

Weekly U.S. Lodging Performance for the week ending August 30, 2008

2008-09-05

The U.S. hotel industry posted increases in two key performance measurements during the week of 24 - 30 August 2008, according to data from STR.

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In year-over-year measurements, average daily rate increased 4.7 percent to finish the week at \$105.26. Revenue per available room for the week increased 1.4 percent to finish at \$65.41. The industry's occupancy fell 3.2 percent to end the week at 62.1 percent.

'Democratic National Convention activity and the travel period heading into the Labor Day weekend took industry RevPAR positive for the first time in many weeks,' said Brad Garner, VP of client services at STR.

As for the outlook for official August numbers, Garner added, 'Preliminary August data confirms continued softness throughout the industry with occupancy growth over last August declining 4.0 percent on rate increases of approximately 3.0 percent.'

About STR & STR Global

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