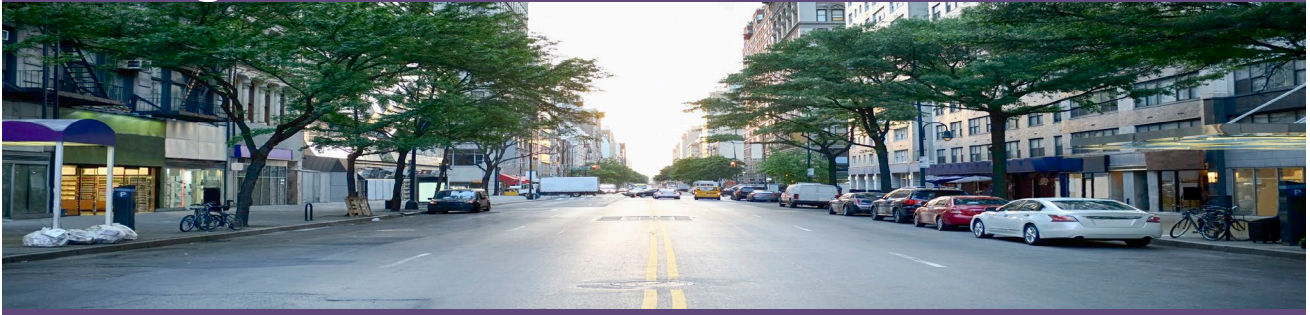


50 Largest Markets: ALOS, ESOC and More



The Highland Group and Kalibri Labs have just released [ALOS, ESOC and More 2020 – 2024](#) and [ALOS, ESOC and More 2015 - 2024](#), two groundbreaking reports on the US extended-stay hotel industry for the nation and 50 of the largest US hotel markets⁽¹⁾. Key highlights of the reports include:

- Room revenues from extended-stay guests were 19% higher in traditional hotels compared to extended-stay hotels in 2024
- Extended-stay demand at extended-stay hotels gained more than 27 million room nights at a 5.5% compound annual average from 2015 to 2024
- Traditional hotels lost 5.6 million extended-stay room nights from 2015 to 2019 but gained 6.5 million from 2019 to 2024
- Traditional hotels accommodated more extended-stay demand than extended-stay hotels in 6 MSAs and greater than 500,000 extended-stay room nights in 20 MSAs in 2024
- National average extended-stay demand share (ESOC) is 50% in extended-stay hotels and 12% in traditional hotels
- National average length of stay (ALOS) for extended-stay guests is 24 nights in extended-stay hotels and 13 nights in traditional hotels
- Extended-stay hotels report an overall 23% rate discount compared to traditional hotels for guests staying 7 consecutive nights or longer
- Booking lead time for extended-stays in traditional hotels averages 20 nights compared to 18 nights in extended-stay hotels
- Average reservation (booking) costs for extended-stays are 17% lower for extended-stay hotels than for traditional hotels

The reports contain approximately 25,000 to 50,000 statistics across the 50 largest US hotel markets⁽¹⁾. For the years 2020 – 2024 or expanded to 2015 – 2024 and segmented into 7+, 7-29 and 30+ night lengths of stay in both extended-stay and traditional hotels, the reports include:

- Analysis of the pre and post pandemic periods (2015 – 2024 version only)
- Extended-stay room revenues
- Extended-stay room night demand
- Extended-stay room night demand ratios
- Extended-stay demand share (ESOC)
- Extended-stay average length of stay (ALOS)
- Extended-stay ADR by length of stay
- Extended-stay booking leading time
- Extended-stay booking (reservation) costs

Note: (1) Based on total hotel rooms excluding Atlantic City, Honolulu, Las Vegas, Myrtle Beach and Orlando

The 2020 – 2024 report costs \$1,995 in PDF and \$2,500 in Excel. The 2015 – 2024 report costs \$2,995 in PDF and \$3,750 in Excel. For more information, please call (404) 872 4631. To order, please go to our online store at <https://highland-group.net/shop>.

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