

HAMA Fall 2026 Industry Outlook Survey

Friday, September 18, 2026

72

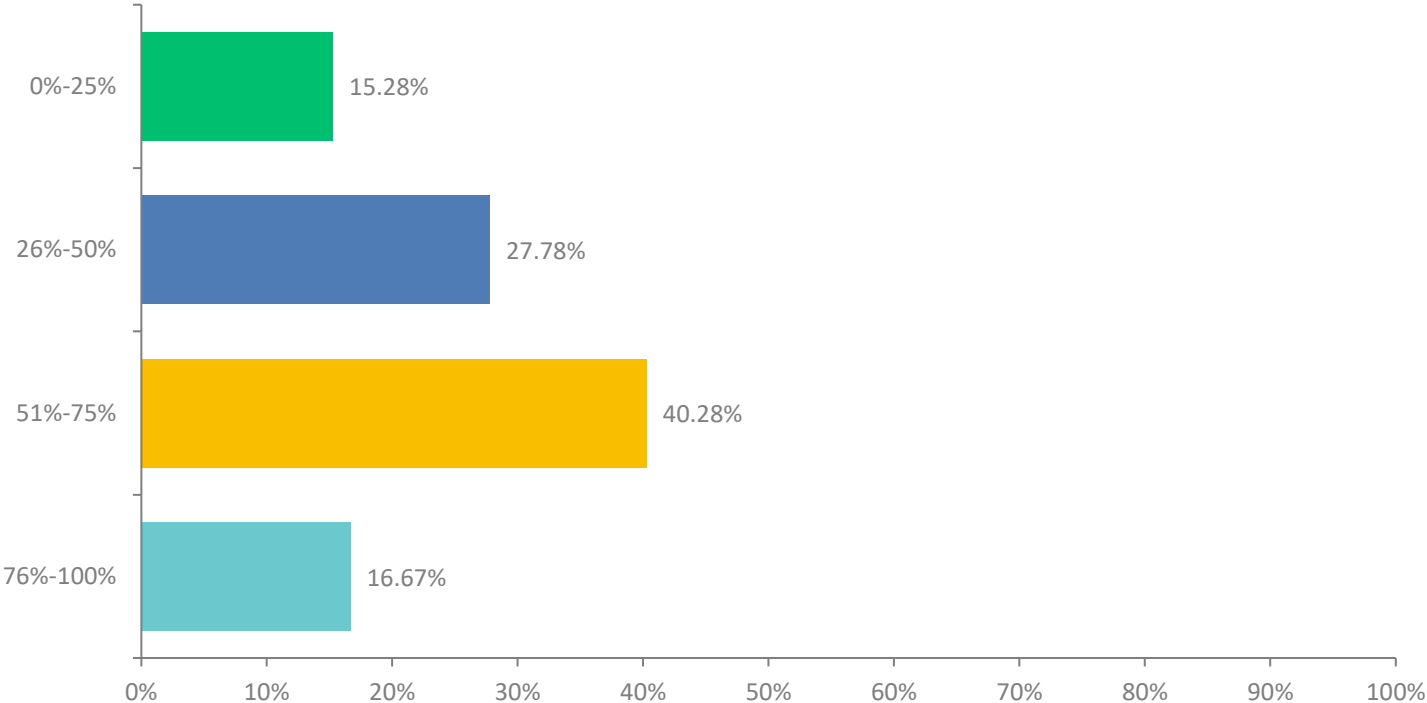
Total Responses

Date Created: Wednesday, September 02, 2026

Complete Responses: 72

Q1: How many of your hotels are forecasted to exceed 2026 budgeted RevPAR?

Answered: 72 Skipped: 0



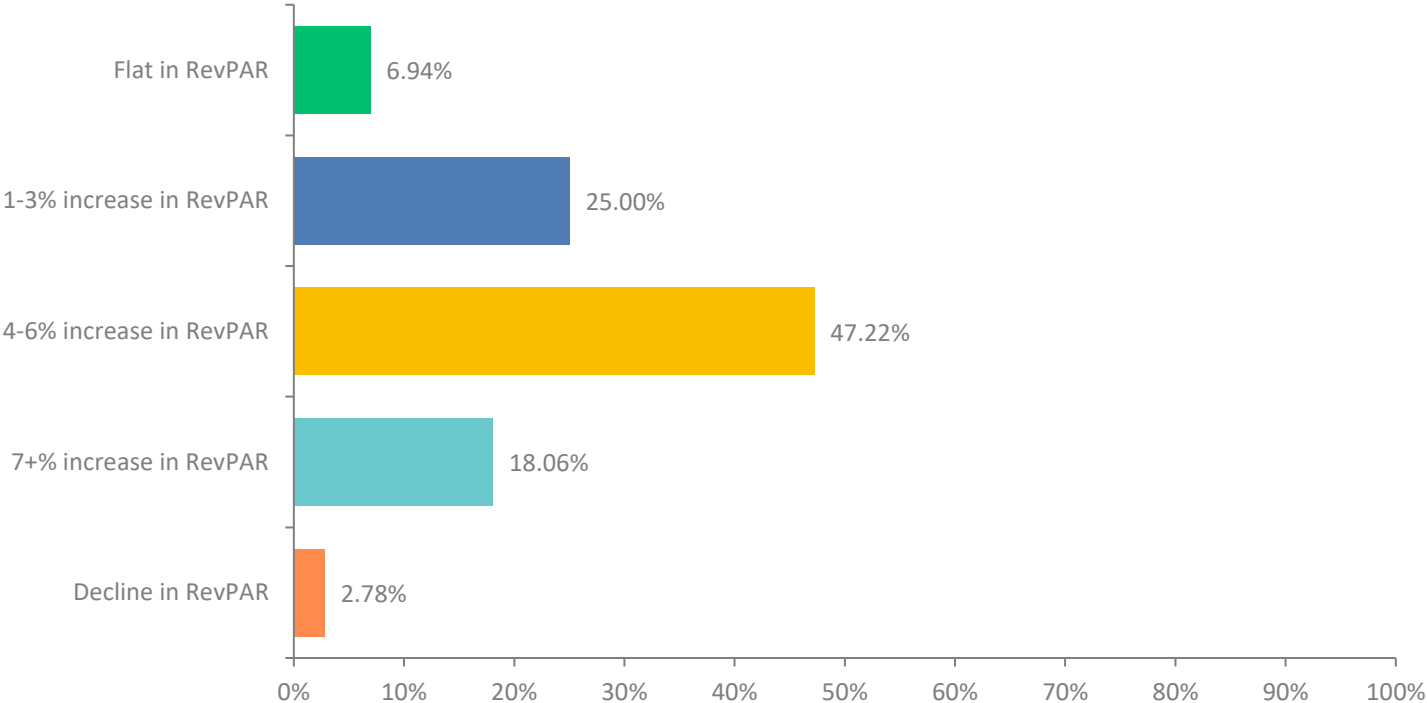
Q1: How many of your hotels are forecasted to exceed 2026 budgeted RevPAR?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
0%-25%	15.28%	11
26%-50%	27.78%	20
51%-75%	40.28%	29
76%-100%	16.67%	12
TOTAL		72

Q2: What is your 2026 full year forecast for RevPAR versus 2025 for your entire portfolio?

Answered: 72 Skipped: 0



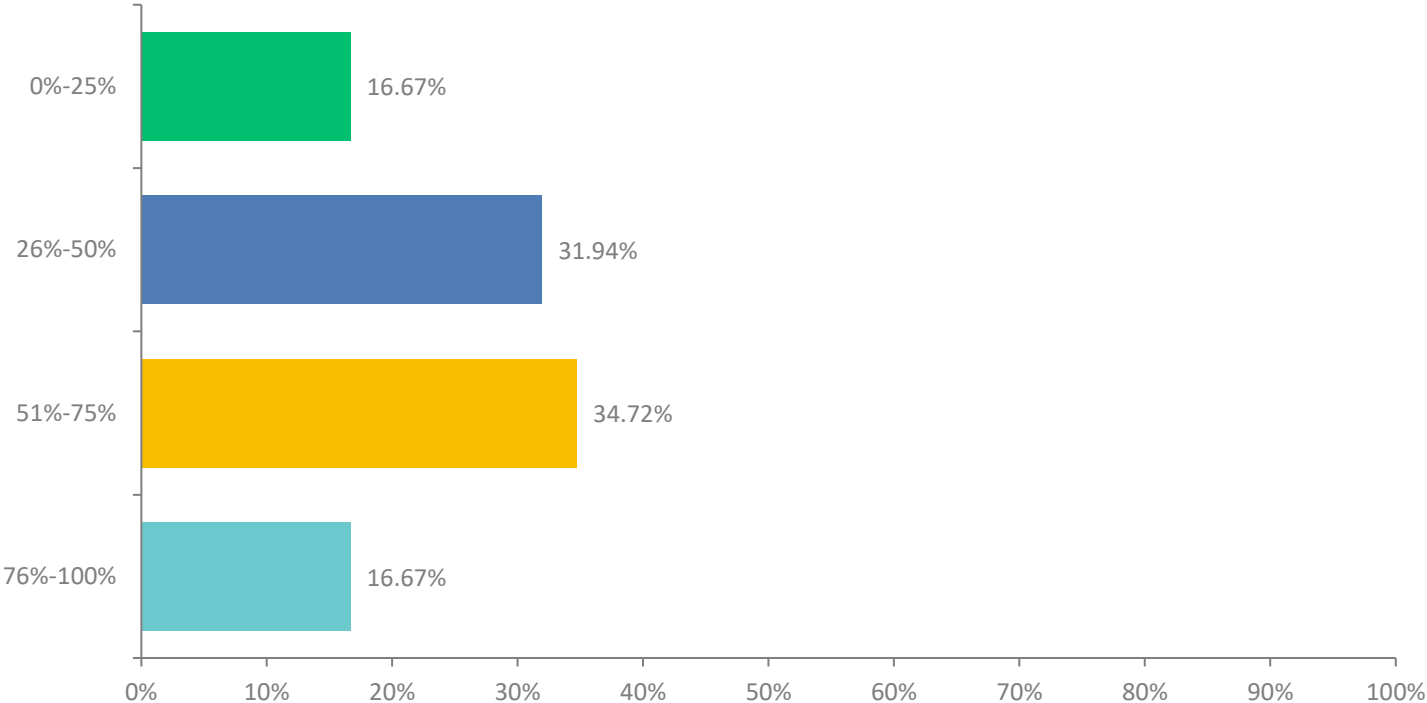
Q2: What is your 2026 full year forecast for RevPAR versus 2025 for your entire portfolio?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Flat in RevPAR	6.94%	5
1-3% increase in RevPAR	25.00%	18
4-6% increase in RevPAR	47.22%	34
7+% increase in RevPAR	18.06%	13
Decline in RevPAR	2.78%	2
TOTAL		72

Q3: How many of your hotels are forecasted to exceed 2026 budgeted GOP?

Answered: 72 Skipped: 0



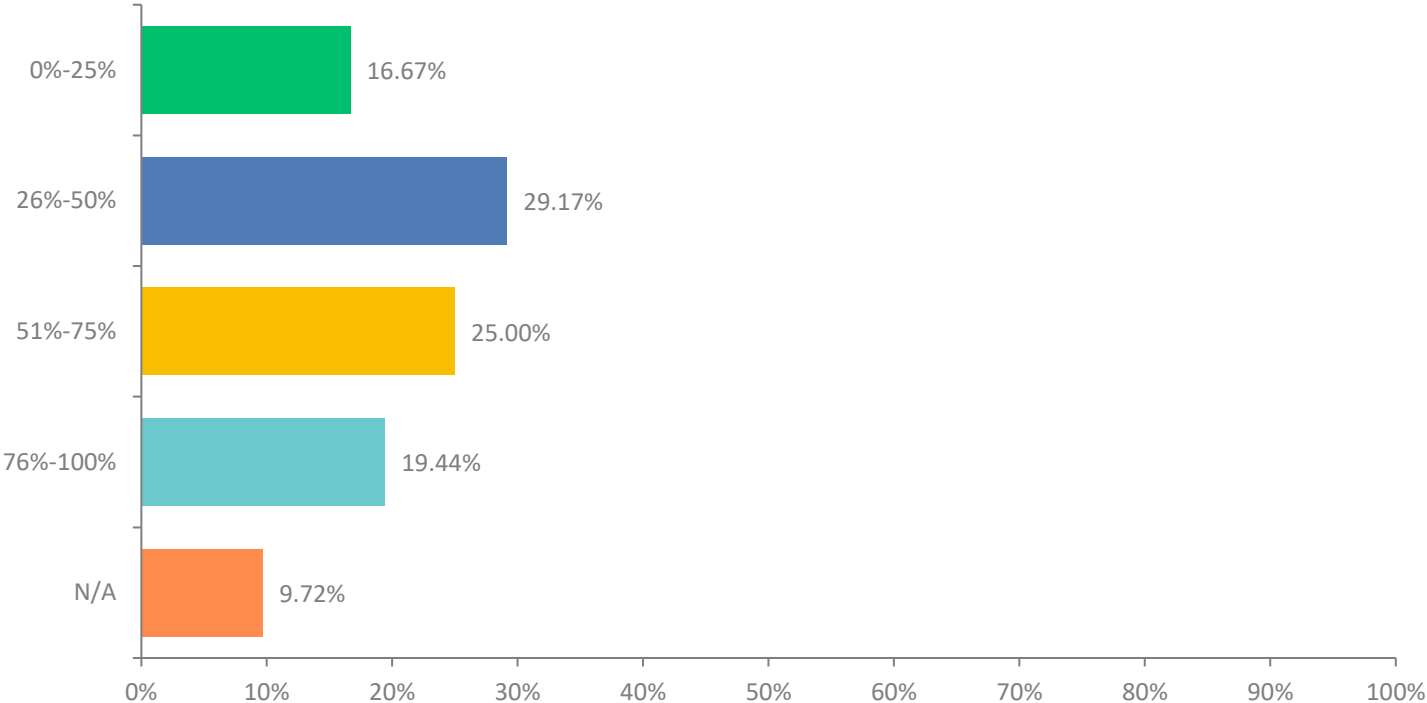
Q3: How many of your hotels are forecasted to exceed 2026 budgeted GOP?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
0%-25%	16.67%	12
26%-50%	31.94%	23
51%-75%	34.72%	25
76%-100%	16.67%	12
TOTAL		72

Q4: How many of your full-service and above hotels are forecasted to exceed 2026 budgeted GOP?

Answered: 72 Skipped: 0



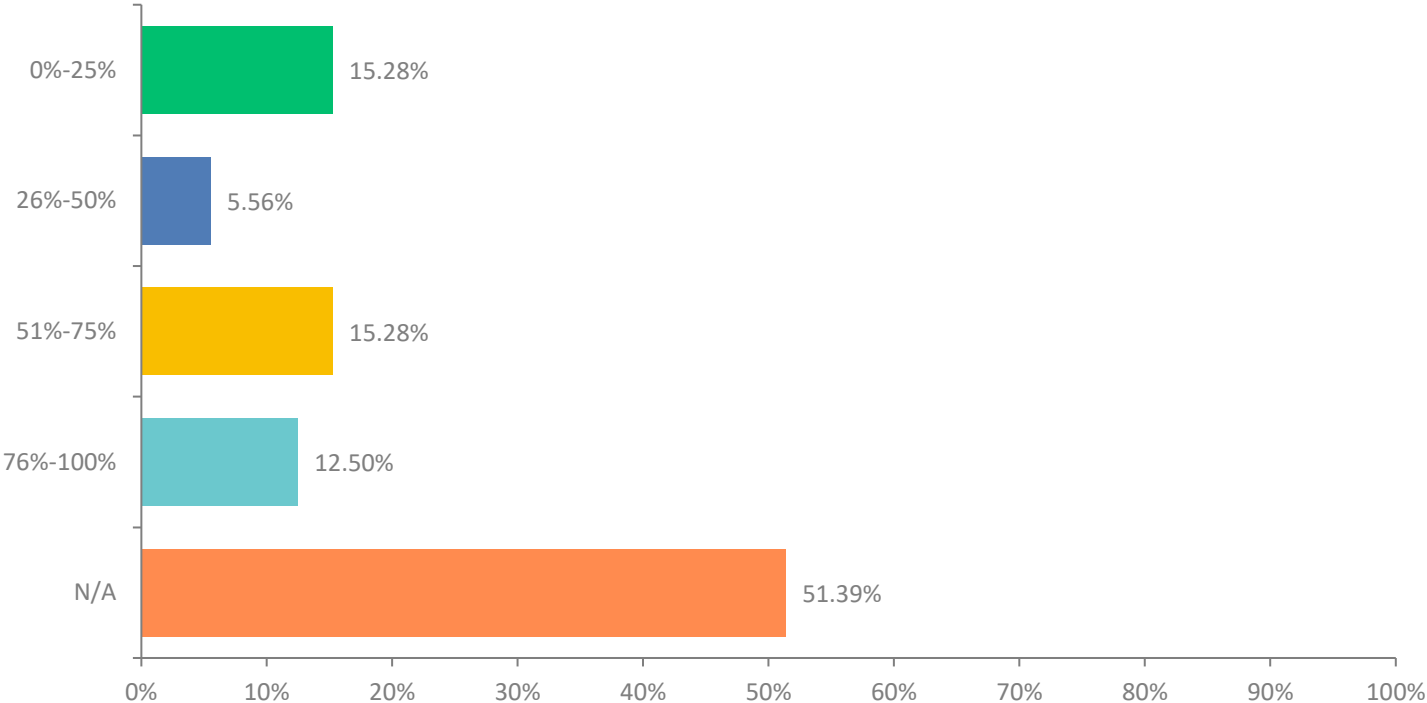
Q4: How many of your full-service and above hotels are forecasted to exceed 2026 budgeted GOP?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
0%-25%	16.67%	12
26%-50%	29.17%	21
51%-75%	25.00%	18
76%-100%	19.44%	14
N/A	9.72%	7
TOTAL		72

Q5: How many of your resorts are forecasted to exceed 2026 budgeted GOP?

Answered: 72 Skipped: 0



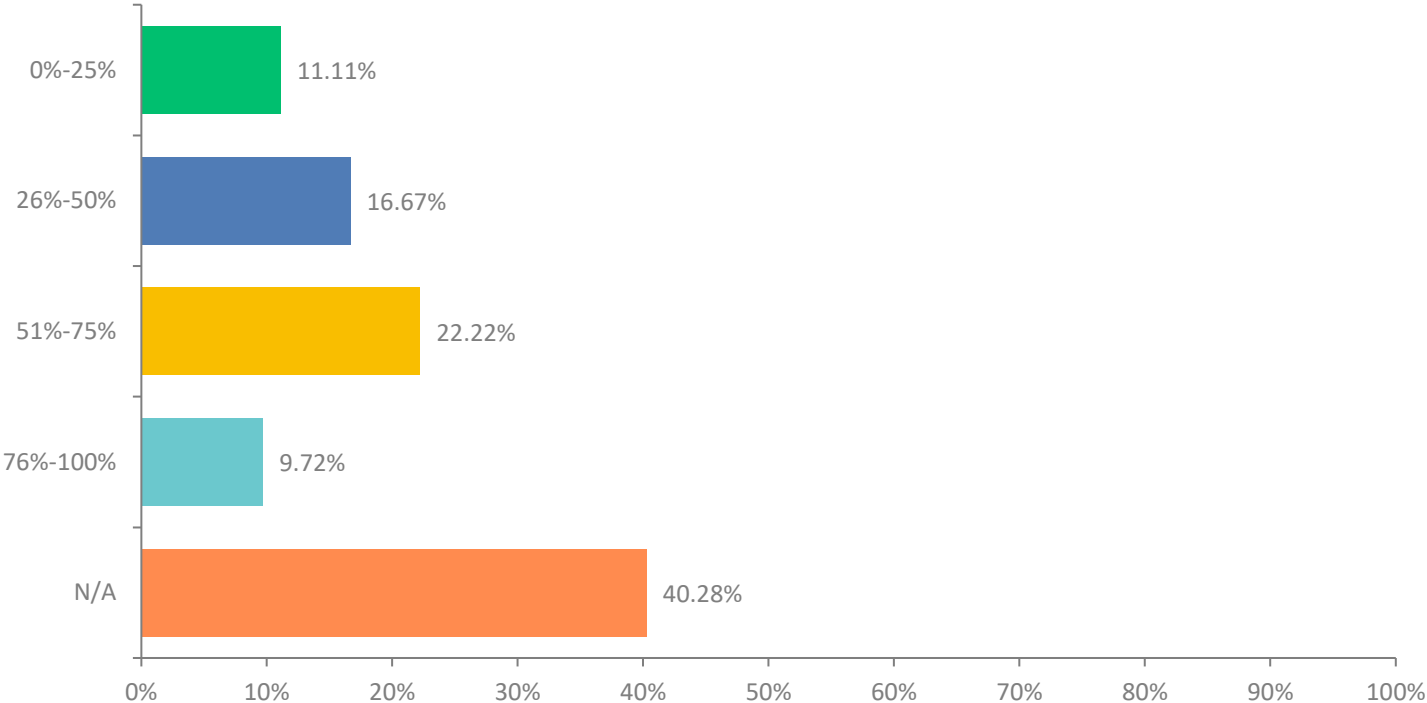
Q5: How many of your resorts are forecasted to exceed 2026 budgeted GOP?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
0%-25%	15.28%	11
26%-50%	5.56%	4
51%-75%	15.28%	11
76%-100%	12.50%	9
N/A	51.39%	37
TOTAL		72

Q6: How many of your select-service and below hotels are forecasted to exceed 2026 budgeted GOP?

Answered: 72 Skipped: 0



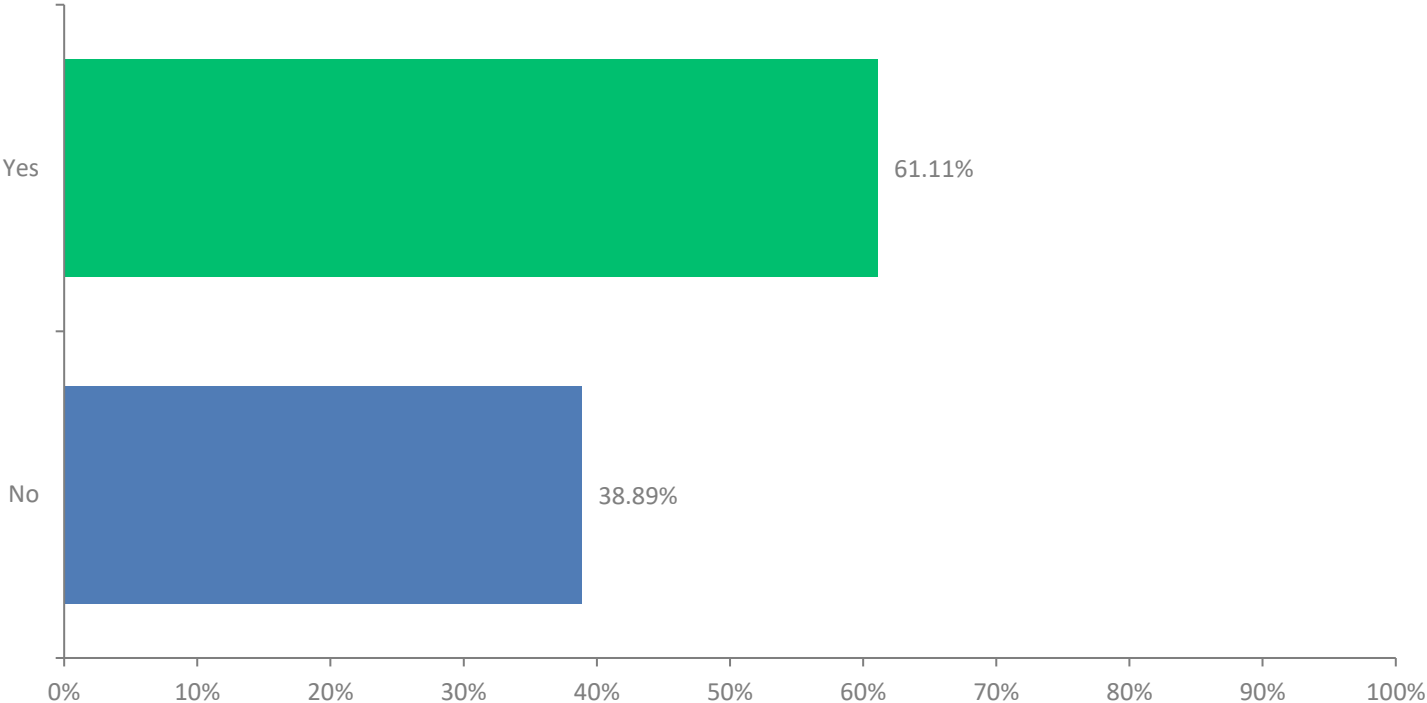
Q6: How many of your select-service and below hotels are forecasted to exceed 2026 budgeted GOP?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
0%-25%	11.11%	8
26%-50%	16.67%	12
51%-75%	22.22%	16
76%-100%	9.72%	7
N/A	40.28%	29
TOTAL		72

Q7: Has your portfolio experienced a change in demand patterns due to recent geopolitical events and/or the increase in energy costs?

Answered: 72 Skipped: 0



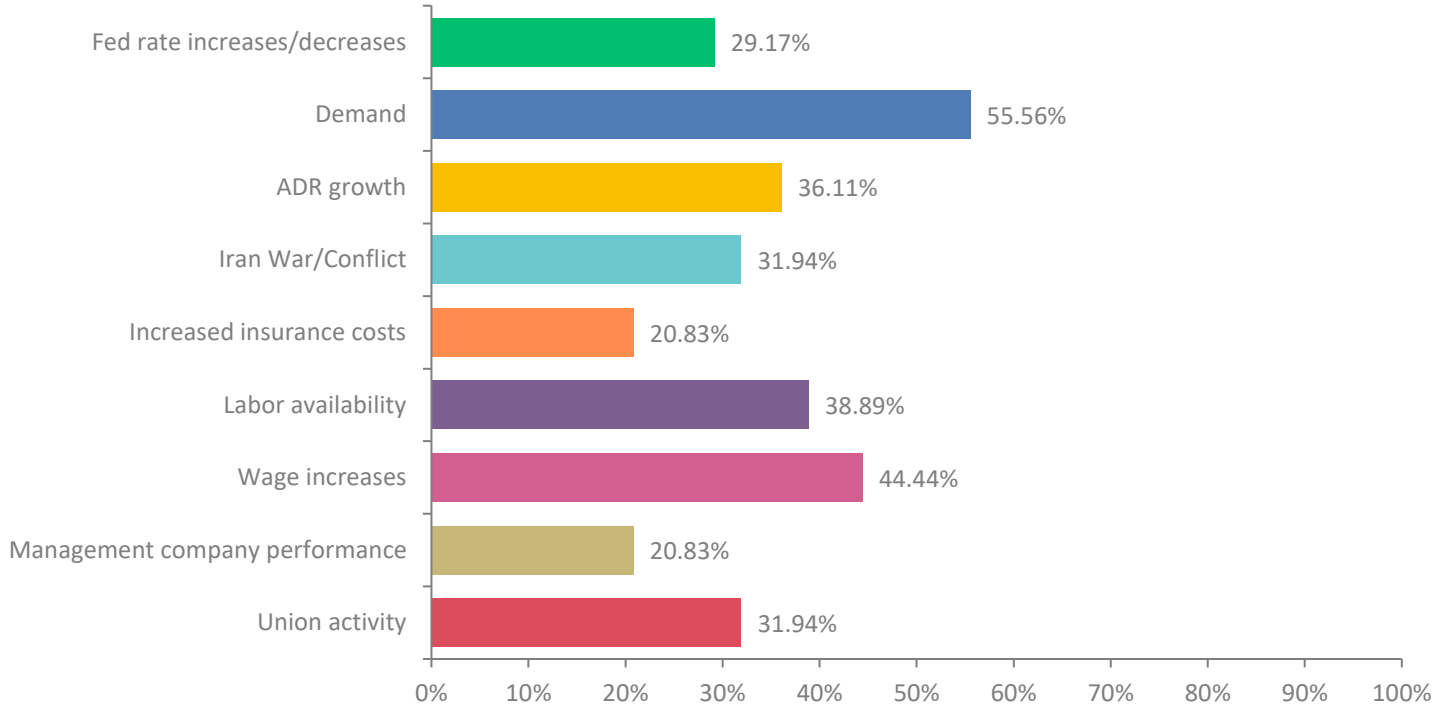
Q7: Has your portfolio experienced a change in demand patterns due to recent geopolitical events and/or the increase in energy costs?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	61.11%	44
No	38.89%	28
TOTAL		72

Q8: Of the following, what factors are you most concerned about right now? Please select 3

Answered: 72 Skipped: 0



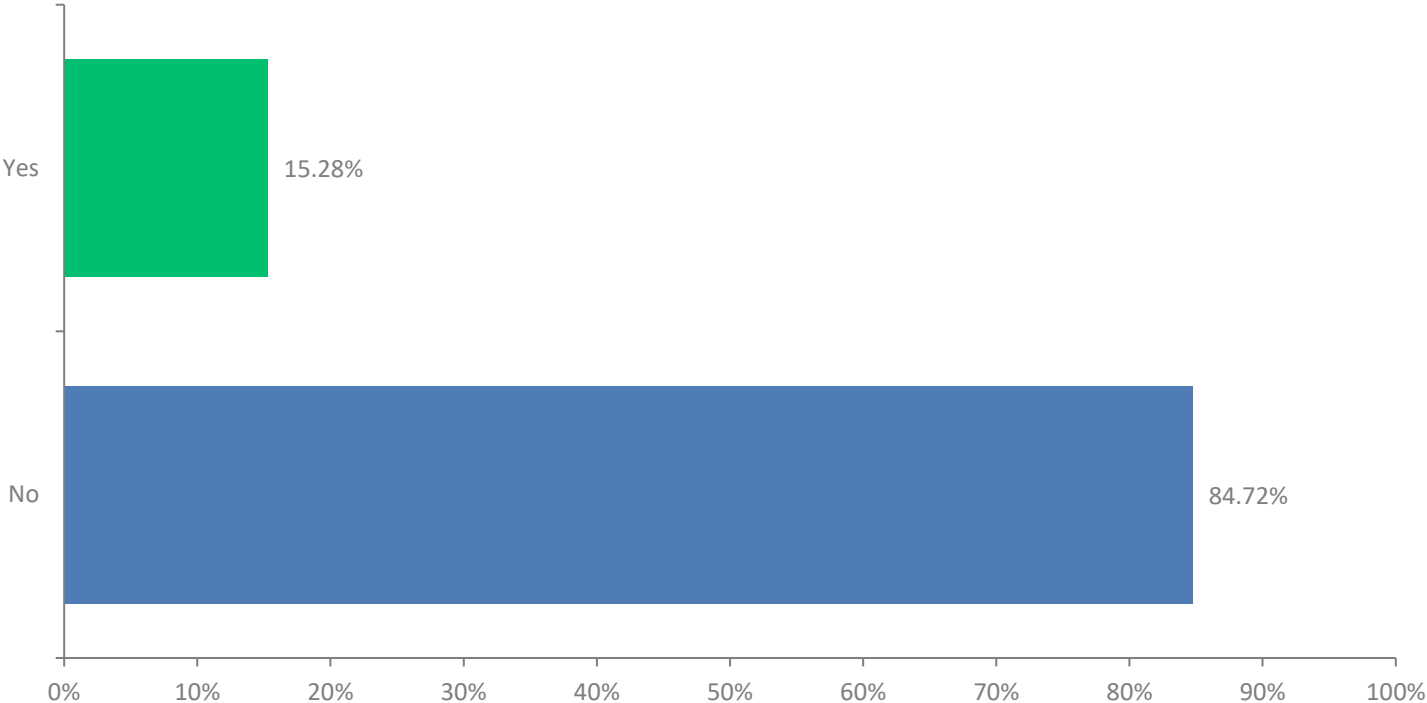
Q8: Of the following, what factors are you most concerned about right now? Please select 3

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Fed rate increases/decreases	29.17%	21
Demand	55.56%	40
ADR growth	36.11%	26
Iran War/Conflict	31.94%	23
Increased insurance costs	20.83%	15
Labor availability	38.89%	28
Wage increases	44.44%	32
Management company performance	20.83%	15
Union activity	31.94%	23

Q9: Do you think the U.S. economy will slip into recession in 2027?

Answered: 72 Skipped: 0



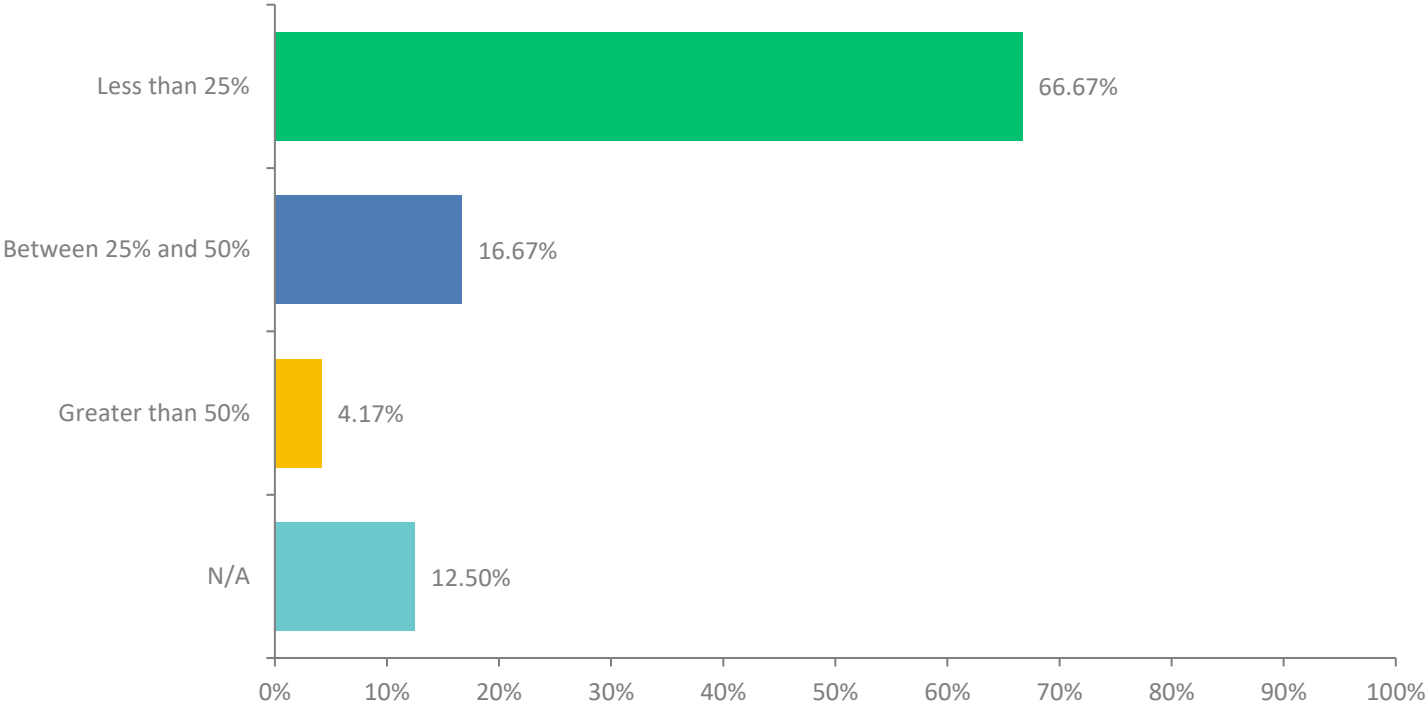
Q9: Do you think the U.S. economy will slip into recession in 2027?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	15.28%	11
No	84.72%	61
TOTAL		72

Q10: What percentage of your portfolio will require refinancing of debt within the next 9-12 months?

Answered: 72 Skipped: 0



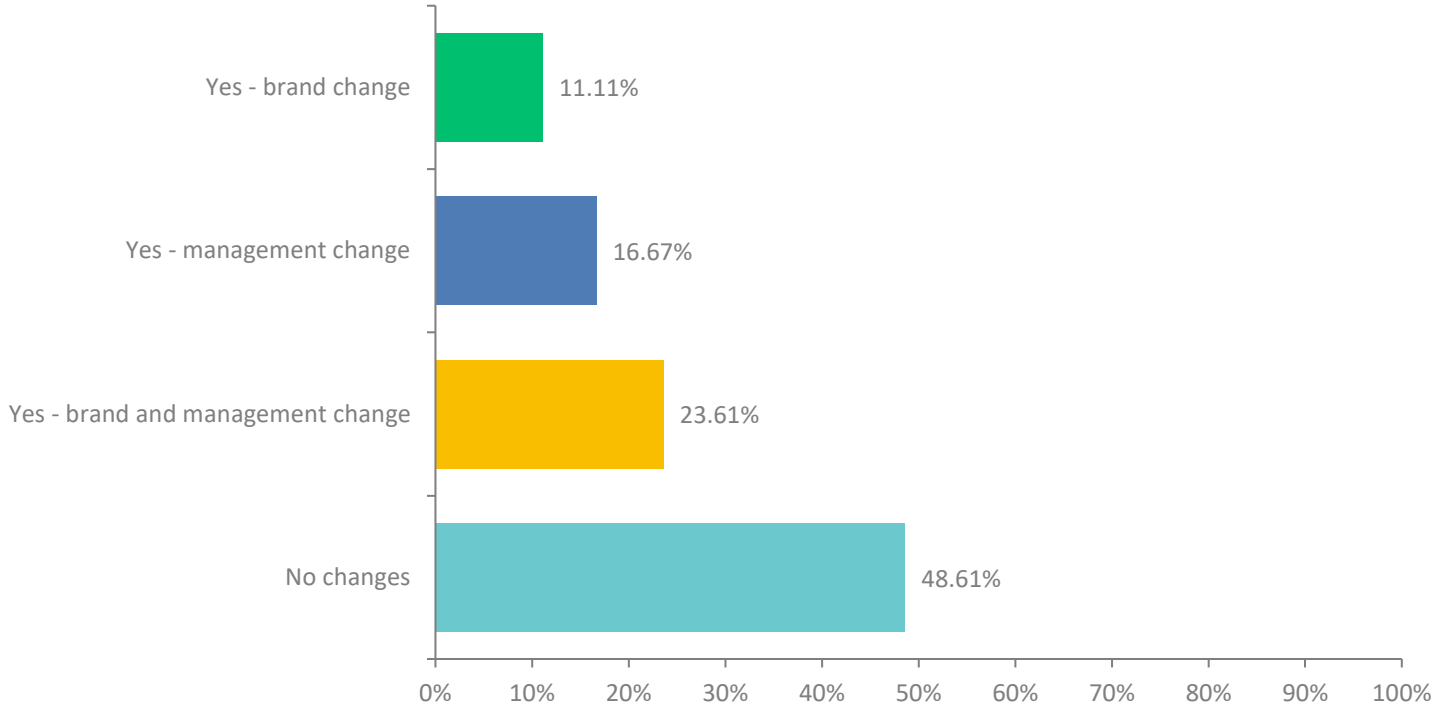
Q10: What percentage of your portfolio will require refinancing of debt within the next 9-12 months?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Less than 25%	66.67%	48
Between 25% and 50%	16.67%	12
Greater than 50%	4.17%	3
N/A	12.50%	9
TOTAL		72

Q11: Are you contemplating or have you made a brand or management change as part of your recent strategy?

Answered: 72 Skipped: 0



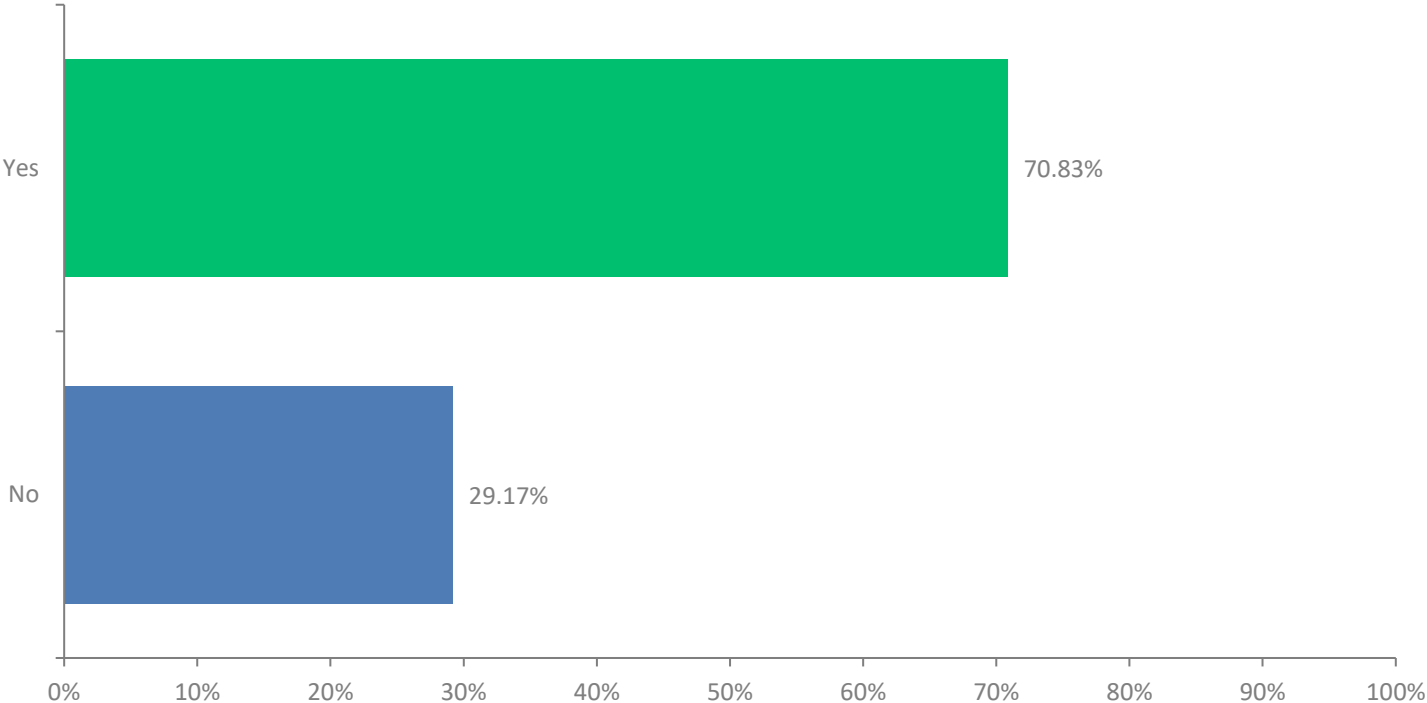
Q11: Are you contemplating or have you made a brand or management change as part of your recent strategy?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes - brand change	11.11%	8
Yes - management change	16.67%	12
Yes - brand and management change	23.61%	17
No changes	48.61%	35
TOTAL		72

Q12: Are you or your team using AI in a meaningful way for reporting or analysis?

Answered: 72 Skipped: 0



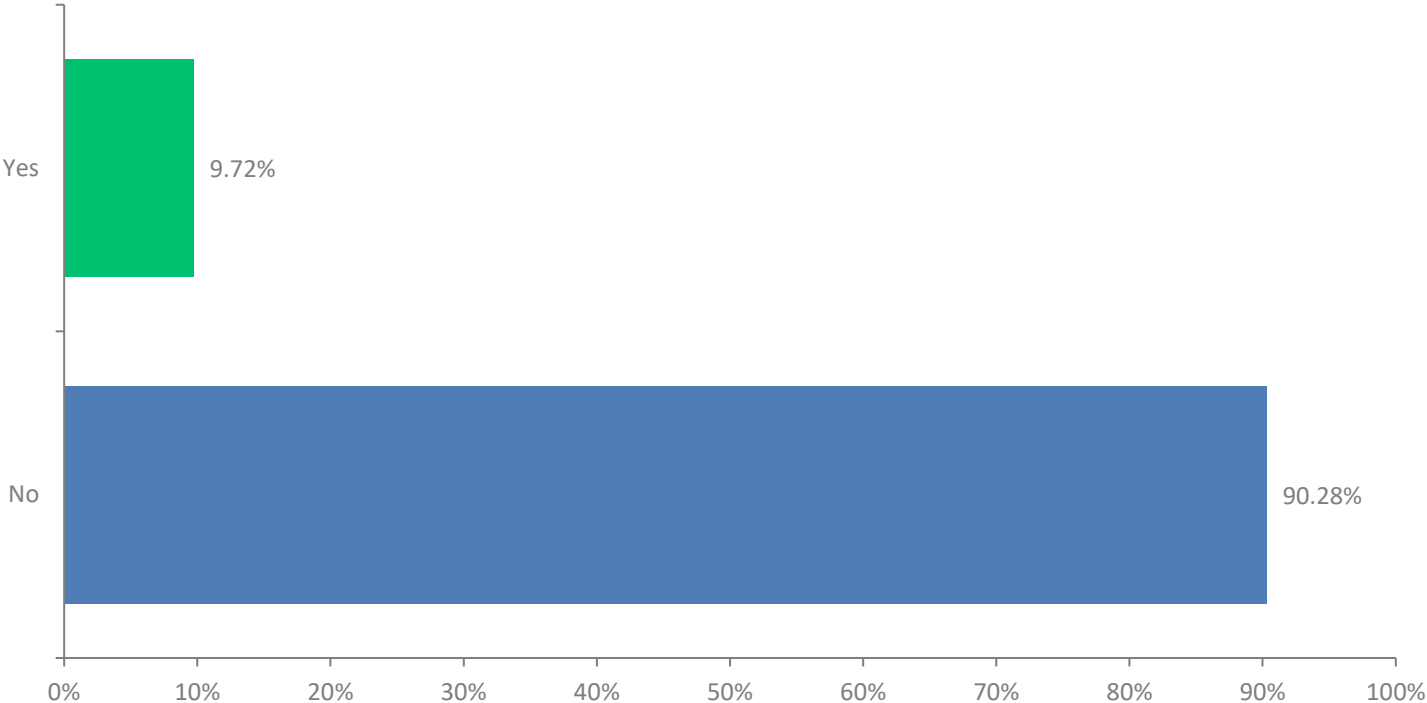
Q12: Are you or your team using AI in a meaningful way for reporting or analysis?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	70.83%	51
No	29.17%	21
TOTAL		72

Q13: Do you have any hotels that you expect to hand the keys back to the lender or enter into a forced sale situation?

Answered: 72 Skipped: 0



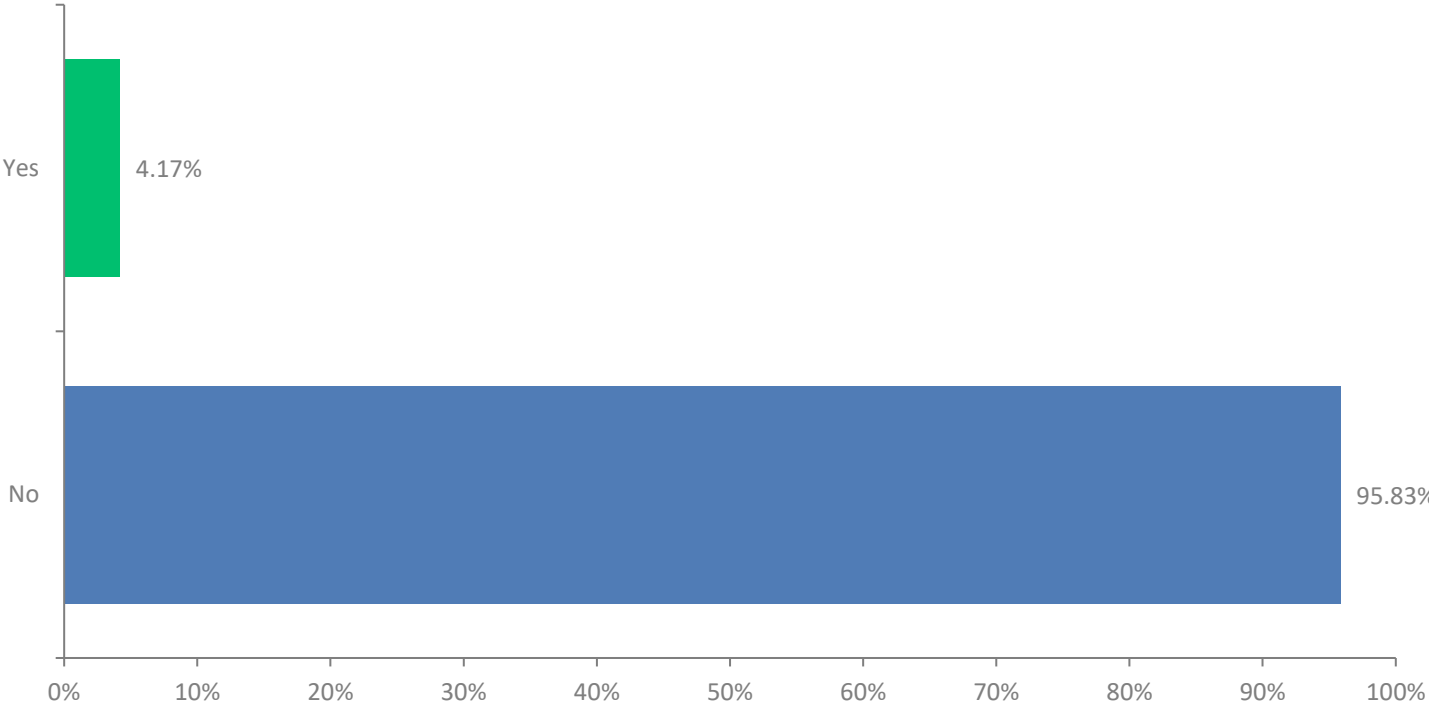
Q13: Do you have any hotels that you expect to hand the keys back to the lender or enter into a forced sale situation?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	9.72%	7
No	90.28%	65
TOTAL		72

Q14: Since the Spring HAMA survey have you handed back the keys to the lender or enter into a forced sale situation?

Answered: 72 Skipped: 0



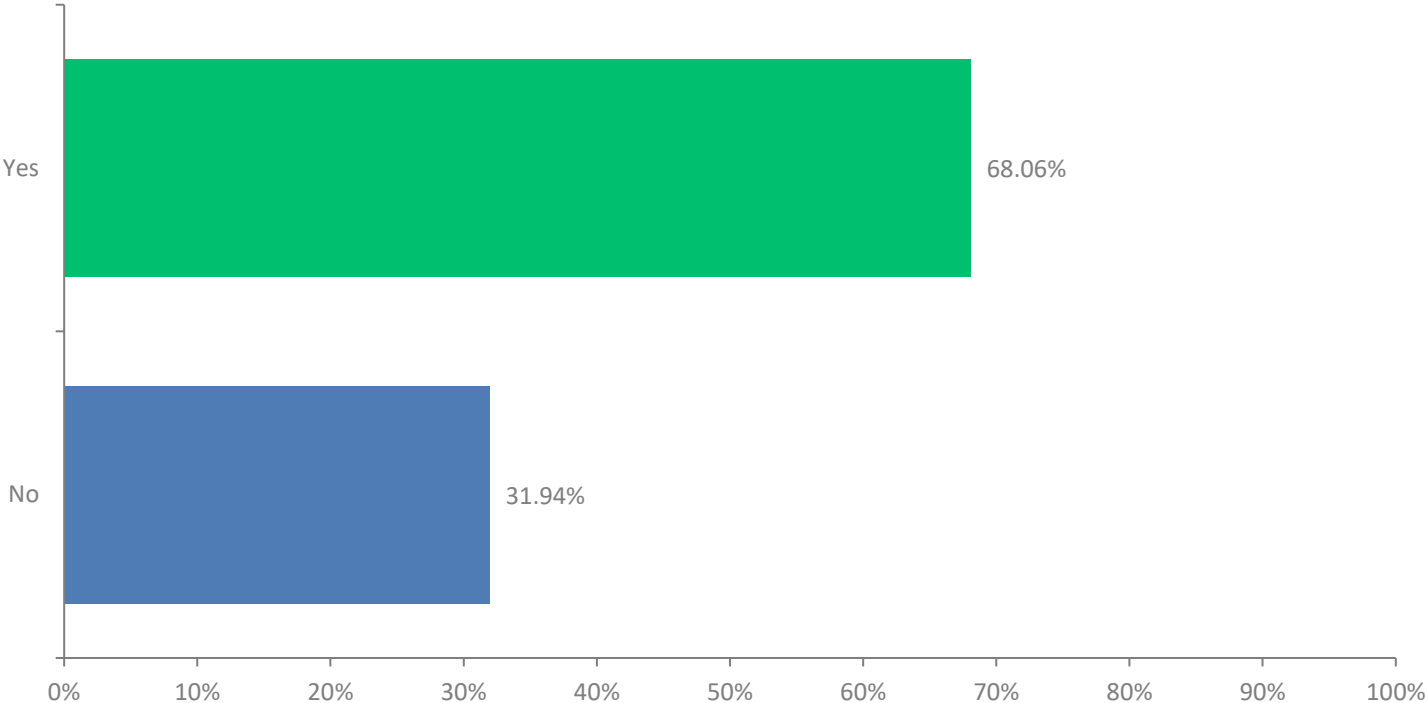
Q14: Since the Spring HAMA survey have you handed back the keys to the lender or enter into a forced sale situation?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	4.17%	3
No	95.83%	69
TOTAL		72

Q15: Are you actively pursuing acquisitions?

Answered: 72 Skipped: 0



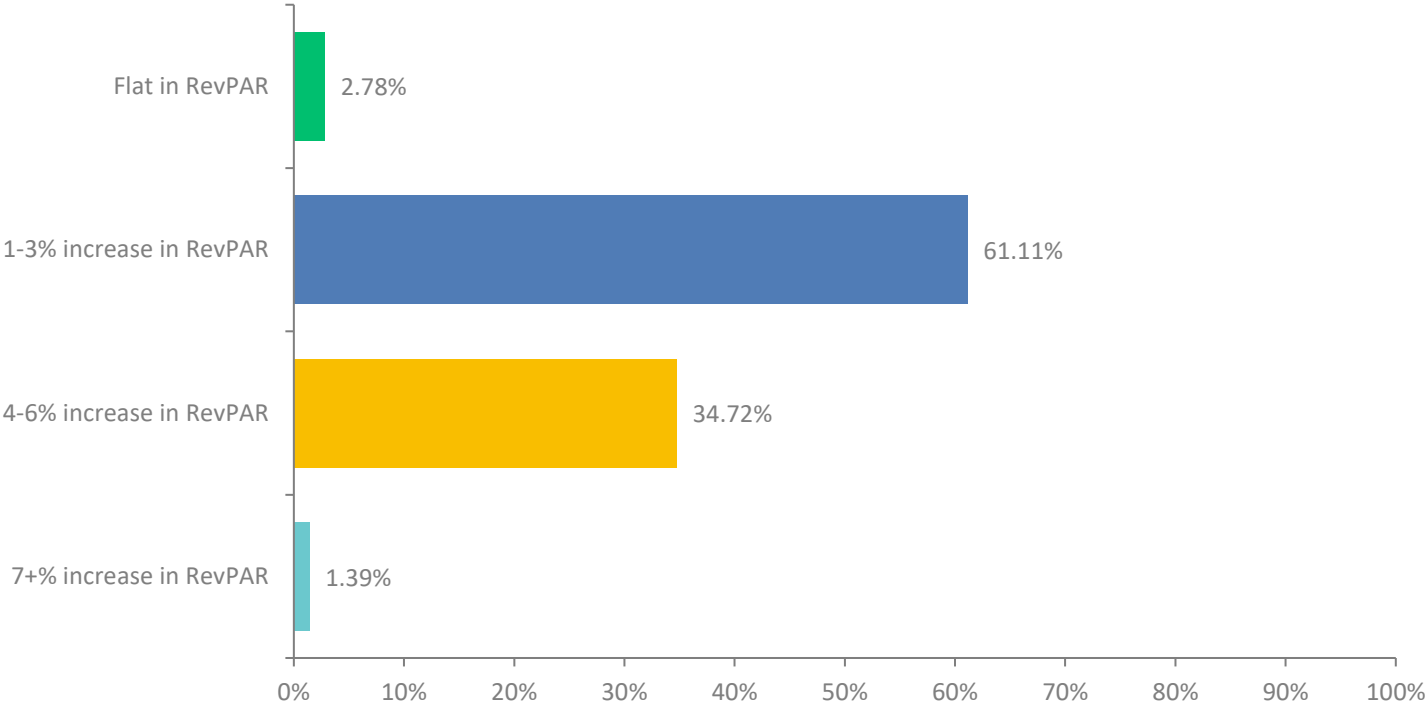
Q15: Are you actively pursuing acquisitions?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	68.06%	49
No	31.94%	23
TOTAL		72

Q16: What kind of RevPAR growth are you expecting for your portfolio in 2027 over 2026?

Answered: 72 Skipped: 0



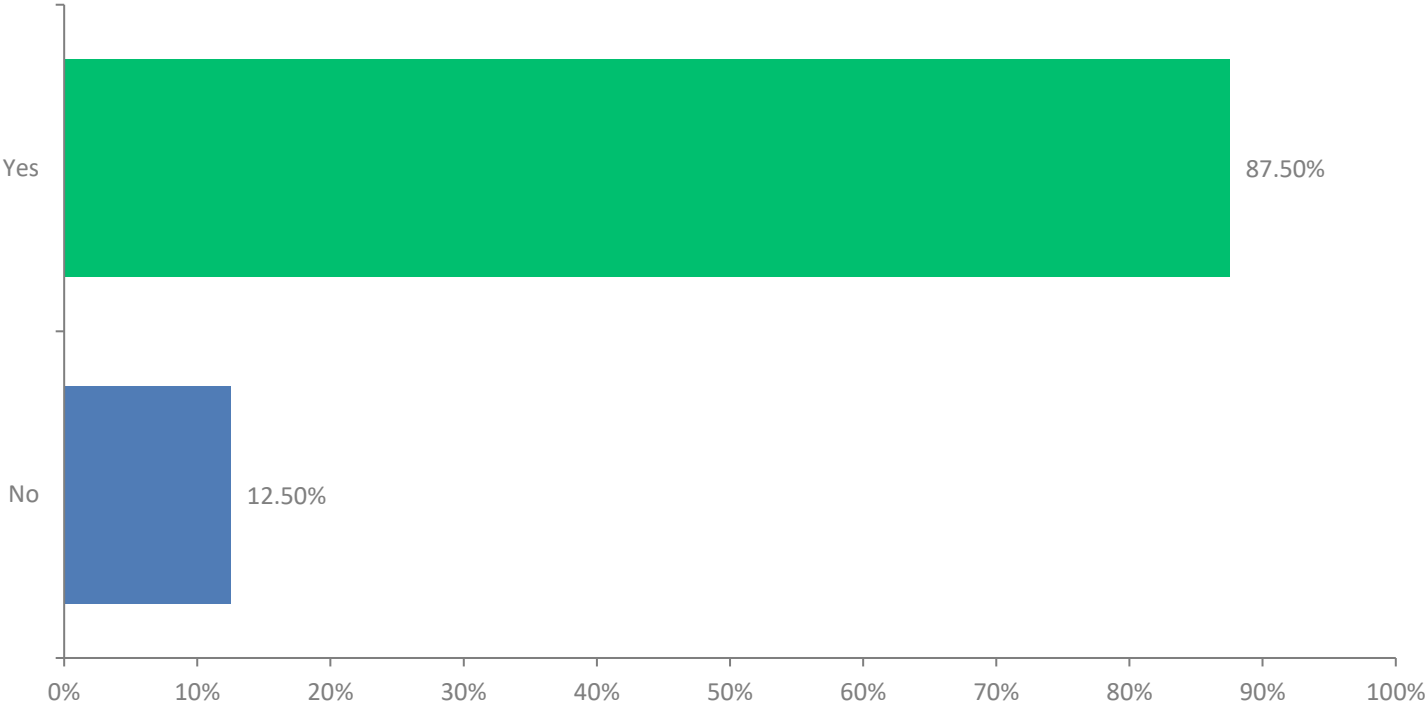
Q16: What kind of RevPAR growth are you expecting for your portfolio in 2027 over 2026?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Flat in RevPAR	2.78%	2
1-3% increase in RevPAR	61.11%	44
4-6% increase in RevPAR	34.72%	25
7+% increase in RevPAR	1.39%	1
TOTAL		72

Q17: Are you currently in planning or renovating of one or more properties in your portfolio?

Answered: 72 Skipped: 0



Q17: Are you currently in planning or renovating of one or more properties in your portfolio?

Answered: 72 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	87.50%	63
No	12.50%	9
TOTAL		72