

Weekly U.S. Lodging Performance for the week ending August 2, 2008

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The U.S. hotel industry posted declines in two key performance measurements during the week of 27 July - 02 August 2008, according to data from STR.

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In year-over-year measurements, the industry's occupancy fell 3.2 percent to finish the week at 71.2 percent. Average daily rate increased 3.1 percent to end the week at US\$107.64. Revenue per available room for the week fell 0.2 percent to finish at US\$76.60.

'Preliminary July monthly numbers indicate basically flat RevPAR growth,' added Bobby Bowers, senior VP of operations at STR. 'Early data shows that July performance improved versus June, due in part to easier calendar comps. However, industry demand remains soft as we move into the final weeks of the summer vacation season.'

In the closing week of July, RevPAR increased Sunday through Tuesday and declined Wednesday through Saturday. Monday night RevPAR increased by 5.0 percent.

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