

Date Created: September 17, 2018

# Global Hotel Review (Media Version) - Constant Currency Edition

Global Hotel Industry Performance for the Month of August 2018

Volume 18, Issue MED8



Table of Contents	1
Global Performance (US Dollars)	2
Global Performance (Euros)	3
Global Performance (British Pounds)	4
World Regions	5
Help	6

735 East Main Street, Hendersonville, TN 37075 USA  
T : +1 615 824 8664  
support@str.com www.str.com

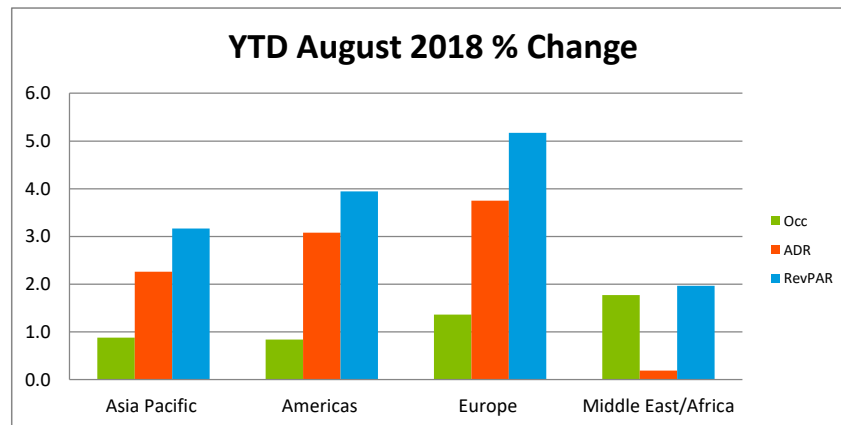
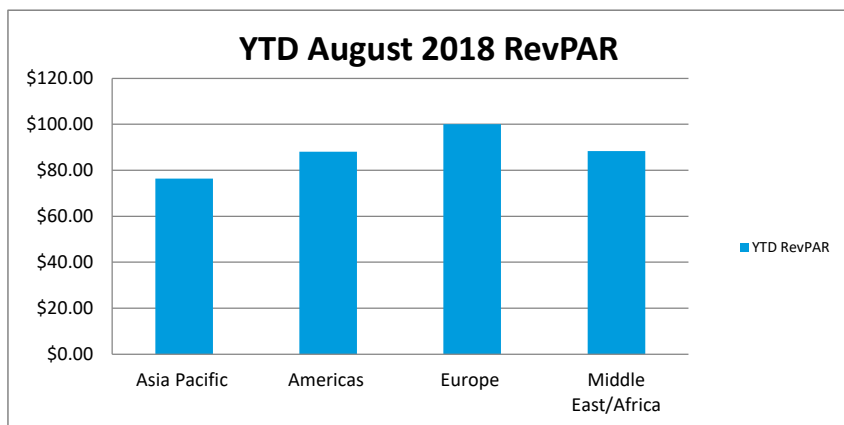
Blue Fin Building, 110 Southwark Street, London SE1 0TA  
T : +44 (0)20 7922 1930  
industryinfo@str.com www.str.com

The STR Hotel Review Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Hotel Review Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Hotel Review Report, please contact us immediately. Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

# Global Performance (Data in US Dollars)

For the Month of: August 2018

This version of the Global Hotel Review incorporates "Constant Currency Exchange" methodology. All ADR and RevPAR calculations use January 31, 2018 exchange rates as of 7:30PM CST.



**August 2018 vs August 2017**

	Occ %		ADR		RevPAR		Percent Change from August 2017		
	2018	2017	2018	2017	2018	2017	Occ.	ADR	RevPAR
	<b>Asia Pacific</b>	75.7	74.9	109.06	106.51	82.53	79.78	1.0	2.4
Central & South Asia	61.7	61.0	102.89	103.00	63.46	62.80	1.2	-0.1	1.0
Northeastern Asia	77.4	76.3	99.61	97.49	77.05	74.38	1.4	2.2	3.6
Southeastern Asia	74.6	74.6	121.86	115.58	90.90	86.24	0.0	5.4	5.4
Australia & Oceania	77.3	76.5	153.43	149.65	118.65	114.51	1.1	2.5	3.6
<b>Americas</b>	71.2	70.4	130.94	127.75	93.22	89.97	1.1	2.5	3.6
North America	71.7	70.9	131.25	128.23	94.08	90.97	1.0	2.4	3.4
Caribbean	66.0	66.3	182.51	171.91	120.39	113.90	-0.4	6.2	5.7
Central America	55.6	58.6	108.89	104.20	60.56	61.05	-5.1	4.5	-0.8
South America	59.9	57.9	100.29	92.15	60.04	53.35	3.4	8.8	12.5
<b>Europe</b>	77.9	76.8	147.04	141.26	114.51	108.53	1.4	4.1	5.5
Eastern Europe	75.0	74.4	94.85	90.46	71.18	67.29	0.9	4.8	5.8
Northern Europe	83.3	82.3	138.59	133.98	115.47	110.28	1.2	3.4	4.7
Southern Europe	76.8	77.5	187.57	178.46	144.03	138.31	-0.9	5.1	4.1
Western Europe	74.8	72.4	143.03	135.36	106.94	97.99	3.3	5.7	9.1
<b>Middle East/Africa</b>	63.3	62.0	148.23	131.28	93.77	81.35	2.1	12.9	15.3
Middle East	63.4	62.1	169.63	151.14	107.50	93.90	2.0	12.2	14.5
Northern Africa	69.0	66.3	101.41	87.63	70.02	58.08	4.2	15.7	20.6
Southern Africa	59.0	58.2	126.55	118.50	74.65	68.97	1.3	6.8	8.2

**Year to Date - August 2018 vs August 2017**

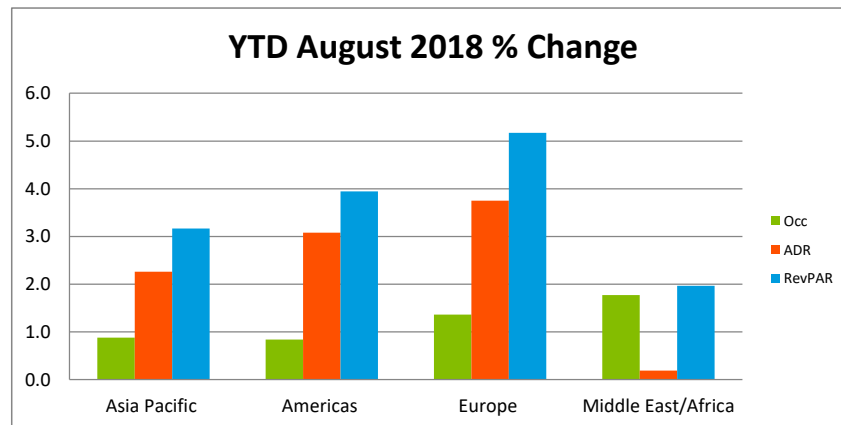
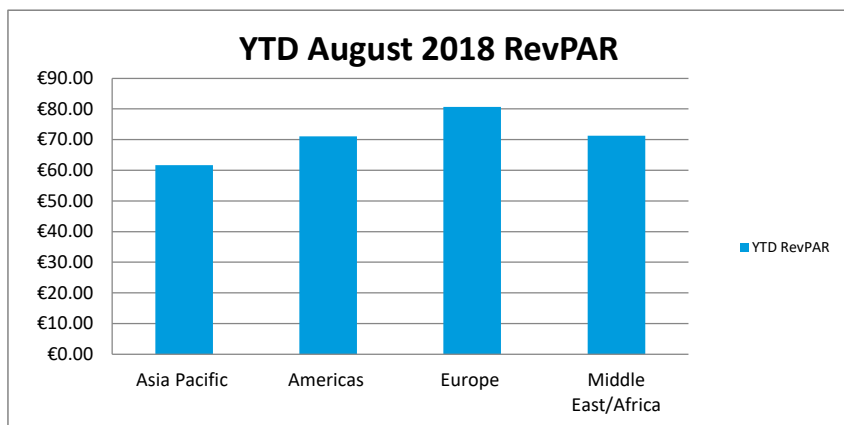
	Occ %		ADR		RevPAR		Percent Change from YTD 2017		
	2018	2017	2018	2017	2018	2017	Occ.	ADR	RevPAR
	<b>Asia Pacific</b>	70.9	70.2	107.83	105.44	76.41	74.06	0.9	2.3
Central & South Asia	64.7	64.2	113.78	113.10	73.62	72.60	0.8	0.6	1.4
Northeastern Asia	70.9	70.4	96.65	94.27	68.54	66.34	0.8	2.5	3.3
Southeastern Asia	70.6	69.6	118.42	114.97	83.62	79.98	1.5	3.0	4.6
Australia & Oceania	75.5	74.8	153.70	151.19	116.11	113.16	0.9	1.7	2.6
<b>Americas</b>	67.2	66.6	131.07	127.16	88.04	84.70	0.8	3.1	3.9
North America	67.5	67.0	130.28	126.95	87.98	85.05	0.8	2.6	3.4
Caribbean	69.1	70.0	214.78	210.71	148.51	147.59	-1.3	1.9	0.6
Central America	59.4	62.1	121.82	116.93	72.33	72.60	-4.4	4.2	-0.4
South America	56.6	54.4	122.37	93.75	69.20	51.03	3.9	30.5	35.6
<b>Europe</b>	72.1	71.1	138.82	133.80	100.05	95.13	1.4	3.8	5.2
Eastern Europe	66.1	65.0	106.65	93.31	70.46	60.69	1.6	14.3	16.1
Northern Europe	76.8	76.3	133.35	130.60	102.42	99.68	0.6	2.1	2.8
Southern Europe	70.9	70.0	152.32	146.68	108.05	102.68	1.3	3.8	5.2
Western Europe	70.5	69.0	143.61	138.64	101.18	95.67	2.1	3.6	5.8
<b>Middle East/Africa</b>	62.0	60.9	142.47	142.20	88.29	86.59	1.8	0.2	2.0
Middle East	64.2	64.2	157.85	163.52	101.28	105.03	-0.1	-3.5	-3.6
Northern Africa	59.1	53.1	96.26	85.34	56.94	45.34	11.3	12.8	25.6
Southern Africa	58.5	58.8	132.82	125.41	77.72	73.68	-0.4	5.9	5.5

The STR Hotel Review Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Hotel Review Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Hotel Review Report, please contact us immediately. Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

# Global Performance (Data in Euros)

For the Month of: August 2018

This version of the Global Hotel Review incorporates "Constant Currency Exchange" methodology. All ADR and RevPAR calculations use January 31, 2018 exchange rates as of 7:30PM CST.



**August 2018 vs August 2017**

	Occ %		ADR		RevPAR		Percent Change from August 2017		
	2018	2017	2018	2017	2018	2017	Occ.	ADR	RevPAR
	<b>Asia Pacific</b>	75.7	74.9	87.99	85.94	66.59	64.37	1.0	2.4
Central & South Asia	61.7	61.0	83.01	83.10	51.20	50.67	1.2	-0.1	1.0
Northeastern Asia	77.4	76.3	80.37	78.66	62.17	60.01	1.4	2.2	3.6
Southeastern Asia	74.6	74.6	98.32	93.26	73.34	69.58	0.0	5.4	5.4
Australia & Oceania	77.3	76.5	123.80	120.74	95.73	92.39	1.1	2.5	3.6
<b>Americas</b>	71.2	70.4	105.65	103.07	75.21	72.59	1.1	2.5	3.6
North America	71.7	70.9	105.90	103.46	75.91	73.40	1.0	2.4	3.4
Caribbean	66.0	66.3	147.25	138.70	97.13	91.90	-0.4	6.2	5.7
Central America	55.6	58.6	87.85	84.07	48.86	49.25	-5.1	4.5	-0.8
South America	59.9	57.9	80.92	74.35	48.44	43.05	3.4	8.8	12.5
<b>Europe</b>	77.9	76.8	118.64	113.97	92.39	87.57	1.4	4.1	5.5
Eastern Europe	75.0	74.4	76.52	72.99	57.43	54.29	0.9	4.8	5.8
Northern Europe	83.3	82.3	111.82	108.10	93.16	88.98	1.2	3.4	4.7
Southern Europe	76.8	77.5	151.34	143.99	116.21	111.59	-0.9	5.1	4.1
Western Europe	74.8	72.4	115.40	109.22	86.28	79.06	3.3	5.7	9.1
<b>Middle East/Africa</b>	63.3	62.0	119.60	105.92	75.65	65.63	2.1	12.9	15.3
Middle East	63.4	62.1	136.87	121.95	86.73	75.76	2.0	12.2	14.5
Northern Africa	69.0	66.3	81.82	70.70	56.50	46.86	4.2	15.7	20.6
Southern Africa	59.0	58.2	102.10	95.61	60.23	55.65	1.3	6.8	8.2

**Year to Date - August 2018 vs August 2017**

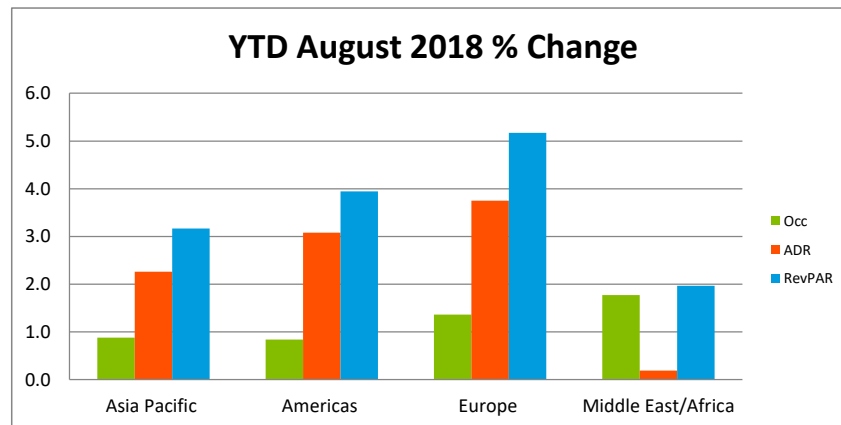
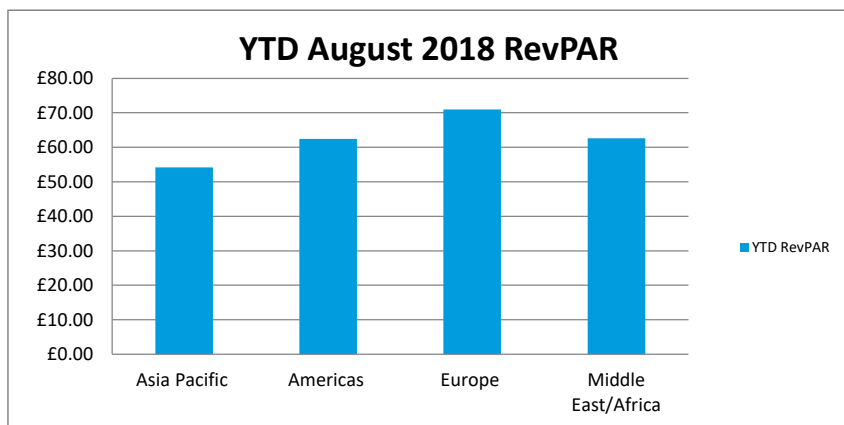
	Occ %		ADR		RevPAR		Percent Change from YTD 2017		
	2018	2017	2018	2017	2018	2017	Occ.	ADR	RevPAR
	<b>Asia Pacific</b>	70.9	70.2	87.00	85.07	61.65	59.75	0.9	2.3
Central & South Asia	64.7	64.2	91.80	91.25	59.40	58.57	0.8	0.6	1.4
Northeastern Asia	70.9	70.4	77.98	76.06	55.30	53.52	0.8	2.5	3.3
Southeastern Asia	70.6	69.6	95.54	92.76	67.47	64.53	1.5	3.0	4.6
Australia & Oceania	75.5	74.8	124.01	121.99	93.68	91.30	0.9	1.7	2.6
<b>Americas</b>	67.2	66.6	105.75	102.59	71.03	68.34	0.8	3.1	3.9
North America	67.5	67.0	105.11	102.43	70.98	68.62	0.8	2.6	3.4
Caribbean	69.1	70.0	173.29	170.01	119.82	119.08	-1.3	1.9	0.6
Central America	59.4	62.1	98.29	94.35	58.36	58.58	-4.4	4.2	-0.4
South America	56.6	54.4	98.73	75.64	55.83	41.17	3.9	30.5	35.6
<b>Europe</b>	72.1	71.1	112.00	107.95	80.72	76.76	1.4	3.8	5.2
Eastern Europe	66.1	65.0	86.05	75.29	56.85	48.97	1.6	14.3	16.1
Northern Europe	76.8	76.3	107.59	105.37	82.64	80.42	0.6	2.1	2.8
Southern Europe	70.9	70.0	122.90	118.34	87.18	82.85	1.3	3.8	5.2
Western Europe	70.5	69.0	115.87	111.86	81.63	77.19	2.1	3.6	5.8
<b>Middle East/Africa</b>	62.0	60.9	114.95	114.73	71.24	69.86	1.8	0.2	2.0
Middle East	64.2	64.2	127.35	131.94	81.71	84.74	-0.1	-3.5	-3.6
Northern Africa	59.1	53.1	77.67	68.86	45.94	36.58	11.3	12.8	25.6
Southern Africa	58.5	58.8	107.16	101.19	62.71	59.45	-0.4	5.9	5.5

The STR Hotel Review Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Hotel Review Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Hotel Review Report, please contact us immediately. Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

# Global Performance (Data in British Pounds)

For the Month of: August 2018

This version of the Global Hotel Review incorporates "Constant Currency Exchange" methodology. All ADR and RevPAR calculations use January 31, 2018 exchange rates as of 7:30PM CST.



**August 2018 vs August 2017**

	Occ %		ADR		RevPAR		Percent Change from August 2017		
	2018	2017	2018	2017	2018	2017	Occ.	ADR	RevPAR
	<b>Asia Pacific</b>	75.7	74.9	77.38	75.58	58.56	56.61	1.0	2.4
Central & South Asia	61.7	61.0	73.01	73.08	45.03	44.56	1.2	-0.1	1.0
Northeastern Asia	77.4	76.3	70.68	69.18	54.67	52.77	1.4	2.2	3.6
Southeastern Asia	74.6	74.6	86.47	82.01	64.50	61.19	0.0	5.4	5.4
Australia & Oceania	77.3	76.5	108.87	106.19	84.19	81.25	1.1	2.5	3.6
<b>Americas</b>	71.2	70.4	92.91	90.64	66.14	63.84	1.1	2.5	3.6
North America	71.7	70.9	93.13	90.98	66.76	64.55	1.0	2.4	3.4
Caribbean	66.0	66.3	129.50	121.98	85.42	80.82	-0.4	6.2	5.7
Central America	55.6	58.6	77.26	73.94	42.97	43.32	-5.1	4.5	-0.8
South America	59.9	57.9	71.16	65.39	42.60	37.86	3.4	8.8	12.5
<b>Europe</b>	77.9	76.8	104.33	100.23	81.25	77.01	1.4	4.1	5.5
Eastern Europe	75.0	74.4	67.30	64.19	50.50	47.75	0.9	4.8	5.8
Northern Europe	83.3	82.3	98.34	95.07	81.93	78.25	1.2	3.4	4.7
Southern Europe	76.8	77.5	133.09	126.63	102.20	98.14	-0.9	5.1	4.1
Western Europe	74.8	72.4	101.49	96.05	75.88	69.53	3.3	5.7	9.1
<b>Middle East/Africa</b>	63.3	62.0	105.18	93.15	66.53	57.72	2.1	12.9	15.3
Middle East	63.4	62.1	120.37	107.25	76.28	66.63	2.0	12.2	14.5
Northern Africa	69.0	66.3	71.96	62.18	49.69	41.21	4.2	15.7	20.6
Southern Africa	59.0	58.2	89.79	84.08	52.97	48.94	1.3	6.8	8.2

**Year to Date - August 2018 vs August 2017**

	Occ %		ADR		RevPAR		Percent Change from YTD 2017		
	2018	2017	2018	2017	2018	2017	Occ.	ADR	RevPAR
	<b>Asia Pacific</b>	70.9	70.2	76.51	74.82	54.22	52.55	0.9	2.3
Central & South Asia	64.7	64.2	80.73	80.25	52.24	51.51	0.8	0.6	1.4
Northeastern Asia	70.9	70.4	68.58	66.89	48.63	47.07	0.8	2.5	3.3
Southeastern Asia	70.6	69.6	84.02	81.57	59.33	56.75	1.5	3.0	4.6
Australia & Oceania	75.5	74.8	109.06	107.28	82.39	80.30	0.9	1.7	2.6
<b>Americas</b>	67.2	66.6	93.00	90.22	62.47	60.10	0.8	3.1	3.9
North America	67.5	67.0	92.44	90.08	62.43	60.35	0.8	2.6	3.4
Caribbean	69.1	70.0	152.40	149.51	105.38	104.73	-1.3	1.9	0.6
Central America	59.4	62.1	86.44	82.97	51.32	51.52	-4.4	4.2	-0.4
South America	56.6	54.4	86.83	66.52	49.10	36.21	3.9	30.5	35.6
<b>Europe</b>	72.1	71.1	98.50	94.94	70.99	67.50	1.4	3.8	5.2
Eastern Europe	66.1	65.0	75.68	66.21	49.99	43.07	1.6	14.3	16.1
Northern Europe	76.8	76.3	94.62	92.67	72.68	70.73	0.6	2.1	2.8
Southern Europe	70.9	70.0	108.08	104.08	76.67	72.86	1.3	3.8	5.2
Western Europe	70.5	69.0	101.90	98.37	71.79	67.89	2.1	3.6	5.8
<b>Middle East/Africa</b>	62.0	60.9	101.09	100.90	62.65	61.44	1.8	0.2	2.0
Middle East	64.2	64.2	112.00	116.03	71.86	74.53	-0.1	-3.5	-3.6
Northern Africa	59.1	53.1	68.31	60.56	40.40	32.17	11.3	12.8	25.6
Southern Africa	58.5	58.8	94.24	88.99	55.15	52.28	-0.4	5.9	5.5

The STR Hotel Review Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Hotel Review Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Hotel Review Report, please contact us immediately. Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

# World Regions

## Americas

<b>Caribbean</b>	<b>Central America</b>
Anguilla	Belize
Antigua & Barbuda	Costa Rica
Aruba	El Salvador
Bahamas	Guatemala
Barbados	Honduras
Bermuda	Nicaragua
British Virgin Islands	Panama
Cayman Islands	
Curacao	<b>North America</b>
Cuba	Canada
Dominica	Greenland
Dominican Republic	Mexico
Grenada	United States
Guadeloupe	
Haiti	<b>South America</b>
Jamaica	Argentina
Martinique	Bolivia
Montserrat	Brazil
Netherlands Antilles	Chile
Puerto Rico	Colombia
St. Kitts & Nevis	Ecuador
St. Lucia	Falkland Islands
St. Vincent	French Guiana
Trinidad & Tobago	Guyana
Turks & Caicos	Paraguay
US Virgin Islands	Peru
	Suriname
	Uruguay
	Venezuela

## Asia Pacific

<b>Central &amp; South Asia</b>	<b>Australia &amp; Oceania</b>
Bangladesh	American Samoa
Bhutan	Australia
India	Cook Islands
Maldives	Fiji
Nepal	French Polynesia
Pakistan	Guam
Sri Lanka	Kiribati
	Marshall Islands
<b>Northeastern Asia</b>	Micronesia
China	Nauru
Japan	New Caledonia
North Korea	New Zealand
South Korea	Niue
Mongolia	Northern Mariana Islands
Taiwan	Palau
	Papua New Guinea
<b>Southeastern Asia</b>	Samoa
Brunei	Solomon Islands
Cambodia	Tonga
East Timor	Tuvalu
Indonesia	Vanuatu
Laos	
Malaysia	
Myanmar	
Philippines	
Singapore	
Thailand	
Vietnam	

## Europe

<b>Eastern Europe</b>	<b>Southern Europe</b>
Armenia	Albania
Azerbaijan	Andorra
Belarus	Bosnia and Herzegovina
Bulgaria	Croatia
Czech Republic	Cyprus
Georgia	Gibraltar
Hungary	Greece
Kazakhstan	Italy
Kyrgyzstan	Israel
Poland	Kosovo
Moldova	Macedonia
Romania	Malta
Russia	Montenegro
Slovakia	Portugal
Tajikistan	San Marino
Turkmenistan	Serbia
Ukraine	Slovenia
Uzbekistan	Spain
	Turkey
<b>Northern Europe</b>	<b>Western Europe</b>
Denmark	Austria
Estonia	Belgium
Faroe Islands	France
Finland	Germany
Iceland	Liechtenstein
Ireland	Luxembourg
Latvia	Monaco
Lithuania	Netherlands
Norway	Switzerland
Sweden	
United Kingdom	

## Middle East / Africa

<b>Middle East</b>	<b>Southern Africa</b>
Afghanistan	Angola
Bahrain	Benin
Iran	Botswana
Iraq	Burundi
Jordan	Cameroon
Kuwait	Cape Verde
Lebanon	Central African Republic
Oman	Comoros
Qatar	Cote d'Ivoire
Saudi Arabia	Democratic Rep. of Congo
Syria	Equatorial Guinea
UAE	Ethiopia
Yemen	Gabon
	Gambia
<b>Northern Africa</b>	Ghana
Algeria	Guinea
Burkina Faso	Guinea-Bissau
Chad	Kenya
Djibouti	Lesotho
Egypt	Liberia
Eritrea	Madagascar
Libya	Malawi
Mali	Mauritius
Morocco	Mozambique
Mauritania	Namibia
Niger	Nigeria
South Sudan	Republic Of Congo
Sudan	Reunion
Tunisia	Rwanda
	Sao Tome and Principe
	Senegal
	Seychelles
	Sierra Leone
	Somalia
	South Africa
	Swaziland
	Tanzania
	Togo
	Uganda
	Zambia
	Zimbabwe



## How can we assist you?

### **Glossary:**

For all STR definitions, please visit [www.str.com/resources/glossary](http://www.str.com/resources/glossary)

### **Frequently Asked Questions (FAQ):**

For all STR FAQs, please click here or visit [www.str.com/resources/faq](http://www.str.com/resources/faq)

Please visit our website at [www.str.com](http://www.str.com), or if you need additional assistance please reach out to our Customer Support team.

North America:

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

[support@str.com](mailto:support@str.com)

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

[industryinfo@str.com](mailto:industryinfo@str.com)

Asia Pacific:

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +65 6800 7850

[apinfo@str.com](mailto:apinfo@str.com)

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).