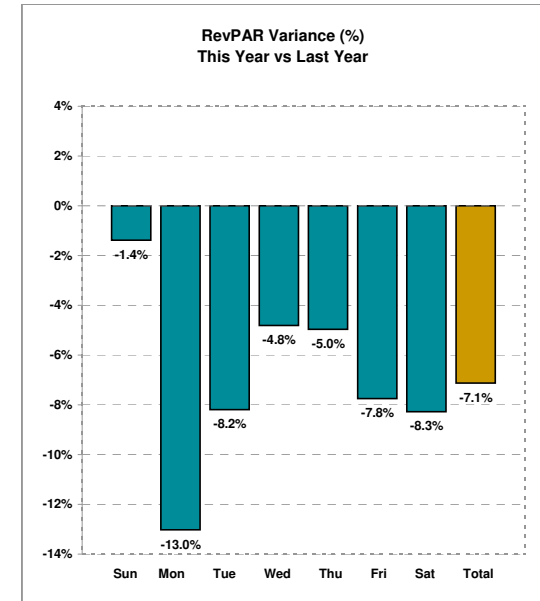
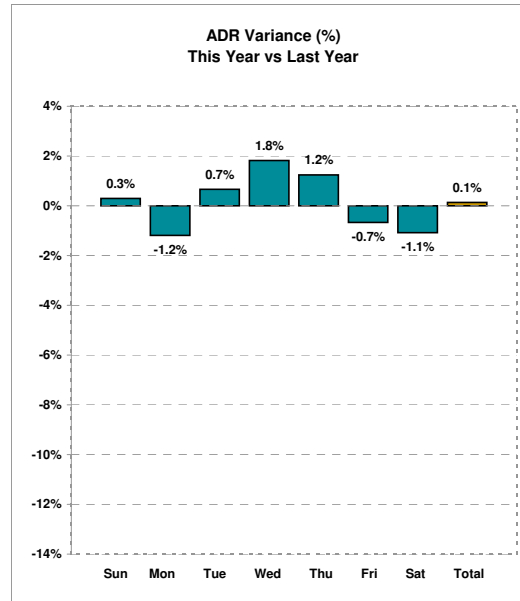
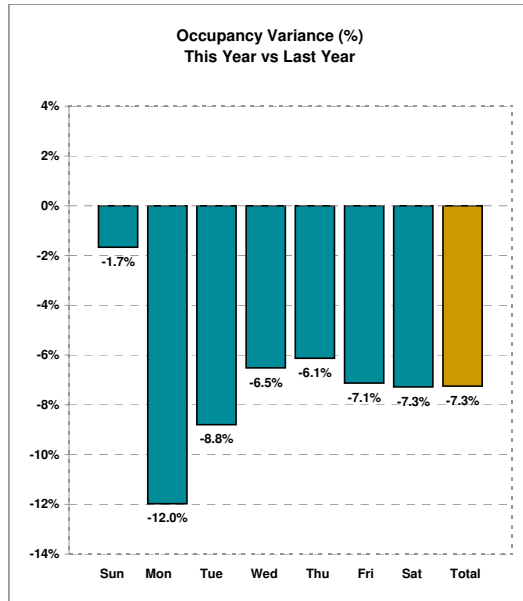




## Weekly Lodging Report - Total United States - Week of October 12, 2008 - October 18, 2008

	Actual Oct 12, 2008 - Oct 18, 2008								Percent Change from Previous Year							
	12-Oct-08	13-Oct-08	14-Oct-08	15-Oct-08	16-Oct-08	17-Oct-08	18-Oct-08	Total	14-Oct-07	15-Oct-07	16-Oct-07	17-Oct-07	18-Oct-07	19-Oct-07	20-Oct-07	Total
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week
<b>Occupancy</b>	50.9%	58.9%	65.9%	68.1%	65.2%	69.1%	71.5%	64.2%	-1.7%	-12.0%	-8.8%	-6.5%	-6.1%	-7.1%	-7.3%	-7.3%
<b>Average Daily Rate</b>	\$106.60	\$108.63	\$111.76	\$112.18	\$109.76	\$105.11	\$106.08	\$108.61	0.3%	-1.2%	0.7%	1.8%	1.2%	-0.7%	-1.1%	0.1%
<b>Revenue Per Available Room</b>	\$54.26	\$63.96	\$73.61	\$76.41	\$71.57	\$72.64	\$75.87	\$69.76	-1.4%	-13.0%	-8.2%	-4.8%	-5.0%	-7.8%	-8.3%	-7.1%



Source: Smith Travel Research

You may quote this data when properly attributing it to Smith Travel Research, Inc.  
For additional information about specific markets or STR chain scales please contact STR at 615-824-8664, or e-mail: [info@smithtravelresearch.com](mailto:info@smithtravelresearch.com).

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