January**

| Segment                           | 2024            | 2025            | Change      |
|-----------------------------------|-----------------|-----------------|-------------|
| Economy                           | \$55.71         | \$58.76         | 5.5%        |
| Mid-Price                         | \$103.37        | \$107.95        | 4.4%        |
| Upscale                           | \$150.32        | \$152.66        | 1.6%        |
| <b>Total</b>                      | <b>\$112.97</b> | <b>\$114.90</b> | <b>1.7%</b> |
| <b>Source: The Highland Group</b> |                 |                 |             |

**Extended-Stay Hotel RevPar: January**

| <b>Segment</b>                    | <b>2024</b>    | <b>2025</b>    | <b>Change</b> |
|-----------------------------------|----------------|----------------|---------------|
| Economy                           | \$37.44        | \$39.29        | 4.9%          |
| Mid-Price                         | \$67.17        | \$69.86        | 4.0%          |
| Upscale                           | \$102.06       | \$104.09       | 2.0%          |
| <b>Total</b>                      | <b>\$75.21</b> | <b>\$76.42</b> | <b>1.6%</b>   |
| <b>Source: The Highland Group</b> |                |                |               |

## Definitions/Database

**Extended-Stay Hotel** – A hotel with a fully equipped kitchenette in each guest room, which accepts reservations and does not require a lease.

The database used in the estimates and projections in this report included the extended-stay brands in the table following. There are independent extended-stay hotels that were not included, but the sample represents the great majority of extended-stay rooms in the US. Estimates are based on all hotels in each brand or company. Changes from period to period are not based on same store data. Therefore, the statistics in this report can differ slightly from other sources of this information including company financial reports.

Price segments reflect a \$60 spread in average daily rates between the segments. The segments are for comparison only. There is a significant difference in clientele and other characteristics among hotels within the ranges.

| Extended-Stay Brands by Average Daily Rate Range |  |  |
|--|--|--|
| Upscale<br>\$135+                                | Mid-Price<br>\$75-\$135                        | Economy<br>Under \$75                            |
| Element by Westin                                | @Home by Best Western                          | Affordable Suites of America                     |
| Homewood Suites by Hilton                        | Candlewood Suites (IHG)                        | Budget Suites                                    |
| Hyatt House                                      | Everhome Suites Extended Stay by Choice Hotels | Echo Suites by Wyndham                           |
| Larkspur Landing                                 | Extended Stay America                          | Extended Stay America Select Suites              |
| Residence Inn by Marriott                        | Extended Stay America Premier Suites           | HomeTowne Studios by Red Roof                    |
| Sonesta ES Suites                                | Executive Residency by Best Western            | Intown Suites                                    |
| Staybridge Suites (IHG)                          | Hawthorn Suites by Wyndham                     | LivAway Suites                                   |
|  | Home 2 Suites by Hilton                        | Other Independents                               |
|  | Hyatt Studios                                  | Savannah Suites                                  |
|  | LivSmart Studios by Hilton                     | Studio 6   |
|  | Mainstay Suites Extended Stay by Choice Hotels | Suburban Studios by Choice Hotels                |
|  | My Place                                       | Sure Stay Studio by Best Western                 |
|  | Sonesta Simply Suites                          | WoodSpring Suites Extended Stay by Choice Hotels |
|  | stayAPT Suites                                 |  |
|  | StudioRes by Marriott                          |  |
|  | TownePlace Suites by Marriott                  |  |
|  | Water Walk by Wyndham                          |  |

*Source: The Highland Group*

*The Highland Group prepared this bulletin on extended-stay lodging in the United States as a service to the industry. We are grateful to the extended-stay hotel chains and owners that contributed information and trust that the results will be useful. While accurate to the best of our knowledge on February 27, 2025, we do not warrant the accuracy of any information presented, nor do we warrant that any projections will be achieved. This information should not be relied upon to make any investment or management decision, without further research and analysis.*