hotel data by actabl

REPORT

Q3 2026: US Hotels Beat Budget as Profits Rise

Q3 2026 delivered strong results: ADR beat budget by 6.1%, RevPAR by 5.3%, GOP margin by 2.4 percentage points.



A year ago, US hotels closed Q3 2025 having missed their own expectations by a wide margin. ADR fell 4.9% short of budget. RevPAR missed by 10.8%. Operators entered 2026 with a more cautious outlook. Twelve months later, the hotel market looks very different.

Hotels in the US recorded gross operating profit per available room (GOPPAR) of $80.75 in Q3 2026, up 7.8% from Q3 2025. GOP margin expanded 1.1 percentage points to 41.9%. More significantly, hotels didn't just outperform last year; they outperformed their own expectations. ADR beat budget by 6.1%, RevPAR by 5.3%, and GOP margin by 2.4 percentage points. Operators who planned conservatively in late 2025 found more upside than they anticipated.

The quarter wasn't without complexity. August interrupted an otherwise strong trend. GOPPAR declined 0.2% year over year, GOP margin slipped slightly, and flow-through turned negative. Calendar shifts (August 2026 had one more Monday and one fewer Friday than in 2025) and a broader national slowdown, confirmed by CoStar/STR data, contributed to the dip. July and September more than compensated, posting GOPPAR growth of 11.3% and 11.8%, respectively. While July was bolstered by one-time impacts from the FIFA World Cup, September's reacceleration supports the potential for continued strength in the remaining months of 2026.

Rate drove most of the gains. ADR rose 3.9% to $203.28, accounting for roughly two-thirds of the 5.9% RevPAR increase. Occupancy improved 1.4 points to 72.5% but finished slightly below budget. Non-room revenue grew 2.0%, more slowly than rooms revenue.

The profit conversion story is encouraging. Implied operating expenses grew 3.1% against 5.0% revenue growth, producing Q3 GOP flow-through of approximately 63.5%, meaning about 63 cents of every additional dollar of revenue reached the bottom line. August was the exception, where a small revenue gain did not translate into additional profit.

The fuller picture on how hotels managed labor, their largest controllable cost, will follow in our Q3 Labor Report this December. Subscribe to HotelData.com to stay up to date.

**Data from approximately 5,000 hotels using Actabl's ProfitSword business intelligence platform. Analysis covers January 1 through September 30, 2026, compared with January 1 through September 30, 2025. The hotel sample varies by reporting period; figures may not be directly comparable across separate reports.*

Key Takeaways

1. US hotels outperformed their own Q3 2026 budget by a significant margin: ADR beat plan by 6.1%, RevPAR by 5.3%, and GOP margin by 2.4 percentage points, reversing a pattern of budget misses from Q3 2025.

2. ADR rose 3.9%, contributing most of the 5.9% RevPAR increase.

3. Occupancy improved 1.4 points but finished -0.5 points relative to budget.

4. TRevPAR grew 5.0% against STLY, while GOP margin expanded 1.1 points.

5. GOPPAR rose 7.8% for Q3 overall; August was the exception, slightly below STLY.

6. September saw the highest monthly ADR and total revenue, but monthly profitability did not improve uniformly.

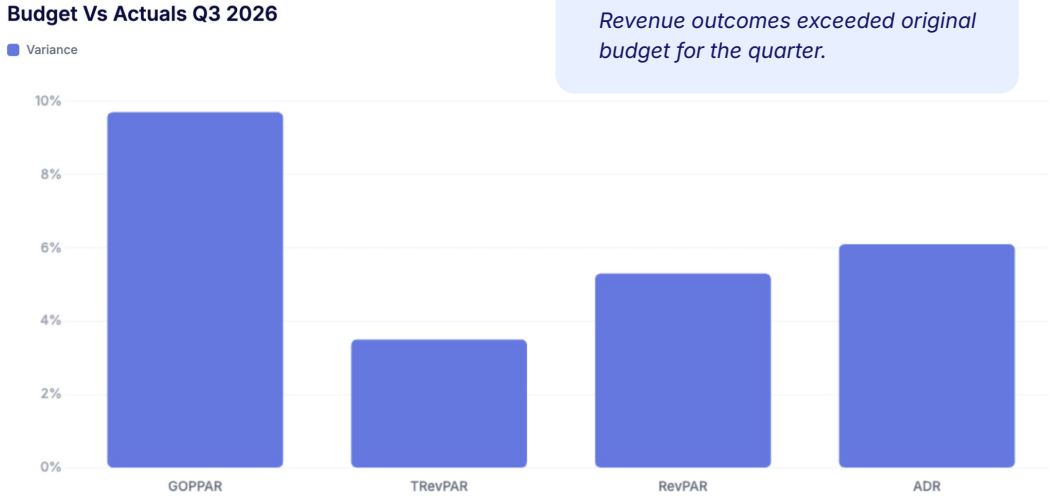
7. YTD through September 30, 2026, TRevPAR rose 4.1%, while GOP margin increased 0.9 percentage points.

8. Rate contributed $5.47 of the $8.25 Q3 RevPAR gain; non-room revenue per available room increased approximately 2.0%.

Budget Versus Actual: Stronger Pricing, Softer Occupancy

Q3 2026 occupancy of 72.5% was -0.5 percentage points below budget. In contrast, ADR exceeded budget by 6.1%, and TRevPAR exceeded budget by 3.5%. This points to stronger rates and revenue capture despite a volume shortfall against the original plan.

MEASURE	BUDGET	ACTUAL	VARIANCE
GOPPAR	$73.61	$80.75	▲ +9.7%
TRevPAR	$186.15	$192.61	▲ +3.5%
RevPAR	$140.02	$147.46	▲ +5.3%
ADR	$191.64	$203.28	▲ +6.1%
GOP margin	39.5%	41.9%	▲ +2.4 pts
Occupancy	73.1%	72.5%	▼ -0.5 pts



Revenue outcomes exceeded original budget for the quarter.

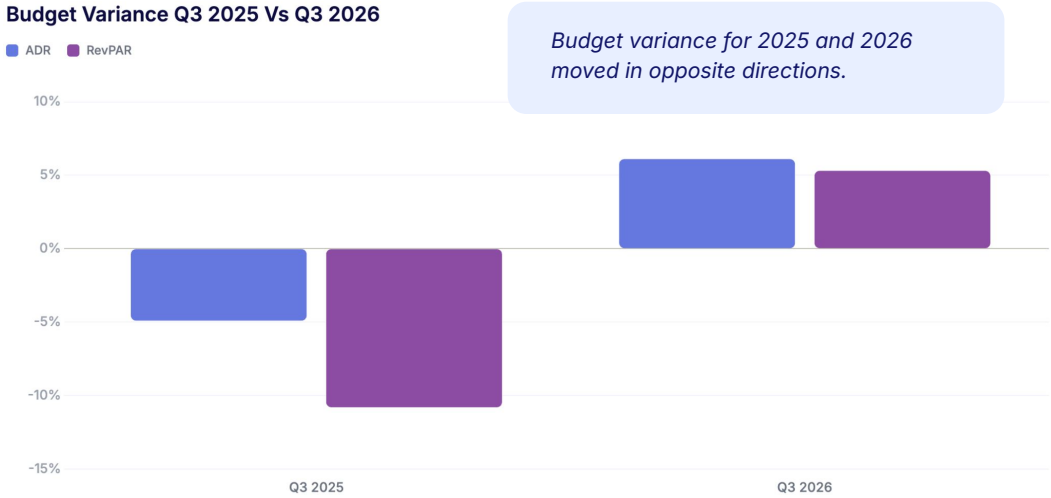
Source: Actabl data on HotelData.com

Budget Expectations Shifted: A Look Back at Q3 2025

HotelData.com's published Q3 2025 Profitability Report described a quarter in which actual results missed the original budget: ADR was 4.9% below plan, RevPAR was 10.8% below plan, and GOP margin was 1.5 percentage points below budget.

A year later, the data tells a different story against the original plan. ADR finished 6.1% above budget, RevPAR was 5.3% above budget, and GOP margin exceeded budget by 2.4 percentage points, even as occupancy missed plan by approximately 0.5 points.

BUDGET VARIANCE	Q3 2025	Q3 2026
ADR	▼ -4.9%	▲ +6.1%
RevPAR	▼ -10.8%	▲ +5.3%
GOP margin	▼ -1.5 pts	▲ +2.4 pts



Budget variance for 2025 and 2026 moved in opposite directions.

Source: Actabl data on HotelData.com

A Supporting Same-Time-Last-Year Comparison

For the first nine months, TRevPAR increased 4.1%, and GOP margin expanded 0.9 points. GOPPAR grew 6.4%. The YTD comparison provides useful context without conflating different seasonal quarters.

METRIC	YTD 2025	YTD 2026	CHANGE
GOPPAR	$72.86	$77.52	▲ +6.4%
GOP margin	40.5%	41.4%	▲ +0.9 pts
TRevPAR	$180.02	$187.46	▲ +4.1%
RevPAR	$135.11	$141.48	▲ +4.7%
ADR	$195.75	$201.38	▲ +2.9%
Occupancy	69.0%	70.3%	▲ +1.2 pts

Source: Actabl data on HotelData.com

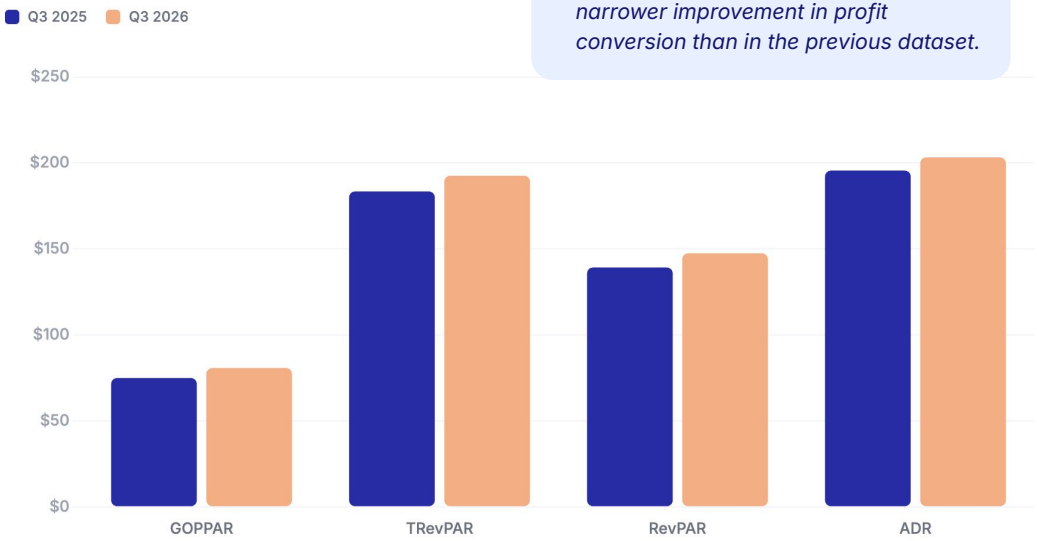
Q3 Actuals Show Year-on-Year Growth

Q3 2026 saw all metrics improve on Q3 2025 figures. GOPPAR saw the biggest gains, increasing 7.8%, supported by a 5.9% RevPAR increase and 3.9% ADR growth.

Q3 2026 compared with Q3 2025

METRIC	Q3 2025	Q3 2026	CHANGE
GOPPAR	$74.94	$80.75	▲ +7.8%
GOP margin	40.8%	41.9%	▲ +1.1 pts
TRevPAR	$183.45	$192.61	▲ +5.0%
RevPAR	$139.21	$147.46	▲ +5.9%
ADR	$195.59	$203.28	▲ +3.9%
Occupancy	71.2%	72.5%	▲ +1.4 pts

Q3 2025 vs Q3 2026

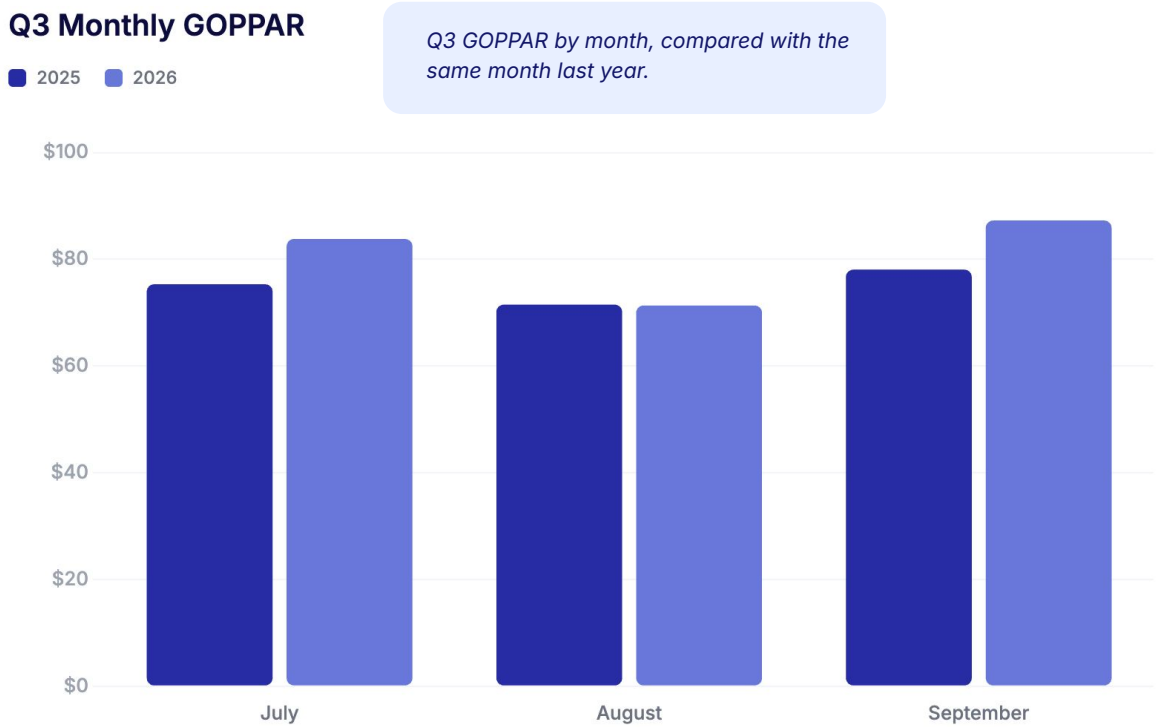


Positive revenue growth, with a narrower improvement in profit conversion than in the previous dataset.

Source: Actabl data on HotelData.com

GOPPAR: Growth, with an August Exception

GOPPAR increased from $74.94 to $80.75 for the quarter, up 7.8%. July grew 11.3%, August fell 0.2%, and September grew 11.8%. This monthly divergence warrants attention: the quarter was profitable overall, but gains were uneven.



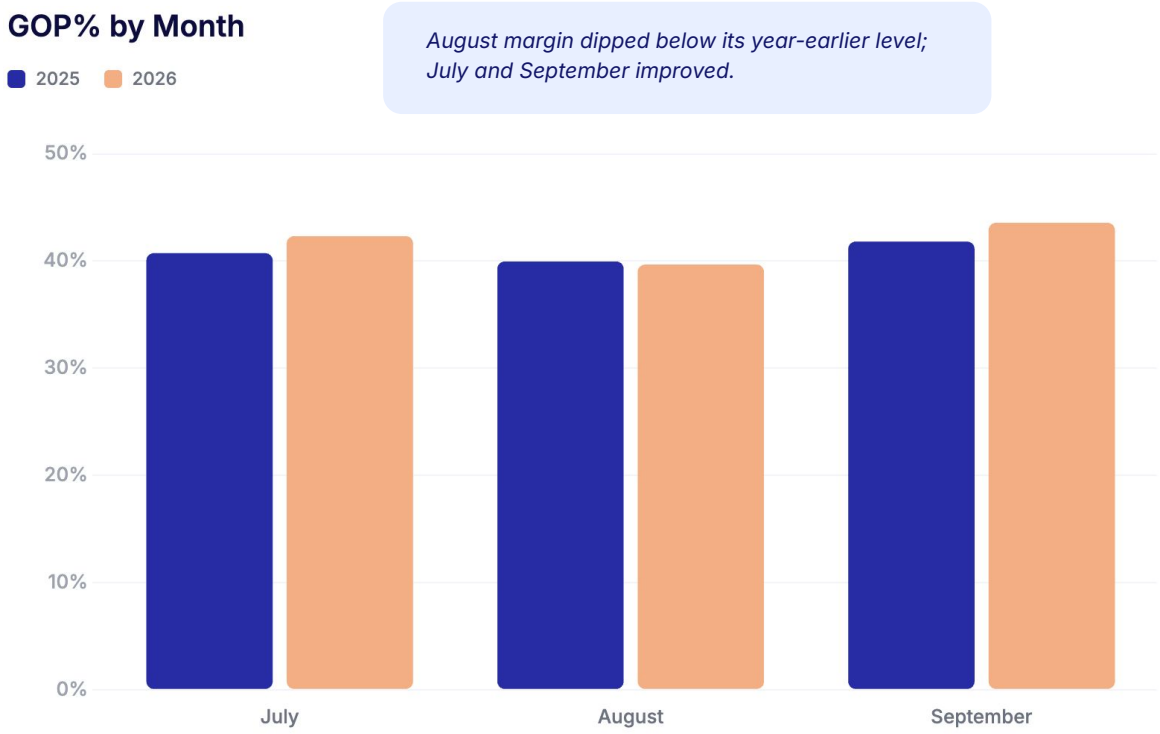
Q3 GOPPAR by month, compared with the same month last year.

Source: Actabl data on HotelData.com

GOP Margin: Improvement Was Modest and Uneven

The Q3 margin rose 1.1 points overall. August GOP margin was 39.7%, compared with 40.0% STLY, a slight decline. September recovered to 43.6%. This pattern argues against describing Q3 as an uninterrupted increase in operating efficiency.

The aggregate figures do not identify departmental drivers. Shifts in hotel mix, revenue composition, staffing, procurement, and other operating costs could influence the reported margin.



Source: Actabl data on HotelData.com

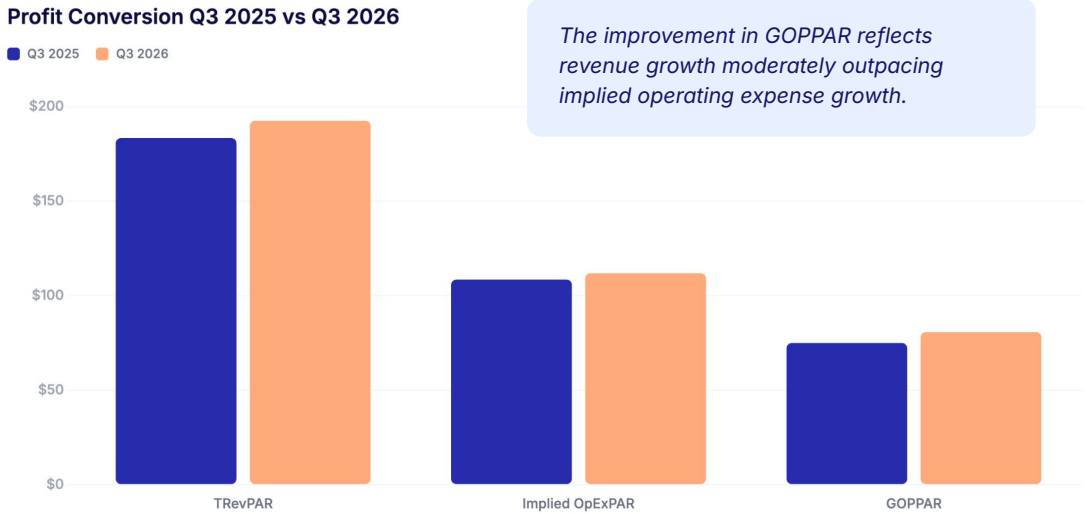
Profit Conversion and Implied Operating Expenses

Implied operating expenses rose from $108.52 to $111.86, up 3.1%. TRevPAR increased 5.0%.

TRevPAR		
Q3 2025	Q3 2026	STLY
$183.45	$192.61	▲ +5.0%

Implied OpExPAR		
Q3 2025	Q3 2026	STLY
$108.52	$111.86	▲ +3.1%

GOPPAR		
Q3 2025	Q3 2026	STLY
$74.94	$80.75	▲ +7.8%



The improvement in GOPPAR reflects revenue growth moderately outpacing implied operating expense growth.

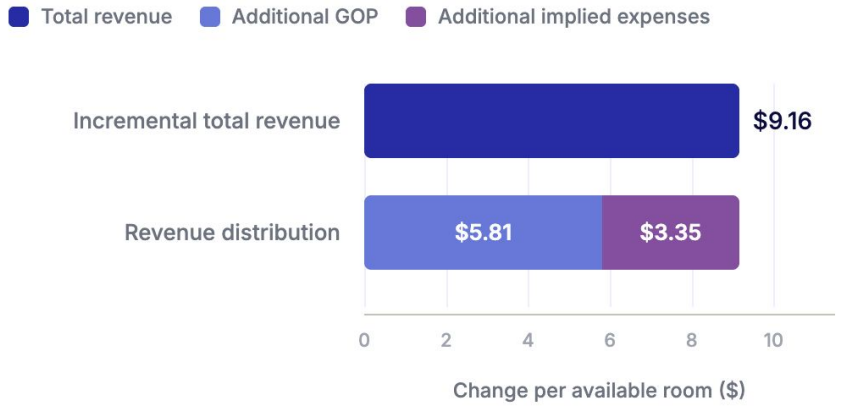
Source: Actabl data on HotelData.com

GOP Flow-Through: How Much Additional Revenue Became Profit?

Q3 CHANGE VS. 2025	PER AVAILABLE ROOM
Increase in total revenue (TRevPAR)	$9.16
Increase in gross operating profit (GOPPAR)	$5.81
Increase in implied operating expenses	$3.35

Q3 2026 GOP flow-through on a per-available-room basis was approximately 63.5%. In Q3 2026, TRevPAR increased by $9.16, GOPPAR by $5.81, and operating expenses by $3.35. Therefore, for each additional dollar of total revenue per available room compared with Q3 2025, about 63 cents translated into additional GOPPAR, after variable and fixed operating costs.

The finding reinforces that revenue growth exceeded the increase in implied operating expenses per available room.



Approximately 63.5% of the additional total revenue per available room translated into additional GOPPAR; the remaining 36.5% corresponded to higher implied operating expenses per available room.

Source: Actabl data on HotelData.com

Monthly GOP Flow-Through: August Interrupted the Trend

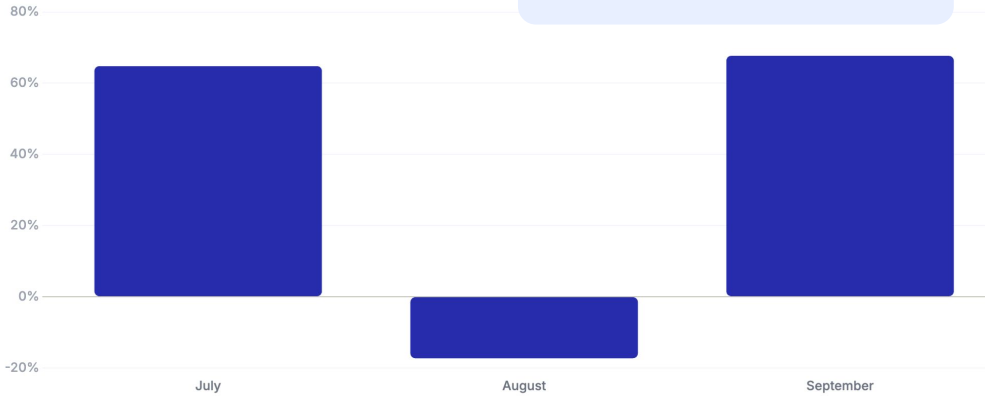
The Q3 GOP flow-through of 63.5% hides a clear month-to-month difference. Comparing each 2026 month with the same month in 2025, July recorded approximately 64.8% flow-through, August -17.3%, and September 67.7%. These monthly ratios use changes in GOPPAR divided by changes in TRevPAR.

In August, TRevPAR increased by approximately $0.92 per available room, while GOPPAR declined by $0.16. The negative flow-through means the small revenue increase did not translate into additional GOPPAR that month.

MONTH	CHANGE IN TREVPAR	CHANGE IN GOPPAR	GOP FLOW-THROUGH
July	▲ +$13.08	▲ +$8.48	▲ 64.8%
August	▲ +$0.92	▼ -$0.16	▼ -17.3%
September	▲ +$13.61	▲ +$9.21	▲ 67.7%

Q3 2026 GOP flow-through by Month

August saw GOP flow-through decline against STLY.



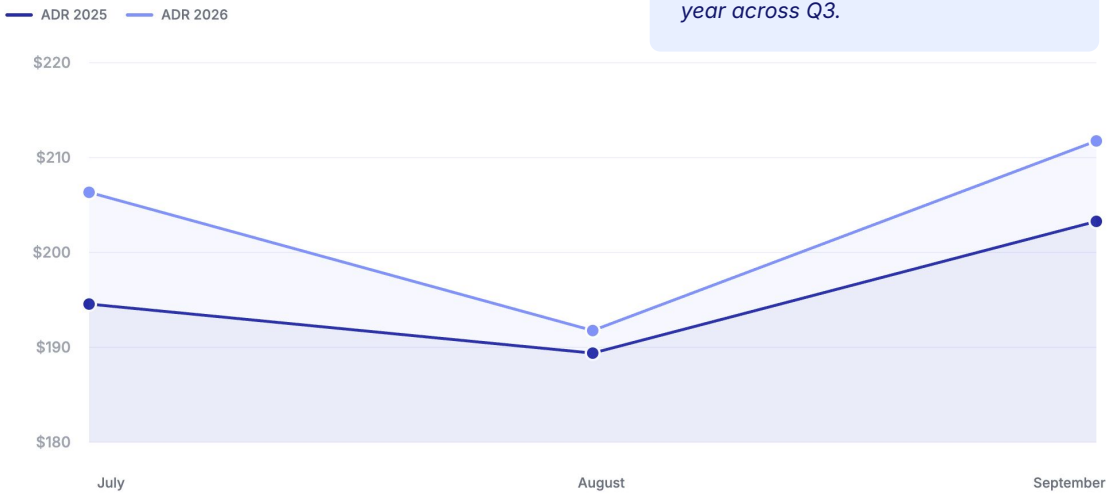
Source: Actabl data on HotelData.com

ADR and Occupancy: Rate Remained the Main Revenue Driver

ADR increased 3.9% in Q3 2026, while occupancy improved 1.4 points compared to STLY. Higher room rates drove most of the RevPAR improvement, although mix changes can also affect ADR.

Breaking this down by month, July saw ADR of $206.34, up 6.05% on STLY; August recorded a 1.26% increase in ADR to $191.77; and September saw ADR increase 4.17% to $211.75 – the highest ADR of the quarter.

ADR by Month



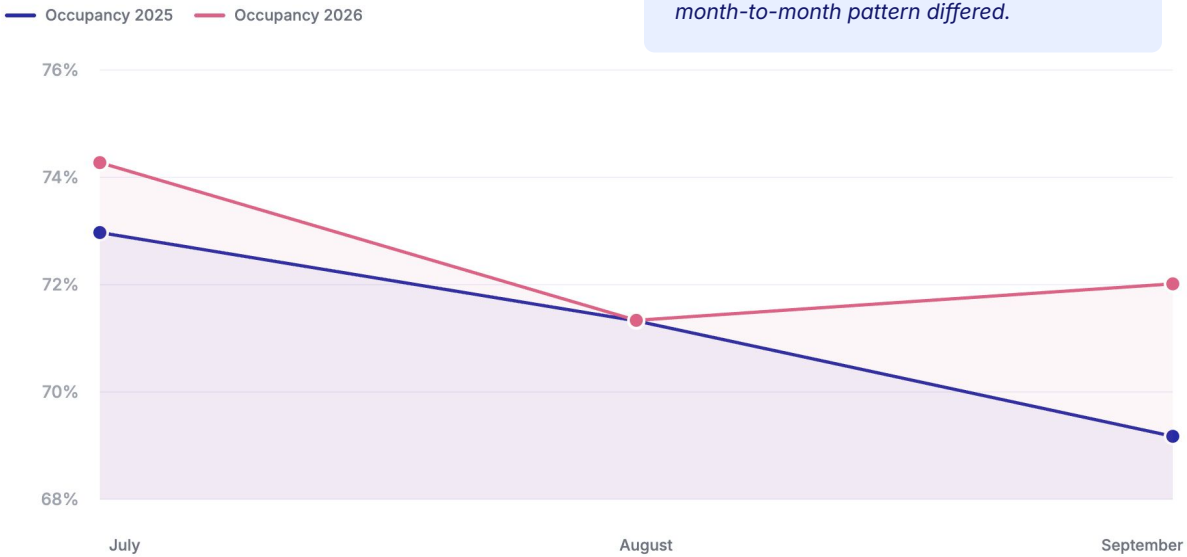
Monthly ADR remained above the prior year across Q3.

Source: Actabl data on HotelData.com

ADR AND OCCUPANCY: RATE REMAINED THE MAIN REVENUE DRIVER

Occupancy increased 1.4 points from 71.2% in Q3 2025 to 72.5% in Q3 2026. By month, the increase was uneven. July occupancy rose 1.3 points to 74.3%, August remained flat at 71.3%, and September jumped 2.8 points to 72.0%. This contrasts sharply with the month-on-month decline in occupancy seen throughout Q3 2025.

Occupancy by Month



Occupancy improved for Q3 overall, but the month-to-month pattern differed.

Source: Actabl data on HotelData.com

RevPAR and TRevPAR: Room and Total Revenue Both Increased

Q3 RevPAR increased $8.25 per available room versus Q3 2025, or 5.9% to $147.46. Breaking this down by month, September saw the greatest increase, up 8.45% or $11.88 to $152.49, followed by July, up 7.95% and $11.28 to $153.25 – the highest RevPAR of the quarter. August remained relatively flat year on year, just 1.27% above STLY at $136.80.

RevPAR by Month



RevPAR remained ahead of 2025 figures in all months, while continuing to mirror the previous year's pattern.

Source: Actabl data on HotelData.com

REVPAR AND TREVPAR: ROOM AND TOTAL REVENUE BOTH INCREASED

TRevPAR grew 5.0% to $192.61 across the quarter, compared with STLY. Again, September posted the largest YoY increase, up $13.60, or 7.29%, to $200.26. July also held strong, up $13.08 or 7.07% to $197.97, while August was again flat YoY, up 0.52% to $179.82.

TRevPAR by Month



Every month outperformed 2025, with September as the quarter's standout for TRevPAR.

Source: Actabl data on HotelData.com

August's Slowdown Reflected Wider US Hotel Trends

August was the weakest month of Q3 for hotels in the HotelData.com dataset, with GOPPAR declining 0.2% year over year and GOP margin slipping from 40.0% to 39.7%.

The slowdown was not unique to the hotels in our dataset. According to CoStar/STR, national US hotel RevPAR growth slowed from 8.2% in July to 2.0% in August 2026. ADR growth also moderated, from 5.7% to 1.5%, while occupancy increased just 0.5% year over year.

Calendar shifts contributed to the slowdown. STR's Isaac Collazo noted that August 2026 had one more Monday and one fewer Friday than August 2025, creating an estimated 0.8-percentage-point drag on national RevPAR growth.

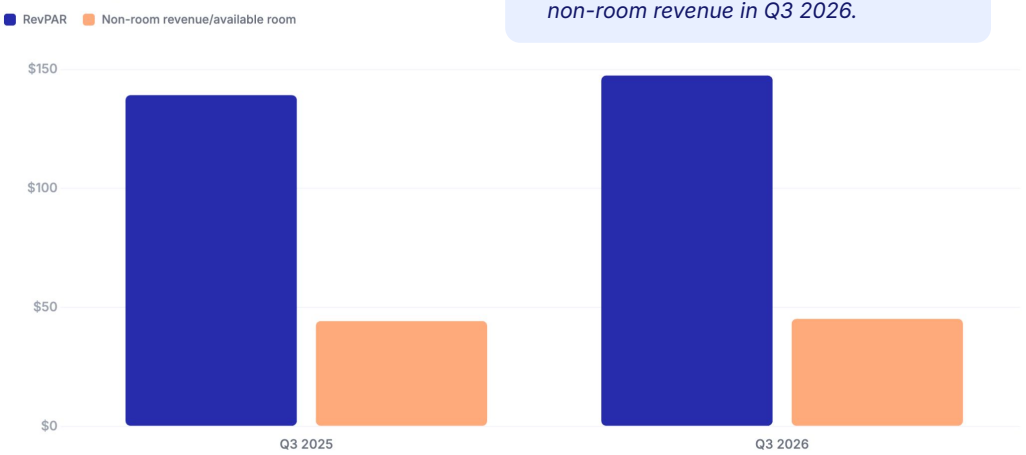
Revenue Beyond Rooms: Growth Was More Modest

Q3 RevPAR increased 5.9%, while TRevPAR grew 5.0%. The gap between TRevPAR and RevPAR, which represents revenue beyond available rooms, rose from $44.25 in Q3 2025 to $45.15 in Q3 2026, up about 2.0%.

Non-room revenue rose in dollar terms but more slowly than rooms revenue. The practical question is whether hotels can improve the financial contribution of food and beverage, meetings, parking, amenities, and other guest spending without adding disproportionate operating costs.

MEASURE	Q3 2025	Q3 2026	YOY CHANGE
RevPAR	$139.21	$147.46	▲ +5.9%
Non-room revenue/available room	$44.25	$45.15	▲ +2.0%
TRevPAR	$183.45	$192.61	▲ +5.0%

Revenue Beyond Rooms



Room revenue increased more than non-room revenue in Q3 2026.

Source: Actabl data on HotelData.com

Stronger Demand Meets Persistent Cost Pressure

The Q3 2026 HotelData.com results reflect a wider US hotel market in which revenue continued to grow, but the strength of that growth varied considerably throughout the quarter, according to CBRE's Q3 2026 US Hotel Figures.

August's slowdown reflected wider industry trends: GOPPAR declined 0.2% year over year, while GOP margin slipped from 40.0% to 39.7%. This interrupted the positive profitability improvements recorded in July and September.

CoStar/STR reported a similar pattern in national revenue performance. US hotel RevPAR growth slowed from 8.2% in July to just 2.0% in August 2026. ADR growth moderated from 5.7% to 1.5%, while occupancy growth weakened from 2.3% to 0.5%, measured as relative year-over-year changes.

The moderation followed a strong start to summer, when major events, including the FIFA World Cup, supported hotel demand and pricing in several markets.

Calendar changes also influenced the August comparison. August 2026 contained one more Monday and one fewer Friday than August 2025. This created an estimated 0.8-percentage-point drag on national RevPAR growth.

Q3 profitability strengthened. GOPPAR increased 7.8%, while GOP margin improved 1.1 points. August did not share the GOPPAR improvement, and occupancy missed budget.

The greatest opportunity is to understand where rate gains translate into sustainable profit without assuming all hotels experienced the same result.

Next Steps for Hotel Leaders

1. Review ADR growth alongside occupancy and the cost of demand acquisition.
2. Track GOPPAR and GOP margin alongside departmental costs and total operating revenue.
3. Revisit August performance to understand why margin softened versus STLY. Don't overlook calendar shifts that may have influenced monthly trends.
4. Use original-budget variances to challenge rate and occupancy assumptions.
5. Review STLY each month and use YTD as context rather than comparing different seasonal quarters.
6. Assess departmental productivity and the financial contribution of revenue beyond rooms; review the August flow-through exception before changing operating plans.

Get in Touch

- As hotels enter the final quarter of 2026, sharper insights and more agile planning are essential to protecting profitability and driving performance. Actabl solutions, including **ProfitSword** and **Hotel Effectiveness**, help hotel leaders connect financial performance, labor planning, forecasting, and daily operations to make more confident decisions.
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