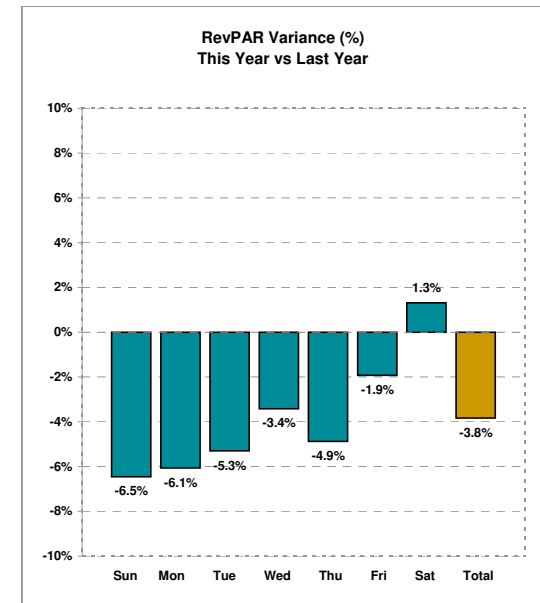
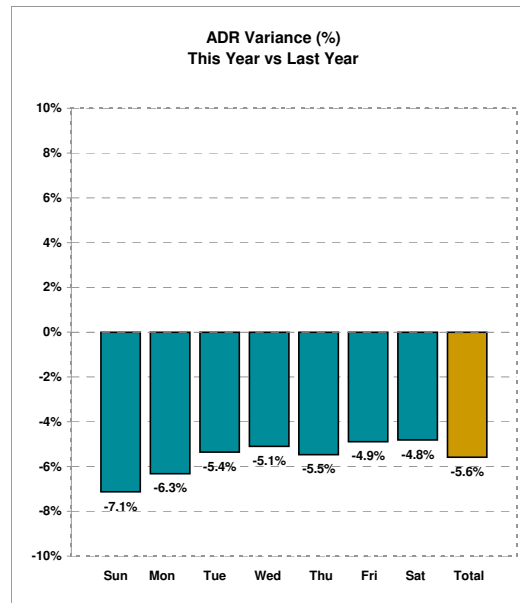
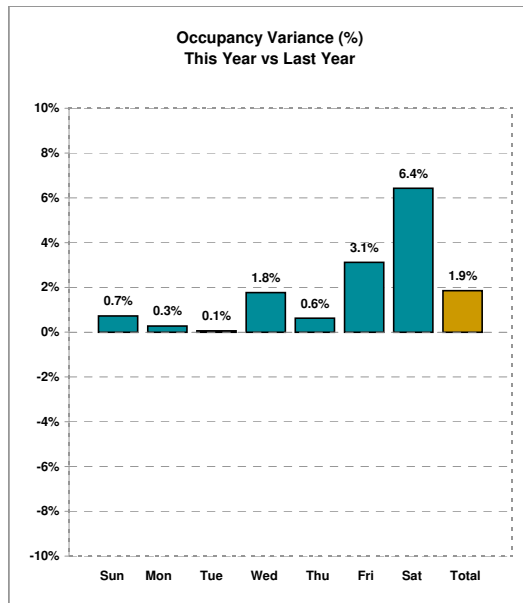




## Weekly Hotel Report - Total United States - Week of January 24, 2010 - January 30, 2010

	Actual Jan 24, 2010 - Jan 30, 2010								Percent Change from Previous Year							
	24-Jan-10	25-Jan-10	26-Jan-10	27-Jan-10	28-Jan-10	29-Jan-10	30-Jan-10	Total	25-Jan-09	26-Jan-09	27-Jan-09	28-Jan-09	29-Jan-09	30-Jan-09	31-Jan-09	Total
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Week
<b>Occupancy</b>	35.0%	49.0%	54.4%	54.5%	48.9%	49.2%	50.5%	48.8%	0.7%	0.3%	0.1%	1.8%	0.6%	3.1%	6.4%	1.9%
<b>Average Daily Rate</b>	\$93.17	\$97.31	\$98.79	\$98.65	\$96.33	\$89.43	\$89.64	\$94.92	-7.1%	-6.3%	-5.4%	-5.1%	-5.5%	-4.9%	-4.8%	-5.6%
<b>Revenue Per Available Room</b>	\$32.63	\$47.68	\$53.74	\$53.78	\$47.08	\$44.02	\$45.26	\$46.31	-6.5%	-6.1%	-5.3%	-3.4%	-4.9%	-1.9%	1.3%	-3.8%



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](mailto:info@smithtravelresearch.com).

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