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STR MONTHLY HOTEL REVIEW- Sample

U.S. Hotel Industry Performance for the Month of: January 2011

Volume X, Issue XX

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In this issue:

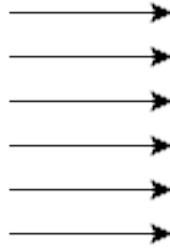
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Translation Table

For the Month of: January 2011

January 2011						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



January 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

This Year

Saturday, Jan 1st - New Year's Day
 Monday, Jan 17th - Martin Luther King Day

Last Year

Friday, Jan 1st - New Year's Day
 Monday, Jan 18th - Martin Luther King Day

Number of Weekdays: 22
Number of Weekend Days: 9

Number of Weekdays: 21
Number of Weekend Days: 10

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

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U.S. Hotel Industry at a Glance

For the Month of: January 2011

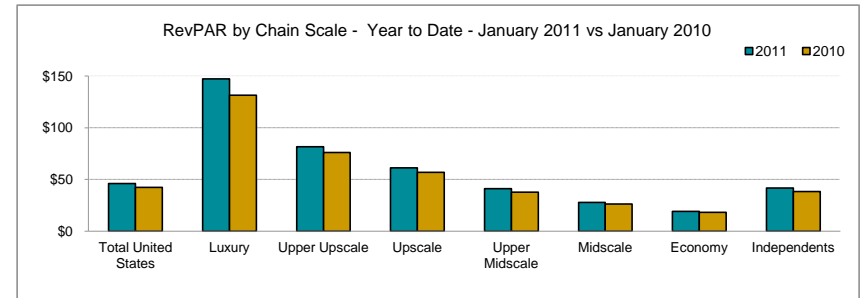
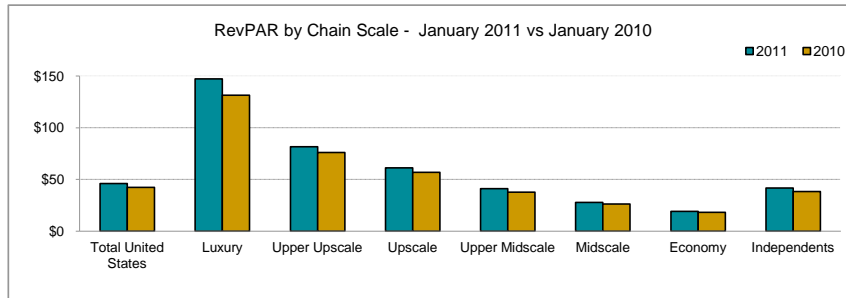
	Current Month			Running 3 Months			Running 12 Months			Year to Date		
Supply	▲	up	1.1 %	▲	up	1.2 %	▲	up	1.8 %	▲	up	1.1 %
Demand	▲	up	7.0 %	▲	up	8.0 %	▲	up	8.0 %	▲	up	7.0 %
Occupancy	▲	up	5.8 %	▲	up	6.7 %	▲	up	6.1 %	▲	up	5.8 %
ADR	▲	up	2.8 %	▲	up	2.5 %	▲	up	0.6 %	▲	up	2.8 %
RevPAR	▲	up	8.7 %	▲	up	9.3 %	▲	up	6.7 %	▲	up	8.7 %

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Performance by Industry Segments

For the Month of: January 2011



January 2011 vs January 2010

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from January 2010						
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold	
	Total United States	47.7	45.1	96.64	94.00	46.10	42.40	5.8	2.8	8.7	10.0	1.1	7.0

Year to Date - January 2011 vs January 2010

	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD January 2010						
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold	
	Total United States	47.7	45.1	96.64	94.00	46.10	42.40	5.8	2.8	8.7	10.0	1.1	7.0

Chain Scale												
Luxury	59.8	56.4	246.09	233.04	147.14	131.51	6.0	5.6	11.9	14.5	2.3	8.4
Upper Upscale	57.7	55.8	141.59	136.28	81.75	76.11	3.4	3.9	7.4	9.4	1.8	5.3
Upscale	57.5	54.5	106.66	104.16	61.29	56.79	5.4	2.4	7.9	11.9	3.6	9.2
Upper Midscale	46.9	44.0	87.50	85.93	41.04	37.82	6.6	1.8	8.5	10.0	1.4	8.0
Midscale	40.9	38.4	68.25	68.49	27.93	26.28	6.6	-0.4	6.3	2.7	-3.3	3.1
Economy	42.2	40.4	45.33	45.17	19.13	18.25	4.4	0.4	4.8	4.6	-0.2	4.2
Independents	44.7	42.0	93.24	91.08	41.72	38.29	6.4	2.4	9.0	11.3	2.2	8.7

Luxury	59.8	56.4	246.09	233.04	147.14	131.51	6.0	5.6	11.9	14.5	2.3	8.4
Upper Upscale	57.7	55.8	141.59	136.28	81.75	76.11	3.4	3.9	7.4	9.4	1.8	5.3
Upscale	57.5	54.5	106.66	104.16	61.29	56.79	5.4	2.4	7.9	11.9	3.6	9.2
Upper Midscale	46.9	44.0	87.50	85.93	41.04	37.82	6.6	1.8	8.5	10.0	1.4	8.0
Midscale	40.9	38.4	68.25	68.49	27.93	26.28	6.6	-0.4	6.3	2.7	-3.3	3.1
Economy	42.2	40.4	45.33	45.17	19.13	18.25	4.4	0.4	4.8	4.6	-0.2	4.2
Independents	44.7	42.0	93.24	91.08	41.72	38.29	6.4	2.4	9.0	11.3	2.2	8.7

Region												
New England	42.3	40.9	101.76	99.29	43.06	40.66	3.3	2.5	5.9	5.6	-0.3	3.0
Middle Atlantic	47.9	46.4	126.35	120.67	60.54	56.04	3.2	4.7	8.0	10.6	2.4	5.6
South Atlantic	49.2	47.6	96.62	96.40	47.50	45.85	3.4	0.2	3.6	4.3	0.7	4.1
East North Central	40.2	37.7	78.35	76.15	31.50	28.73	6.6	2.9	9.7	10.1	0.4	7.1
East South Central	41.2	40.6	71.85	70.40	29.61	28.55	1.6	2.1	3.7	4.8	1.0	2.7
West North Central	40.1	38.7	74.92	72.92	30.04	28.23	3.6	2.7	6.4	7.4	1.0	4.6
West South Central	48.9	45.8	81.81	79.75	40.01	36.56	6.7	2.6	9.4	12.5	2.9	9.7
Mountain	51.0	45.8	101.27	97.95	51.60	44.81	11.4	3.4	15.2	16.4	1.1	12.6
Pacific	54.9	50.9	113.57	108.63	62.40	55.27	8.0	4.5	12.9	13.7	0.7	8.8

New England	42.3	40.9	101.76	99.29	43.06	40.66	3.3	2.5	5.9	5.6	-0.3	3.0
Middle Atlantic	47.9	46.4	126.35	120.67	60.54	56.04	3.2	4.7	8.0	10.6	2.4	5.6
South Atlantic	49.2	47.6	96.62	96.40	47.50	45.85	3.4	0.2	3.6	4.3	0.7	4.1
East North Central	40.2	37.7	78.35	76.15	31.50	28.73	6.6	2.9	9.7	10.1	0.4	7.1
East South Central	41.2	40.6	71.85	70.40	29.61	28.55	1.6	2.1	3.7	4.8	1.0	2.7
West North Central	40.1	38.7	74.92	72.92	30.04	28.23	3.6	2.7	6.4	7.4	1.0	4.6
West South Central	48.9	45.8	81.81	79.75	40.01	36.56	6.7	2.6	9.4	12.5	2.9	9.7
Mountain	51.0	45.8	101.27	97.95	51.60	44.81	11.4	3.4	15.2	16.4	1.1	12.6
Pacific	54.9	50.9	113.57	108.63	62.40	55.27	8.0	4.5	12.9	13.7	0.7	8.8

Price												
Luxury	56.8	53.7	146.26	141.85	83.12	76.24	5.7	3.1	9.0	11.3	2.0	7.9
Upscale	47.7	44.9	103.50	101.24	49.34	45.45	6.2	2.2	8.6	10.8	2.0	8.3
Midprice	43.6	41.2	75.69	74.22	33.02	30.59	5.8	2.0	7.9	8.4	0.4	6.3
Economy	41.9	39.8	54.54	54.16	22.85	21.58	5.2	0.7	5.9	5.8	-0.1	5.1
Budget	45.4	43.5	44.06	43.49	19.99	18.91	4.4	1.3	5.7	5.6	-0.1	4.3

Luxury	56.8	53.7	146.26	141.85	83.12	76.24	5.7	3.1	9.0	11.3	2.0	7.9
Upscale	47.7	44.9	103.50	101.24	49.34	45.45	6.2	2.2	8.6	10.8	2.0	8.3
Midprice	43.6	41.2	75.69	74.22	33.02	30.59	5.8	2.0	7.9	8.4	0.4	6.3
Economy	41.9	39.8	54.54	54.16	22.85	21.58	5.2	0.7	5.9	5.8	-0.1	5.1
Budget	45.4	43.5	44.06	43.49	19.99	18.91	4.4	1.3	5.7	5.6	-0.1	4.3

Location												
Urban	54.0	51.2	128.35	122.34	69.28	62.65	5.4	4.9	10.6	12.8	2.0	7.6
Suburban	48.5	45.5	82.86	81.21	40.20	36.94	6.6	2.0	8.8	10.0	1.1	7.8
Airport	57.1	54.3	88.49	87.19	50.49	47.36	5.0	1.5	6.6	7.3	0.6	5.7
Interstate	39.3	37.6	66.72	65.64	26.20	24.67	4.5	1.6	6.2	7.3	1.1	5.6
Resort	52.7	50.5	140.67	135.69	74.17	68.48	4.5	3.7	8.3	8.8	0.4	4.9
Small Metro/Town	39.1	36.8	74.79	73.62	29.25	27.08	6.3	1.6	8.0	9.1	1.1	7.4

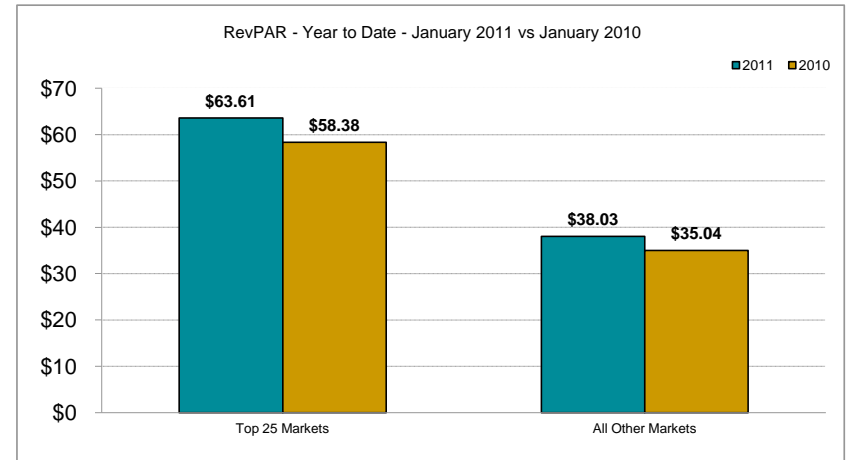
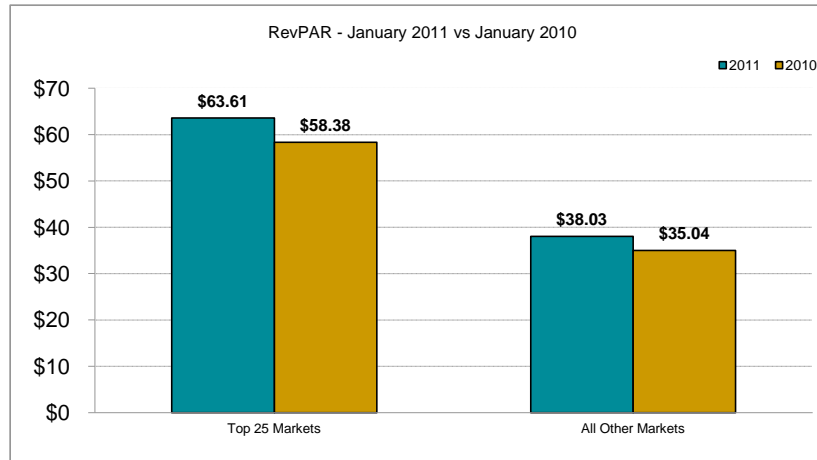
Urban	54.0	51.2	128.35	122.34	69.28	62.65	5.4	4.9	10.6	12.8	2.0	7.6
Suburban	48.5	45.5	82.86	81.21	40.20	36.94	6.6	2.0	8.8	10.0	1.1	7.8
Airport	57.1	54.3	88.49	87.19	50.49	47.36	5.0	1.5	6.6	7.3	0.6	5.7
Interstate	39.3	37.6	66.72	65.64	26.20	24.67	4.5	1.6	6.2	7.3	1.1	5.6
Resort	52.7	50.5	140.67	135.69	74.17	68.48	4.5	3.7	8.3	8.8	0.4	4.9
Small Metro/Town	39.1	36.8	74.79	73.62	29.25	27.08	6.3	1.6	8.0	9.1	1.1	7.4

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Performance in Top 25 Markets

For the Month of: January 2011



	January 2011 vs January 2010											
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from January 2010					
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold
Anaheim-Santa Ana, CA	57.2	54.0	107.76	104.08	61.63	56.17	6.0	3.5	9.7	9.8	0.1	6.0
Atlanta, GA	54.0	52.0	85.87	84.49	46.39	43.93	3.9	1.6	5.6	5.8	0.2	4.1
Boston, MA	48.9	48.9	120.07	116.35	58.77	56.89	0.1	3.2	3.3	2.7	-0.6	-0.5
Chicago, IL	41.3	39.2	90.55	86.15	37.40	33.80	5.3	5.1	10.7	11.1	0.4	5.7
Dallas, TX	52.8	50.1	87.16	85.74	45.98	42.99	5.2	1.7	7.0	8.3	1.2	6.5
Denver, CO	56.4	50.7	90.72	86.82	51.20	44.05	11.2	4.5	16.2	18.5	2.0	13.5
Detroit, MI	50.8	44.4	80.19	77.79	40.75	34.54	14.4	3.1	18.0	18.2	0.2	14.7
Houston, TX	53.7	49.2	89.49	86.56	48.02	42.59	9.1	3.4	12.8	16.2	3.1	12.4
Los Angeles-Long Beach, CA	65.1	61.6	120.77	118.79	78.62	73.19	5.7	1.7	7.4	8.9	1.4	7.1
Miami-Hialeah, FL	74.5	75.1	171.51	164.88	127.84	123.87	-0.8	4.0	3.2	4.3	1.1	0.3
Minneapolis-St Paul, MN-WI	48.1	45.4	88.79	86.04	42.70	39.05	6.0	3.2	9.4	9.2	-0.1	5.9
Nashville, TN	46.0	43.3	87.79	83.91	40.35	36.37	6.0	4.6	10.9	11.3	0.3	6.3
New Orleans, LA	57.1	52.6	115.59	108.38	65.98	56.95	8.6	6.7	15.9	16.7	0.8	9.4
New York, NY	64.0	63.7	195.17	184.20	124.87	117.40	0.4	6.0	6.4	13.4	6.6	7.0
Norfolk-Virginia Beach, VA	35.6	34.7	66.37	68.38	23.63	23.73	2.6	-2.9	-0.4	-0.8	-0.4	2.2
Oahu Island, HI	80.9	72.3	162.21	148.95	131.24	107.66	11.9	8.9	21.9	21.7	-0.2	11.8
Orlando, FL	62.1	61.7	95.11	95.49	59.04	58.90	0.6	-0.4	0.2	1.0	0.7	1.4
Philadelphia, PA-NJ	51.0	48.4	103.28	100.99	52.68	48.83	5.5	2.3	7.9	9.6	1.6	7.1
Phoenix, AZ	62.7	56.4	117.72	114.96	73.77	64.81	11.2	2.4	13.8	15.7	1.6	12.9
San Diego, CA	57.7	53.6	117.06	110.67	67.49	59.37	7.5	5.8	13.7	14.6	0.8	8.4
San Francisco/San Mateo, CA	65.5	58.9	142.68	127.50	93.52	75.14	11.2	11.9	24.5	24.4	0.0	11.2
Seattle, WA	51.5	48.2	104.44	100.17	53.74	48.27	6.8	4.3	11.3	14.1	2.5	9.5
St Louis, MO-IL	42.6	40.6	75.02	74.09	31.95	30.10	4.8	1.3	6.2	6.6	0.4	5.2
Tampa-St Petersburg, FL	56.1	51.3	92.57	93.91	51.92	48.16	9.4	-1.4	7.8	8.4	0.6	10.0
Washington, DC-MD-VA	49.1	48.3	131.96	132.48	64.80	63.96	1.7	-0.4	1.3	2.6	1.3	3.0
Top 25 Markets	55.5	52.7	114.58	110.80	63.61	58.38	5.4	3.4	9.0	10.3	1.2	6.6
All Other Markets	44.1	41.6	86.23	84.22	38.03	35.04	6.0	2.4	8.5	9.7	1.1	7.2
Total United States	47.7	45.1	96.64	94.00	46.10	42.40	5.8	2.8	8.7	10.0	1.1	7.0

	Year to Date - January 2011 vs January 2010											
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD January 2010					
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold
Anaheim-Santa Ana, CA	57.2	54.0	107.76	104.08	61.63	56.17	6.0	3.5	9.7	9.8	0.1	6.0
Atlanta, GA	54.0	52.0	85.87	84.49	46.39	43.93	3.9	1.6	5.6	5.8	0.2	4.1
Boston, MA	48.9	48.9	120.07	116.35	58.77	56.89	0.1	3.2	3.3	2.7	-0.6	-0.5
Chicago, IL	41.3	39.2	90.55	86.15	37.40	33.80	5.3	5.1	10.7	11.1	0.4	5.7
Dallas, TX	52.8	50.1	87.16	85.74	45.98	42.99	5.2	1.7	7.0	8.3	1.2	6.5
Denver, CO	56.4	50.7	90.72	86.82	51.20	44.05	11.2	4.5	16.2	18.5	2.0	13.5
Detroit, MI	50.8	44.4	80.19	77.79	40.75	34.54	14.4	3.1	18.0	18.2	0.2	14.7
Houston, TX	53.7	49.2	89.49	86.56	48.02	42.59	9.1	3.4	12.8	16.2	3.1	12.4
Los Angeles-Long Beach, CA	65.1	61.6	120.77	118.79	78.62	73.19	5.7	1.7	7.4	8.9	1.4	7.1
Miami-Hialeah, FL	74.5	75.1	171.51	164.88	127.84	123.87	-0.8	4.0	3.2	4.3	1.1	0.3
Minneapolis-St Paul, MN-WI	48.1	45.4	88.79	86.04	42.70	39.05	6.0	3.2	9.4	9.2	-0.1	5.9
Nashville, TN	46.0	43.3	87.79	83.91	40.35	36.37	6.0	4.6	10.9	11.3	0.3	6.3
New Orleans, LA	57.1	52.6	115.59	108.38	65.98	56.95	8.6	6.7	15.9	16.7	0.8	9.4
New York, NY	64.0	63.7	195.17	184.20	124.87	117.40	0.4	6.0	6.4	13.4	6.6	7.0
Norfolk-Virginia Beach, VA	35.6	34.7	66.37	68.38	23.63	23.73	2.6	-2.9	-0.4	-0.8	-0.4	2.2
Oahu Island, HI	80.9	72.3	162.21	148.95	131.24	107.66	11.9	8.9	21.9	21.7	-0.2	11.8
Orlando, FL	62.1	61.7	95.11	95.49	59.04	58.90	0.6	-0.4	0.2	1.0	0.7	1.4
Philadelphia, PA-NJ	51.0	48.4	103.28	100.99	52.68	48.83	5.5	2.3	7.9	9.6	1.6	7.1
Phoenix, AZ	62.7	56.4	117.72	114.96	73.77	64.81	11.2	2.4	13.8	15.7	1.6	12.9
San Diego, CA	57.7	53.6	117.06	110.67	67.49	59.37	7.5	5.8	13.7	14.6	0.8	8.4
San Francisco/San Mateo, CA	65.5	58.9	142.68	127.50	93.52	75.14	11.2	11.9	24.5	24.4	0.0	11.2
Seattle, WA	51.5	48.2	104.44	100.17	53.74	48.27	6.8	4.3	11.3	14.1	2.5	9.5
St Louis, MO-IL	42.6	40.6	75.02	74.09	31.95	30.10	4.8	1.3	6.2	6.6	0.4	5.2
Tampa-St Petersburg, FL	56.1	51.3	92.57	93.91	51.92	48.16	9.4	-1.4	7.8	8.4	0.6	10.0
Washington, DC-MD-VA	49.1	48.3	131.96	132.48	64.80	63.96	1.7	-0.4	1.3	2.6	1.3	3.0
Top 25 Markets	55.5	52.7	114.58	110.80	63.61	58.38	5.4	3.4	9.0	10.3	1.2	6.6
All Other Markets	44.1	41.6	86.23	84.22	38.03	35.04	6.0	2.4	8.5	9.7	1.1	7.2
Total United States	47.7	45.1	96.64	94.00	46.10	42.40	5.8	2.8	8.7	10.0	1.1	7.0

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Performance by State

For the Month of: January 2011

	January 2011 vs January 2010												
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from January 2010						
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold	
Alabama	45.0	44.3	68.42	66.37	30.76	29.40	1.5	3.1	4.6	6.9	2.2	3.7	
Alaska	50.1	42.2	82.44	86.34	41.34	36.44	18.8	-4.5	13.4	13.4	0.0	18.8	
Arizona	55.6	51.1	102.66	100.02	57.07	51.15	8.7	2.6	11.6	13.0	1.3	10.1	
Arkansas	37.7	36.7	66.74	66.38	25.19	24.33	2.9	0.5	3.5	3.8	0.3	3.2	
California	56.4	52.3	109.15	104.75	61.52	54.76	7.8	4.2	12.4	13.2	0.7	8.6	
Colorado	48.6	45.0	118.16	115.92	57.48	52.12	8.2	1.9	10.3	11.8	1.4	9.7	
Connecticut	43.6	41.1	94.16	93.49	41.03	38.45	6.0	0.7	6.7	7.7	0.9	6.9	
Delaware	38.3	37.7	92.25	88.55	35.37	33.36	1.8	4.2	6.0	7.6	1.4	3.2	
Florida	59.0	57.4	111.30	111.61	65.65	64.05	2.8	-0.3	2.5	3.0	0.5	3.3	
Georgia	47.8	45.9	77.56	77.00	37.06	35.34	4.1	0.7	4.9	5.5	0.6	4.7	
Hawaii	74.5	66.4	188.95	176.88	140.74	117.52	12.1	6.8	19.8	20.0	0.2	12.3	
Idaho	36.9	35.2	71.34	69.57	26.33	24.52	4.7	2.5	7.4	6.8	-0.5	4.2	
Illinois	40.3	38.9	84.20	80.49	33.98	31.29	3.8	4.6	8.6	9.2	0.5	4.4	
Indiana	39.5	37.5	73.30	72.02	28.94	27.00	5.3	1.8	7.2	8.7	1.4	6.8	
Iowa	39.8	38.7	70.22	68.75	27.93	26.62	2.8	2.1	5.0	5.9	0.9	3.7	
Kansas	40.6	40.2	69.54	68.91	28.25	27.72	1.0	0.9	1.9	3.0	1.1	2.1	
Kentucky	36.4	36.7	70.76	69.33	25.76	25.46	-0.9	2.1	1.2	1.7	0.6	-0.3	
Louisiana	52.8	50.4	91.98	87.46	48.55	44.11	4.6	5.2	10.1	12.9	2.6	7.3	
Maine	34.1	32.5	75.49	73.46	25.73	23.89	4.8	2.8	7.7	6.3	-1.3	3.5	
Maryland	44.1	42.6	96.76	97.15	42.69	41.40	3.5	-0.4	3.1	3.7	0.6	4.1	
Massachusetts	44.6	43.6	111.58	108.81	49.71	47.41	2.3	2.5	4.9	3.4	-1.4	0.8	
Michigan	43.0	38.4	77.69	75.81	33.39	29.14	11.8	2.5	14.6	14.1	-0.4	11.3	
Minnesota	45.6	43.5	84.14	81.40	38.39	35.42	4.9	3.4	8.4	8.9	0.5	5.4	
Mississippi	45.3	45.1	72.88	72.04	33.02	32.48	0.5	1.2	1.7	3.0	1.3	1.8	
Missouri	35.4	34.5	73.00	72.29	25.87	24.94	2.7	1.0	3.7	4.8	1.0	3.8	
Montana	37.3	34.1	70.68	69.35	26.34	23.64	9.3	1.9	11.4	13.5	1.9	11.4	
Nebraska	35.9	36.5	70.83	70.43	25.41	25.71	-1.7	0.6	-1.2	1.4	2.6	0.8	
Nevada	57.1	48.7	102.81	99.34	58.74	48.35	17.4	3.5	21.5	23.1	1.3	18.9	
New Hampshire	39.2	38.0	94.37	90.94	36.98	34.52	3.2	3.8	7.1	8.1	0.9	4.2	
New Jersey	42.3	42.7	96.93	94.18	41.00	40.21	-0.9	2.9	2.0	2.7	0.7	-0.2	
New Mexico	43.8	43.0	69.02	68.37	30.26	29.41	1.9	1.0	2.9	3.2	0.3	2.3	
New York	52.8	52.1	155.03	146.46	81.80	76.28	1.3	5.9	7.2	11.1	3.6	5.0	
North Carolina	42.8	40.3	74.89	72.75	32.07	29.33	6.2	2.9	9.3	10.9	1.5	7.8	
North Dakota	56.7	49.2	82.26	71.62	46.60	35.22	15.2	14.8	32.3	35.2	2.2	17.7	
Ohio	39.0	37.1	75.63	74.38	29.48	27.58	5.1	1.7	6.9	7.4	0.4	5.6	
Oklahoma	44.3	41.4	68.31	68.46	30.25	28.34	7.0	-0.2	6.7	12.8	5.7	13.0	
Oregon	40.4	37.4	79.14	77.52	31.99	29.01	8.0	2.1	10.3	10.3	0.1	8.1	
Pennsylvania	44.9	41.0	97.04	93.75	43.61	38.46	9.6	3.5	13.4	15.5	1.9	11.6	
Rhode Island	39.5	37.1	90.70	87.28	35.85	32.42	6.4	3.9	10.6	9.6	-0.9	5.4	
South Carolina	37.3	36.6	68.65	67.18	25.60	24.61	1.8	2.2	4.0	4.2	0.2	1.9	
South Dakota	36.8	34.9	65.05	64.20	23.91	22.43	5.2	1.3	6.6	5.9	-0.7	4.5	
Tennessee	39.4	38.1	74.13	72.75	29.23	27.75	3.4	1.9	5.3	5.9	0.5	3.9	
Texas	50.1	46.7	82.70	80.75	41.45	37.67	7.4	2.4	10.0	13.1	2.8	10.5	
Utah	46.3	42.7	113.48	103.28	52.58	44.08	8.6	9.9	19.3	20.2	0.8	9.4	
Vermont	44.8	44.9	112.93	107.00	50.57	48.08	-0.4	5.5	5.2	7.2	1.9	1.6	
Virginia	41.1	39.8	89.34	89.50	36.76	35.62	3.4	-0.2	3.2	4.0	0.7	4.1	
Washington	45.1	43.7	92.45	90.15	41.70	39.41	3.2	2.6	5.8	7.7	1.8	5.0	
West Virginia	46.2	43.8	76.02	73.45	35.09	32.16	5.4	3.5	9.1	10.5	1.3	6.7	
Wisconsin	38.9	35.7	76.85	74.67	29.87	26.65	8.9	2.9	12.1	12.6	0.4	9.4	
Wyoming	39.2	33.8	86.58	87.58	33.95	29.59	16.1	-1.1	14.7	15.9	1.0	17.2	
Total United States	47.7	45.1	96.64	94.00	46.10	42.40	5.8	2.8	8.7	10.0	1.1	7.0	

	Year to Date - January 2011 vs January 2010												
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD January 2010						
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold	
Alabama	45.0	44.3	68.42	66.37	30.76	29.40	1.5	3.1	4.6	6.9	2.2	3.7	
Alaska	50.1	42.2	82.44	86.34	41.34	36.44	18.8	-4.5	13.4	13.4	0.0	18.8	
Arizona	55.6	51.1	102.66	100.02	57.07	51.15	8.7	2.6	11.6	13.0	1.3	10.1	
Arkansas	37.7	36.7	66.74	66.38	25.19	24.33	2.9	0.5	3.5	3.8	0.3	3.2	
California	56.4	52.3	109.15	104.75	61.52	54.76	7.8	4.2	12.4	13.2	0.7	8.6	
Colorado	48.6	45.0	118.16	115.92	57.48	52.12	8.2	1.9	10.3	11.8	1.4	9.7	
Connecticut	43.6	41.1	94.16	93.49	41.03	38.45	6.0	0.7	6.7	7.7	0.9	6.9	
Delaware	38.3	37.7	92.25	88.55	35.37	33.36	1.8	4.2	6.0	7.6	1.4	3.2	
Florida	59.0	57.4	111.30	111.61	65.65	64.05	2.8	-0.3	2.5	3.0	0.5	3.3	
Georgia	47.8	45.9	77.56	77.00	37.06	35.34	4.1	0.7	4.9	5.5	0.6	4.7	
Hawaii	74.5	66.4	188.95	176.88	140.74	117.52	12.1	6.8	19.8	20.0	0.2	12.3	
Idaho	36.9	35.2	71.34	69.57	26.33	24.52	4.7	2.5	7.4	6.8	-0.5	4.2	
Illinois	40.3	38.9	84.20	80.49	33.98	31.29	3.8	4.6	8.6	9.2	0.5	4.4	
Indiana	39.5	37.5	73.30	72.02	28.94	27.00	5.3	1.8	7.2	8.7	1.4	6.8	
Iowa	39.8	38.7	70.22	68.75	27.93	26.62	2.8	2.1	5.0	5.9	0.9	3.7	
Kansas	40.6	40.2	69.54	68.91	28.25	27.72	1.0	0.9	1.9	3.0	1.1	2.1	
Kentucky	36.4	36.7	70.76	69.33	25.76	25.46	-0.9	2.1	1.2	1.7	0.6	-0.3	
Louisiana	52.8	50.4	91.98	87.46	48.55	44.11	4.6	5.2	10.1	12.9	2.6	7.3	
Maine	34.1	32.5	75.49	73.46	25.73	23.89	4.8	2.8	7.7	6.3	-1.3	3.5	
Maryland	44.1	42.6	96.76	97.15	42.69	41.40	3.5	-0.4	3.1	3.7	0.6	4.1	
Massachusetts	44.6	43.6	111.58	108.81	49.71	47.41	2.3	2.5	4.9	3.4	-1.4	0.8	
Michigan	43.0	38.4	77.69	75.81	33.39	29.14	11.8	2.5	14.6	14.1	-0.4	11.3	
Minnesota	45.6	43.5	84.14	81.40	38.39	35.42	4.9	3.4	8.4	8.9	0.5	5.4	
Mississippi	45.3	45.1	72.88	72.04	33.02	32.48	0.5	1.2	1.7	3.0	1.3	1.8	
Missouri	35.4	34.5	73.00	72.29	25.87	24.94	2.7	1.0	3.7	4.8	1.0	3.8	
Montana	37.3	34.1	70.68	69.35	26.34	23.64	9.3	1.9	11.4	13.5	1.9	11.4	
Nebraska	35.9	36.5	70.83	70.43	25.41	25.71	-1.7	0.6	-1.2	1.4	2.6	0.8	
Nevada	57.1	48.7	102.81	99.34	58.74	48.35	17.4	3.5	21.5	23.1	1.3	18.9	
New Hampshire	39.2	38.0	94.37	90.94	36.98	34.52	3.2	3.8	7.1	8.1	0.9	4.2	
New Jersey	42.3	42.7	96.93	94.18	41.00	40.21	-0.9	2.9	2.0	2.7	0.7	-0.2	
New Mexico	43.8	43.0	69.02	68.37	30.26	29.41	1.9	1.0	2.9	3.2	0.3	2.3	
New York	52.8	52.1	155.03	146.46	81.80	76.28	1.3	5.9	7.2	11.1	3.6	5.0	
North Carolina	42.8	40.3	74.89	72.75	32.07	29.33	6.2	2.9	9.3	10.9	1.5	7.8	
North Dakota	56.7	49.2	82.26	71.62	46.60	35.22	15.2	14.8	32.3	35.2	2.2	17.7	
Ohio	39.0	37.1	75.63	74.38	29.48	27.58	5.1	1.7	6.9	7.4	0.4	5.6	
Oklahoma	44.3	41.4	68.31	68.46	30.25	28.34	7.0	-0.2	6.7	12.8	5.7	13.0	
Oregon	40.4	37.4	79.14	77.52	31.99	29.01	8.0	2.1	10.3	10.3	0.1	8.1	
Pennsylvania	44.9	41.0	97.04	93.75	43.61	38.46	9.6	3.5	13.4	15.5	1.9	11.6	
Rhode Island	39.5	37.1	90.70	87.28	35.85	32.42	6.4	3.9	10.6	9.6	-0.9	5.4	
South Carolina	37.3	36.6	68.65	67.18	25.60	24.61	1.8	2.2	4.0	4.2	0.2	1.9	
South Dakota	36.8	34.9	65.05	64.20	23.91	22.43	5.2	1.3	6.6	5.9	-0.7	4.5	
Tennessee	39.4	38.1	74.13	72.75	29.23	27.75	3.4	1.9	5.3	5.9	0.5	3.9	
Texas	50.1	46.7	82.70	80.75	41.45	37.67	7.4	2.4	10.0	13.1	2.8	10.5	
Utah	46.3	42.7	113.48	103.28	52.58	44.08	8.6	9.9	19.3	20.2	0.8	9.4	
Vermont	44.8	44.9	112.93	107.00	50.57	48.08	-0.4	5.5	5.2	7.2	1.9	1.6	
Virginia	41.1	39.8	89.34	89.50	36.76	35.62	3.4	-0.2	3.2	4.0	0.7	4.1	
Washington	45.1	43.7	92.45	90.15	41.70	39.41	3.2	2.6	5.8	7.7	1.8	5.0	
West Virginia	46.2	43.8	76.02	73.45	35.								

Glossary

Airport

Properties near (usually within 5 miles) an international airport that primarily serve demand generated from airport traffic.

Average Daily Rate (ADR)

Room revenue divided by rooms sold.

Chain Scale

(Luxury Chains, Upper Upscale Chains, Upscale Chains, Upper Midscale Chains, Midscale Chains, Economy Chains, Independents)
The chain scale segments are based primarily on the actual, system-wide average room rates of the major chains.

East North Central

Michigan, Wisconsin, Illinois, Indiana, Ohio

East South Central

Kentucky, Tennessee, Alabama, Mississippi

Interstate

Properties near interstate highways that primarily serve demand generated from the interstate. Interstate hotels located in suburban areas are classified in the Suburban location type.

Location

Hotel classifications driven by physical location. Chain management has provided STR with location classifications for a significant number of properties.

Middle Atlantic

New York, Pennsylvania, New Jersey

Mountain

Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

New England

Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island

Occupancy

Rooms sold divided by rooms available.

Pacific

Alaska, Washington, Oregon, California, Hawaii

Price

(Luxury, Upscale, Mid-Price, Economy, Budget)
The five categories of a metro STR market which are defined by actual or estimated average room rate.

Resort

Properties located in resort areas that primarily serve leisure demand.

Revenue Per Available Room (RevPAR)

Room revenue divided by rooms available (occupancy times average room rate will closely approximate RevPAR).

Rooms Available (Room Supply)

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 (Room Demand)

The number of rooms sold (excludes complimentary rooms).

Small Metro/Town

Properties located in markets with less than 150k population.

South Atlantic

Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, Washington D.C.

Suburban

Properties located in suburbs of urban markets.

Urban

Properties located in urban areas with populations greater than 150k.

West North Central

Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri, Kansas

West South Central

Arkansas, Oklahoma, Texas, Louisiana