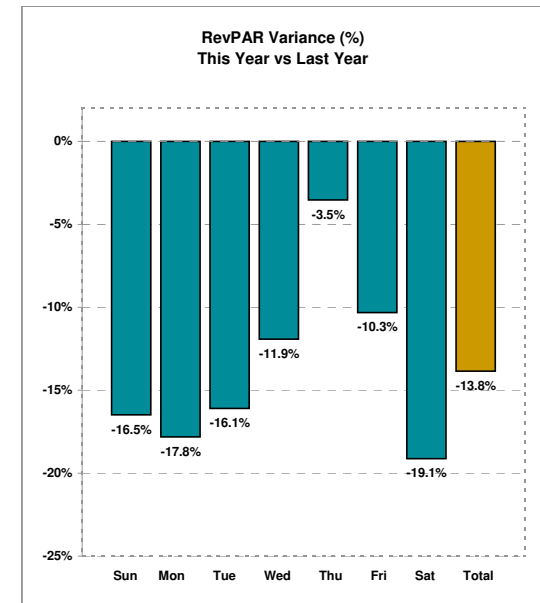
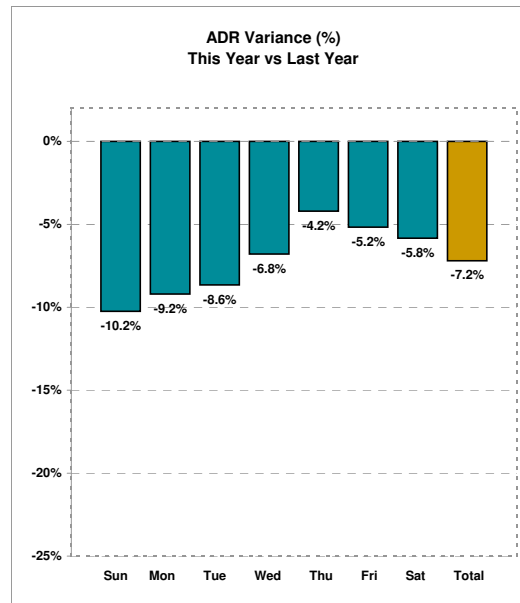
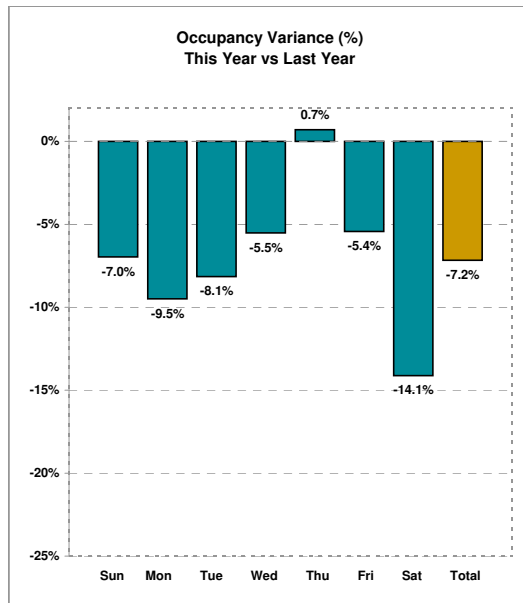




Weekly Hotel Report - Total United States - Week of October 25, 2009 - October 31, 2009

	Actual Oct 25, 2009 - Oct 31, 2009								Percent Change from Previous Year							
	25-Oct-09	26-Oct-09	27-Oct-09	28-Oct-09	29-Oct-09	30-Oct-09	31-Oct-09	Total	26-Oct-08	27-Oct-08	28-Oct-08	29-Oct-08	30-Oct-08	31-Oct-08	1-Nov-08	Total
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week
Occupancy	41.8%	53.4%	57.9%	57.6%	51.7%	49.7%	50.6%	51.8%	-7.0%	-9.5%	-8.1%	-5.5%	0.7%	-5.4%	-14.1%	-7.2%
Average Daily Rate	\$97.66	\$101.42	\$102.04	\$101.88	\$99.29	\$94.31	\$95.02	\$98.99	-10.2%	-9.2%	-8.6%	-6.8%	-4.2%	-5.2%	-5.8%	-7.2%
Revenue Per Available Room	\$40.81	\$54.20	\$59.11	\$58.64	\$51.34	\$46.87	\$48.04	\$51.28	-16.5%	-17.8%	-16.1%	-11.9%	-3.5%	-10.3%	-19.1%	-13.8%



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: November 03, 2009