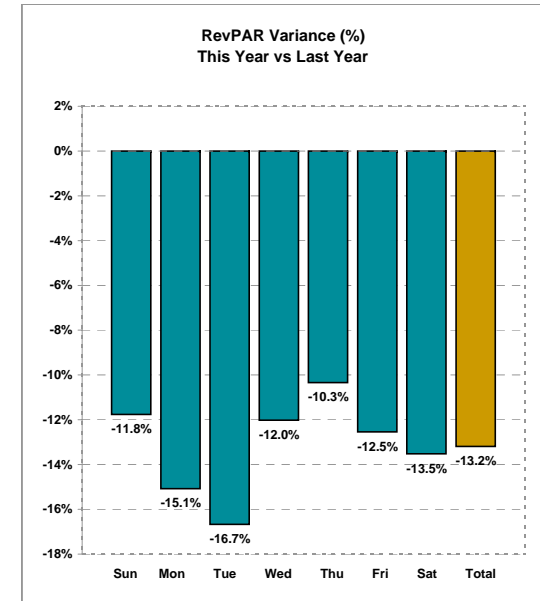
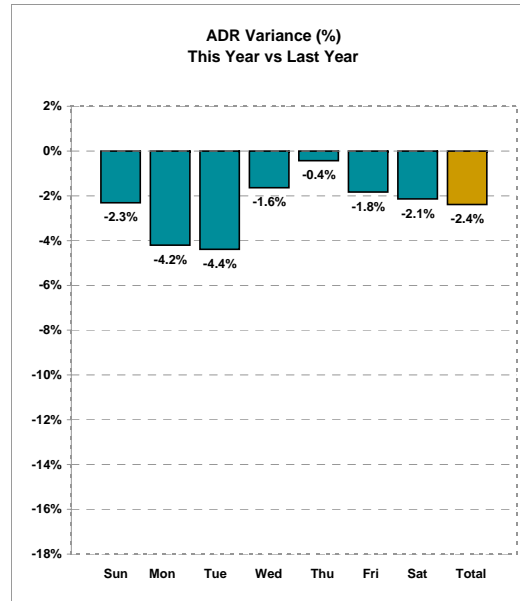
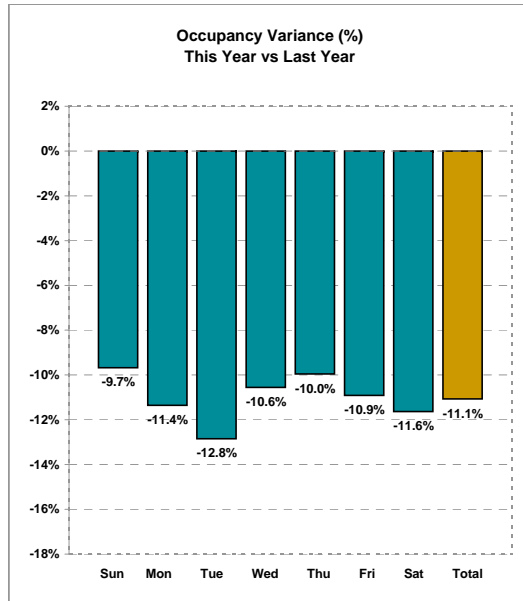




## Weekly Lodging Report - Total United States - Week of September 28, 2008 - October 04, 2008

	Actual Sep 28, 2008 - Oct 04, 2008								Percent Change from Previous Year							
	28-Sep-08	29-Sep-08	30-Sep-08	1-Oct-08	2-Oct-08	3-Oct-08	4-Oct-08	Total	30-Sep-07	1-Oct-07	2-Oct-07	3-Oct-07	4-Oct-07	5-Oct-07	6-Oct-07	Total
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week
<b>Occupancy</b>	42.8%	54.6%	59.1%	62.1%	60.2%	66.3%	70.7%	59.4%	-9.7%	-11.4%	-12.8%	-10.6%	-10.0%	-10.9%	-11.6%	-11.1%
<b>Average Daily Rate</b>	\$99.00	\$101.33	\$103.14	\$106.42	\$106.08	\$103.75	\$105.57	\$103.90	-2.3%	-4.2%	-4.4%	-1.6%	-0.4%	-1.8%	-2.1%	-2.4%
<b>Revenue Per Available Room</b>	\$42.34	\$55.37	\$60.92	\$66.10	\$63.85	\$68.77	\$74.64	\$61.70	-11.8%	-15.1%	-16.7%	-12.0%	-10.3%	-12.5%	-13.5%	-13.2%



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.

Date Created: October 07, 2008