

## Weekly U.S. Lodging Performance for the week ending 13 September 2008

2008-09-18

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U.S. hotel industry RevPAR fell during the week of 7 - 13 September 2008, according to data from STR. Occupancy decline outpaced average daily rate growth for the period.

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In year-over-year measurements, the industry's occupancy fell 6.1 percent to end the week at 61.9 percent. Average daily rate increased 5.5 percent to finish the week at \$108.00. Revenue per available room for the week decreased 0.9 percent to finish at \$66.89.

'Last week's industry performance was marginally better than early September,' said Bobby Bowers, senior VP of operations at STR, 'but room night demand remains weak with occupancy declining just over 6 percent.'

Positive RevPAR growth was found mid-week, on Tuesday through Thursday. RevPAR declines as great as 8.1 percent (Sunday) were recorded.

Bowers continued, 'On the positive side, weekly ADR gained 5.5 percent. Through the first half of the month, occupancy declined over 7 percent, which pushed revenue per available down about 4 percent.'

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