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Global Hotel Review (Media Version)

Global Hotel Industry Performance for the Month of October 2010

Volume 10, Issue MED10

Date Created: November 24, 2010

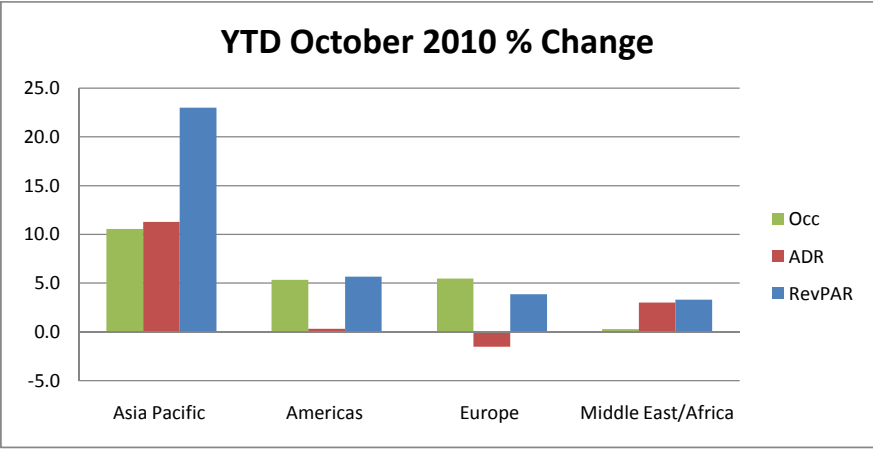
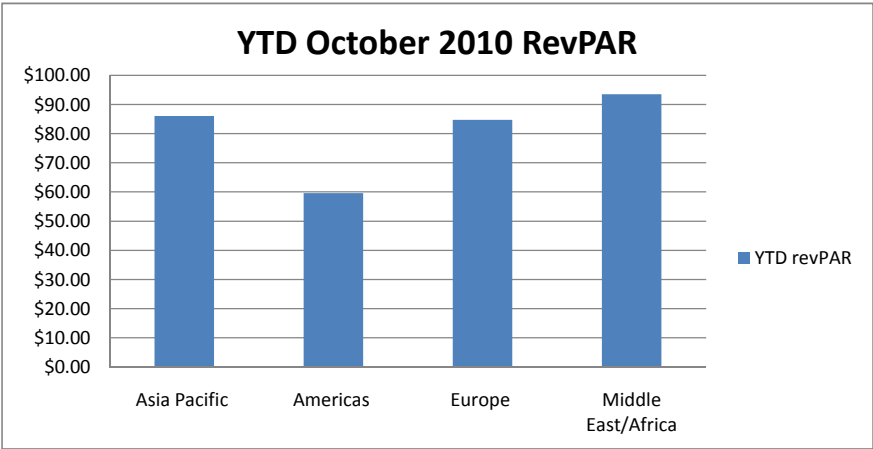
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Global Performance (Data in US Dollars)

For the Month of: October 2010



October 2010 vs October 2009

Year to Date - October 2010 vs October 2009

	Occ %		ADR		RevPAR		Percent Change from October 2009		
	2010	2009	2010	2009	2010	2009	Occ.	ADR	RevPAR
	Asia Pacific	71.4	66.8	146.26	125.63	104.49	83.90	7.0	16.4
Central & South Asia	64.8	60.1	167.13	154.96	108.29	93.20	7.7	7.8	16.2
Northeastern Asia	70.9	64.5	142.74	120.75	101.27	77.89	10.0	18.2	30.0
Southeastern Asia	69.6	67.2	128.68	106.79	89.57	71.77	3.6	20.5	24.8
Australia & Oceania	77.8	75.8	166.61	148.62	129.59	112.59	2.7	12.1	15.1
Americas	61.3	57.5	102.38	100.90	62.80	58.02	6.7	1.5	8.2
North America	61.4	57.4	101.77	100.22	62.44	57.58	6.8	1.5	8.5
Caribbean	50.8	50.4	124.95	141.13	63.50	71.13	0.8	-11.5	-10.7
Central America	54.0	54.2	99.12	99.77	53.52	54.07	-0.4	-0.7	-1.0
South America	69.5	67.0	128.60	124.11	89.36	83.10	3.8	3.6	7.5
Europe	70.2	66.9	143.56	143.63	100.80	96.02	5.0	-0.1	5.0
Eastern Europe	62.7	58.5	122.11	127.56	76.56	74.57	7.3	-4.3	2.7
Northern Europe	72.3	70.2	135.99	133.21	98.34	93.54	3.0	2.1	5.1
Southern Europe	67.7	62.9	140.80	148.37	95.34	93.32	7.7	-5.1	2.2
Western Europe	72.0	68.7	161.28	156.86	116.16	107.71	4.9	2.8	7.8
Middle East/Africa	67.2	66.8	162.54	161.26	109.20	107.79	0.5	0.8	1.3
Middle East	65.8	64.0	209.68	226.05	137.95	144.66	2.8	-7.2	-4.6
Northern Africa	78.5	77.2	102.77	98.14	80.66	75.78	1.6	4.7	6.4
Southern Africa	60.1	62.2	142.71	130.65	85.74	81.30	-3.4	9.2	5.5

	Occ %		ADR		RevPAR		Percent Change from YTD 2009		
	2010	2009	2010	2009	2010	2009	Occ.	ADR	RevPAR
	Asia Pacific	65.9	59.7	130.46	117.23	86.02	69.93	10.5	11.3
Central & South Asia	60.4	54.8	156.33	150.99	94.49	82.71	10.3	3.5	14.2
Northeastern Asia	64.6	57.0	124.03	114.21	80.15	65.08	13.4	8.6	23.2
Southeastern Asia	65.3	60.0	122.75	107.02	80.15	64.21	8.8	14.7	24.8
Australia & Oceania	73.2	69.0	146.98	125.21	107.54	86.43	6.0	17.4	24.4
Americas	59.4	56.4	100.39	100.09	59.61	56.42	5.3	0.3	5.7
North America	59.3	56.3	99.35	99.22	58.89	55.83	5.3	0.1	5.5
Caribbean	61.7	61.0	159.49	154.26	98.43	94.17	1.1	3.4	4.5
Central America	60.8	56.6	115.32	116.15	70.13	65.69	7.5	-0.7	6.8
South America	64.6	58.9	119.92	109.61	77.53	64.54	9.8	9.4	20.1
Europe	64.9	61.5	130.64	132.66	84.76	81.61	5.5	-1.5	3.9
Eastern Europe	55.9	52.0	110.43	117.34	61.69	60.99	7.5	-5.9	1.1
Northern Europe	68.3	65.9	124.58	122.92	85.09	81.04	3.6	1.4	5.0
Southern Europe	61.8	57.4	129.00	138.46	79.69	79.47	7.6	-6.8	0.3
Western Europe	66.0	62.4	145.03	143.95	95.77	89.88	5.8	0.8	6.6
Middle East/Africa	61.3	61.1	152.48	148.03	93.47	90.50	0.3	3.0	3.3
Middle East	60.2	60.8	193.97	206.10	116.82	125.34	-1.0	-5.9	-6.8
Northern Africa	69.0	65.3	89.53	84.76	61.79	55.32	5.7	5.6	11.7
Southern Africa	56.8	58.1	144.44	120.48	82.04	69.98	-2.2	19.9	17.2

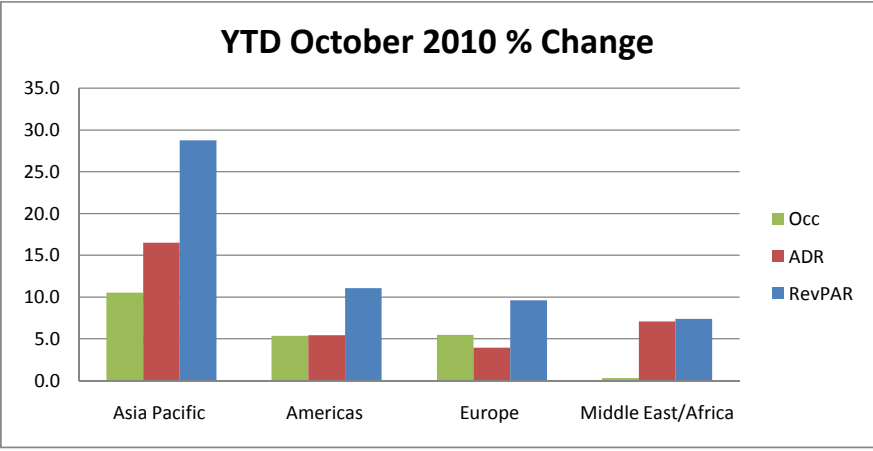
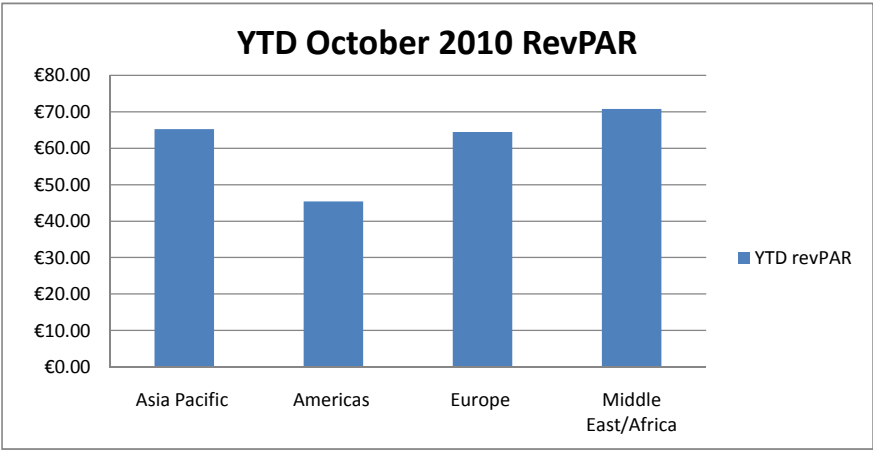
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Global Performance (Data in Euros)

For the Month of: October 2010



October 2010 vs October 2009

	Occ %		ADR		RevPAR		Percent Change from October 2009		
	2010	2009	2010	2009	2010	2009	Occ.	ADR	RevPAR
	Asia Pacific	71.4	66.8	104.91	84.86	74.95	56.68	7.0	23.6
Central & South Asia	64.8	60.1	119.88	104.68	77.67	62.96	7.7	14.5	23.4
Northeastern Asia	70.9	64.5	102.39	81.57	72.64	52.61	10.0	25.5	38.1
Southeastern Asia	69.6	67.2	92.30	72.14	64.25	48.48	3.6	27.9	32.5
Australia & Oceania	77.8	75.8	119.51	100.39	92.96	76.05	2.7	19.0	22.2
Americas	61.3	57.5	73.44	68.16	45.05	39.19	6.7	7.7	14.9
North America	61.4	57.4	73.00	67.70	44.79	38.89	6.8	7.8	15.2
Caribbean	50.8	50.4	89.63	95.33	45.55	48.05	0.8	-6.0	-5.2
Central America	54.0	54.2	71.10	67.39	38.39	36.52	-0.4	5.5	5.1
South America	69.5	67.0	92.24	83.84	64.10	56.14	3.8	10.0	14.2
Europe	70.2	66.9	102.98	97.03	72.31	64.86	5.0	6.1	11.5
Eastern Europe	62.7	58.5	87.59	86.16	54.92	50.37	7.3	1.7	9.0
Northern Europe	72.3	70.2	97.55	89.98	70.54	63.19	3.0	8.4	11.6
Southern Europe	67.7	62.9	101.00	100.23	68.39	63.04	7.7	0.8	8.5
Western Europe	72.0	68.7	115.69	105.96	83.32	72.76	4.9	9.2	14.5
Middle East/Africa	67.2	66.8	116.59	108.93	78.33	72.81	0.5	7.0	7.6
Middle East	65.8	64.0	150.41	152.70	98.95	97.72	2.8	-1.5	1.3
Northern Africa	78.5	77.2	73.72	66.29	57.86	51.19	1.6	11.2	13.0
Southern Africa	60.1	62.2	102.37	88.26	61.50	54.92	-3.4	16.0	12.0

Year to Date - October 2010 vs October 2009

	Occ %		ADR		RevPAR		Percent Change from YTD 2009		
	2010	2009	2010	2009	2010	2009	Occ.	ADR	RevPAR
	Asia Pacific	65.9	59.7	98.91	84.91	65.22	50.65	10.5	16.5
Central & South Asia	60.4	54.8	117.88	110.46	71.25	60.51	10.3	6.7	17.7
Northeastern Asia	64.6	57.0	94.21	82.65	60.88	47.10	13.4	14.0	29.3
Southeastern Asia	65.3	60.0	93.01	77.66	60.73	46.59	8.8	19.8	30.3
Australia & Oceania	73.2	69.0	111.22	90.41	81.38	62.41	6.0	23.0	30.4
Americas	59.4	56.4	76.45	72.51	45.40	40.87	5.3	5.4	11.1
North America	59.3	56.3	75.68	71.86	44.86	40.44	5.3	5.3	10.9
Caribbean	61.7	61.0	120.87	113.46	74.59	69.26	1.1	6.5	7.7
Central America	60.8	56.6	87.47	85.01	53.20	48.08	7.5	2.9	10.6
South America	64.6	58.9	91.01	79.29	58.84	46.69	9.8	14.8	26.0
Europe	64.9	61.5	99.30	95.55	64.43	58.78	5.5	3.9	9.6
Eastern Europe	55.9	52.0	84.03	84.47	46.94	43.90	7.5	-0.5	6.9
Northern Europe	68.3	65.9	94.74	88.59	64.71	58.41	3.6	6.9	10.8
Southern Europe	61.8	57.4	98.16	99.54	60.64	57.13	7.6	-1.4	6.1
Western Europe	66.0	62.4	110.09	103.75	72.70	64.78	5.8	6.1	12.2
Middle East/Africa	61.3	61.1	115.49	107.87	70.80	65.94	0.3	7.1	7.4
Middle East	60.2	60.8	146.57	150.62	88.27	91.60	-1.0	-2.7	-3.6
Northern Africa	69.0	65.3	67.80	61.41	46.79	40.08	5.7	10.4	16.7
Southern Africa	56.8	58.1	109.99	87.41	62.48	50.77	-2.2	25.8	23.1

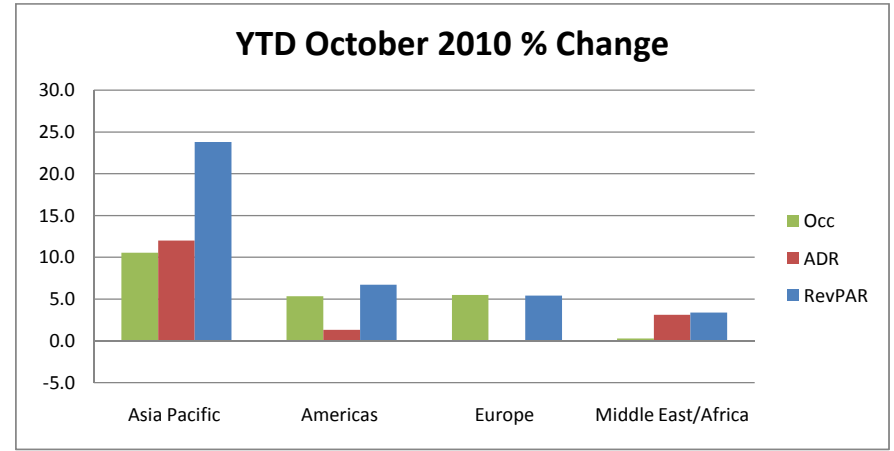
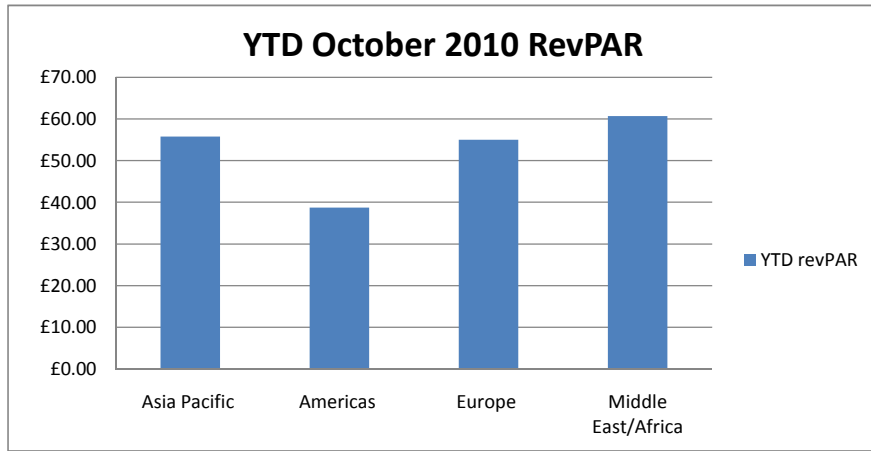
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Global Performance (Data in British Pounds)

For the Month of: October 2010



October 2010 vs October 2009

	Occ %		ADR		RevPAR		Percent Change from October 2009		
	2010	2009	2010	2009	2010	2009	Occ.	ADR	RevPAR
	Asia Pacific	71.4	66.8	91.22	76.03	65.17	50.78	7.0	20.0
Central & South Asia	64.8	60.1	104.24	93.78	67.54	56.41	7.7	11.1	19.7
Northeastern Asia	70.9	64.5	89.03	73.08	63.16	47.14	10.0	21.8	34.0
Southeastern Asia	69.6	67.2	80.26	64.63	55.87	43.44	3.6	24.2	28.6
Australia & Oceania	77.8	75.8	103.91	89.95	80.83	68.14	2.7	15.5	18.6
Americas	61.3	57.5	63.85	61.06	39.17	35.11	6.7	4.6	11.5
North America	61.4	57.4	63.48	60.65	38.95	34.85	6.8	4.7	11.8
Caribbean	50.8	50.4	77.93	85.41	39.61	43.05	0.8	-8.8	-8.0
Central America	54.0	54.2	61.82	60.38	33.38	32.72	-0.4	2.4	2.0
South America	69.5	67.0	80.21	75.11	55.74	50.29	3.8	6.8	10.8
Europe	70.2	66.9	89.54	86.93	62.87	58.11	5.0	3.0	8.2
Eastern Europe	62.7	58.5	76.16	77.20	47.75	45.13	7.3	-1.3	5.8
Northern Europe	72.3	70.2	84.82	80.62	61.33	56.61	3.0	5.2	8.3
Southern Europe	67.7	62.9	87.82	89.79	59.46	56.48	7.7	-2.2	5.3
Western Europe	72.0	68.7	100.59	94.93	72.45	65.19	4.9	6.0	11.1
Middle East/Africa	67.2	66.8	101.38	97.60	68.11	65.23	0.5	3.9	4.4
Middle East	65.8	64.0	130.78	136.80	86.04	87.55	2.8	-4.4	-1.7
Northern Africa	78.5	77.2	64.10	59.39	50.31	45.86	1.6	7.9	9.7
Southern Africa	60.1	62.2	89.01	79.07	53.48	49.20	-3.4	12.6	8.7

Year to Date - October 2010 vs October 2009

	Occ %		ADR		RevPAR		Percent Change from YTD 2009		
	2010	2009	2010	2009	2010	2009	Occ.	ADR	RevPAR
	Asia Pacific	65.9	59.7	84.63	75.56	55.81	45.07	10.5	12.0
Central & South Asia	60.4	54.8	101.39	98.51	61.28	53.96	10.3	2.9	13.6
Northeastern Asia	64.6	57.0	80.50	73.56	52.02	41.91	13.4	9.4	24.1
Southeastern Asia	65.3	60.0	79.61	69.08	51.98	41.44	8.8	15.2	25.4
Australia & Oceania	73.2	69.0	95.28	80.42	69.71	55.51	6.0	18.5	25.6
Americas	59.4	56.4	65.25	64.41	38.74	36.30	5.3	1.3	6.7
North America	59.3	56.3	64.57	63.81	38.28	35.91	5.3	1.2	6.6
Caribbean	61.7	61.0	103.86	101.07	64.10	61.70	1.1	2.8	3.9
Central America	60.8	56.6	75.03	75.73	45.63	42.83	7.5	-0.9	6.5
South America	64.6	58.9	77.88	70.55	50.35	41.55	9.8	10.4	21.2
Europe	64.9	61.5	84.79	84.83	55.01	52.19	5.5	-0.1	5.4
Eastern Europe	55.9	52.0	71.73	75.00	40.07	38.98	7.5	-4.3	2.8
Northern Europe	68.3	65.9	80.86	78.62	55.23	51.84	3.6	2.8	6.5
Southern Europe	61.8	57.4	83.72	88.30	51.72	50.68	7.6	-5.2	2.0
Western Europe	66.0	62.4	94.11	92.21	62.14	57.58	5.8	2.1	7.9
Middle East/Africa	61.3	61.1	99.06	96.09	60.73	58.74	0.3	3.1	3.4
Middle East	60.2	60.8	126.04	134.30	75.91	81.67	-1.0	-6.1	-7.1
Northern Africa	69.0	65.3	58.13	54.64	40.12	35.67	5.7	6.4	12.5
Southern Africa	56.8	58.1	93.84	77.73	53.30	45.15	-2.2	20.7	18.1

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Americas

Caribbean	Central America
Anguilla	Belize
Antigua & Barbuda	Costa Rica
Aruba	El Salvador
Bahamas	Guatemala
Barbados	Honduras
Bermuda	Nicaragua
British Virgin Islands	Panama
Cayman Islands	
Cuba	North America
Dominica	Canada
Dominican Republic	Mexico
Grenada	United States
Guadeloupe	
Haiti	South America
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

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

Europe

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

Middle East / Africa

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



Definitions

Performance data included for non-North American locations may be different than that released by STR Global Limited. All data is processed by Smith Travel Research using both the current and historical sampling of hotels. For further questions about the methodology used to produce the Hotel Review, please email info@smithtravelresearch.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Market

A geographic area within a country. Markets are defined by STR and STR Global Limited.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue Per Available Room (RevPAR)

Room revenue divided by rooms available.

Rooms Available

The number of rooms times the number of days in the period.

Room Revenue

Total room revenue generated from the sale or rental of rooms.

Rooms Sold

The number of rooms sold (excludes complimentary rooms).

Year-to-date

Measures (Occ, ADR, RevPAR) are calculated using the sum of the values from January 1 of the given year.