

Weekly U.S. Lodging Performance for the week ending 06 September 2008

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The U.S. hotel industry recorded occupancy and RevPAR declines during the week of 31 August - 06 September 2008, according to data from STR. The industry maintained positive rate growth.

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In year-over-year measurements, occupancy fell 7.3 percent to finish the week at 54.3 percent. Revenue per available room for the week fell 6.2 percent to finish at \$54.70 supported by a modest 1.2 percent increase in average daily rate. ADR stood at \$100.73 for the week.

'The first week of September was challenging for the U.S. lodging industry,' said Bobby Bowers, senior VP of operations at STR. 'Industry occupancy declined 7.3 percent and was weak across all chain-scale segments and most markets. Hurricane activity was a contributor in some east coast markets, but weakness was fairly broad-based.'

Industry performance fluctuated greatly throughout the week. U.S. hotels recorded RevPAR growth as high as 11.1 percent on Monday and declines as low as 14.8 percent on Saturday.

About STR & STR Global

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