

STR Global adds 13 new markets to its market-leading monthly surveys

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The STR Global HotelBenchmark(TM) Survey, issued monthly, now tracks 525 markets outside North America

The new markets added include 9 markets in Scandinavia, 3 markets in Europe and Fukuoka in Japan.

James Chappell, Managing Director of STR Global in London, commented: "Following the successful consolidation of the three already extensive databases from HotelBenchmark, The Bench and Smith Travel Research, we are pleased to announce the first of many significant expansions to our monthly coverage across the regions. We have more markets in development, which we hope to release soon".

Performance of new markets year-to-April 2008

Market	Occupancy (%)	Average room rate (US\$)	RevPAR (US\$)	RevPAR Change (%)
Cordoba, Spain	65.7	129	85	17.9
Sofia, Bulgaria	53.4	170	91	10.9
Fukuoka, Japan	64.5	122	79	4.8
Cheltenham, UK	68.3	134	91	4.8
Helsingborg, Sweden	52.5	131	69	12.4
Jonkoping, Sweden	52.7	138	73	15.7
Karlstad, Sweden	53.3	131	70	20.4
Kristiansand, Norway	57.7	150	87	55.1
Norrkoping, Sweden	50.1	136	68	13.3
Orebro, Sweden	55.5	133	74	14.5
Stavanger, Norway	67.0	208	139	44.9
Tromso, Norway	65.1	160	104	27.6
Trondheim, Norway	61.9	174	108	33.5

Source: STR Global HotelBenchmark™ Survey

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