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STR MONTHLY HOTEL REVIEW

U.S. Hotel Industry Performance for the Month of: October 2014

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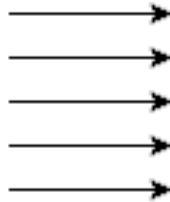
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Translation Table

For the Month of: October 2014

October 2014						
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	



October 2013						
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, Oct 4th - Yom Kippur
 Monday, Oct 13th - Columbus Day
 Friday, Oct 31st - Halloween

Last Year

Tuesday, Oct 1st - Government Shutdown Begins
 Monday, Oct 14th - Columbus Day
 Wednesday, Oct 16th - Government Shutdown Ends
 Thursday, Oct 31st - Halloween

Number of Weekdays: 22
Number of Weekend Days: 9

Number of Weekdays: 23
Number of Weekend Days: 8

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

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U.S. Hotel Industry at a Glance

For the Month of: October 2014

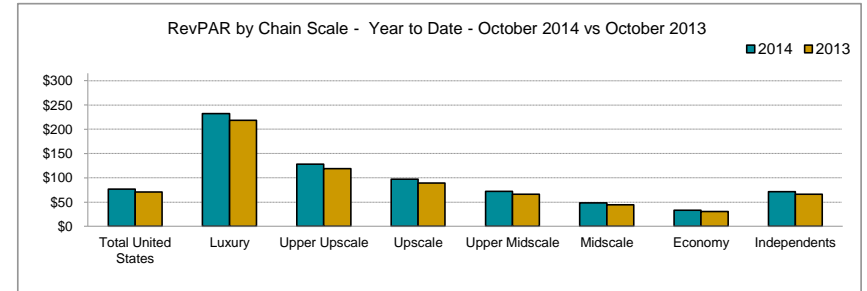
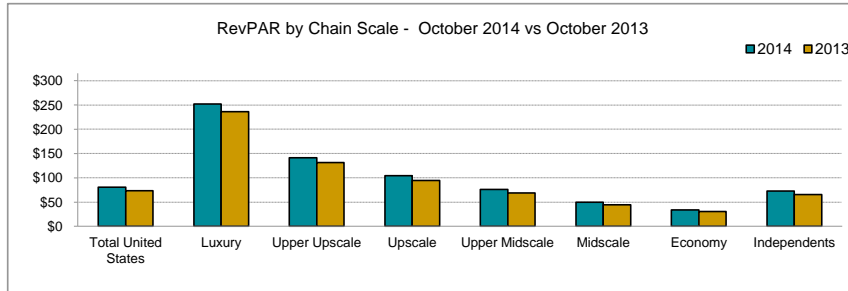
	Current Month			Running 3 Months			Running 12 Months			Year to Date		
Supply	▲	up	0.9 %	▲	up	0.9 %	▲	up	0.8 %	▲	up	0.8 %
Demand	▲	up	6.3 %	▲	up	5.3 %	▲	up	4.3 %	▲	up	4.5 %
Occupancy	▲	up	5.3 %	▲	up	4.3 %	▲	up	3.5 %	▲	up	3.6 %
ADR	▲	up	4.6 %	▲	up	5.2 %	▲	up	4.4 %	▲	up	4.6 %
RevPAR	▲	up	10.1 %	▲	up	9.7 %	▲	up	8.0 %	▲	up	8.4 %

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Performance by Industry Segments

For the Month of: October 2014



October 2014 vs October 2013													
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from October 2013						
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold	
Total United States	68.0	64.6	118.87	113.60	80.81	73.37	5.3	4.6	10.1	11.2	0.9	6.3	
Chain Scale													
Luxury	78.6	78.0	320.91	302.74	252.24	236.00	0.8	6.0	6.9	6.4	-0.4	0.4	
Upper Upscale	78.1	76.4	180.73	172.43	141.10	131.72	2.2	4.8	7.1	7.8	0.6	2.8	
Upscale	78.6	75.0	133.15	126.15	104.68	94.59	4.9	5.6	10.7	14.5	3.5	8.5	
Upper Midscale	71.4	67.2	106.99	102.18	76.37	68.63	6.3	4.7	11.3	12.4	1.0	7.4	
Midscale	62.0	57.9	80.00	76.42	49.60	44.23	7.1	4.7	12.1	11.5	-0.6	6.5	
Economy	59.3	56.3	57.35	54.40	34.03	30.64	5.4	5.4	11.1	11.5	0.4	5.8	
Independents	63.5	60.0	114.44	108.95	72.61	65.32	5.8	5.0	11.2	12.1	0.9	6.8	
Class													
Luxury	73.1	70.7	271.18	258.99	198.37	183.18	3.4	4.7	8.3	7.9	-0.3	3.1	
Upper Upscale	76.0	74.1	176.43	169.22	134.11	125.45	2.5	4.3	6.9	8.3	1.3	3.9	
Upscale	76.1	72.4	133.93	126.94	101.86	91.87	5.1	5.5	10.9	13.7	2.5	7.8	
Upper Midscale	70.3	66.2	107.84	102.77	75.85	68.00	6.3	4.9	11.5	13.7	2.0	8.4	
Midscale	62.4	58.6	87.04	82.99	54.35	48.63	6.5	4.9	11.7	11.9	0.2	6.7	
Economy	59.7	56.4	64.51	60.88	38.48	34.35	5.7	6.0	12.0	11.8	-0.2	5.5	
Region													
New England	72.4	71.1	149.22	145.02	108.04	103.10	1.8	2.9	4.8	5.6	0.8	2.6	
Middle Atlantic	72.1	69.8	175.79	169.82	126.69	118.58	3.2	3.5	6.8	7.9	1.0	4.2	
South Atlantic	66.7	62.0	110.05	105.01	73.44	65.07	7.7	4.8	12.8	13.8	0.8	8.6	
East North Central	66.0	63.3	105.15	100.37	69.36	63.57	4.1	4.8	9.1	10.1	0.9	5.1	
East South Central	65.0	61.0	91.85	86.71	59.67	52.87	6.6	5.9	12.9	12.8	-0.1	6.5	
West North Central	65.0	62.7	92.17	89.14	59.93	55.88	3.7	3.4	7.2	9.3	1.9	5.7	
West South Central	67.1	63.3	101.63	97.60	68.20	61.83	5.9	4.1	10.3	12.1	1.6	7.6	
Mountain	65.4	61.9	103.04	97.71	67.38	60.44	5.7	5.5	11.5	12.5	0.9	6.7	
Pacific	73.4	70.4	144.99	135.71	106.42	95.57	4.2	6.8	11.3	12.1	0.6	4.9	
Location													
Urban	77.7	75.3	188.39	180.81	146.34	136.09	3.2	4.2	7.5	9.5	1.8	5.1	
Suburban	69.1	65.7	100.59	95.64	69.48	62.87	5.1	5.2	10.5	11.7	1.0	6.2	
Airport	75.3	71.9	107.23	100.49	80.70	72.29	4.6	6.7	11.6	12.4	0.7	5.4	
Interstate	61.1	57.4	80.62	77.45	49.27	44.46	6.4	4.1	10.8	12.1	1.2	7.7	
Resort	66.0	61.8	146.31	138.98	96.55	85.91	6.7	5.3	12.4	11.7	-0.6	6.1	
Small Metro/Town	60.7	57.1	91.97	88.09	55.81	50.29	6.3	4.4	11.0	12.1	1.0	7.3	

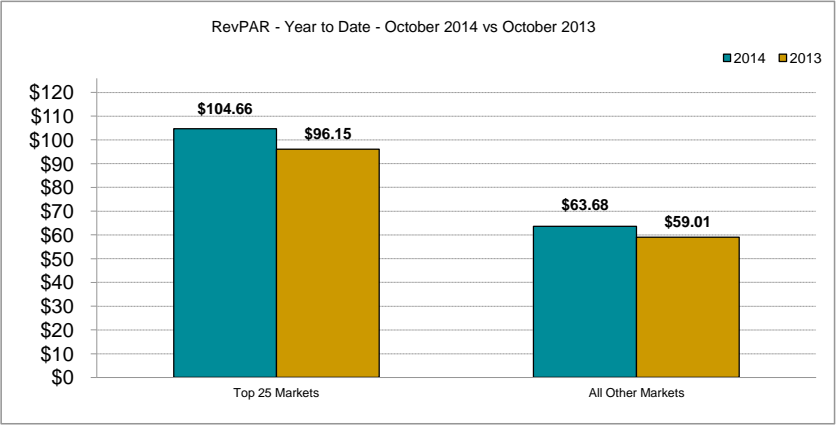
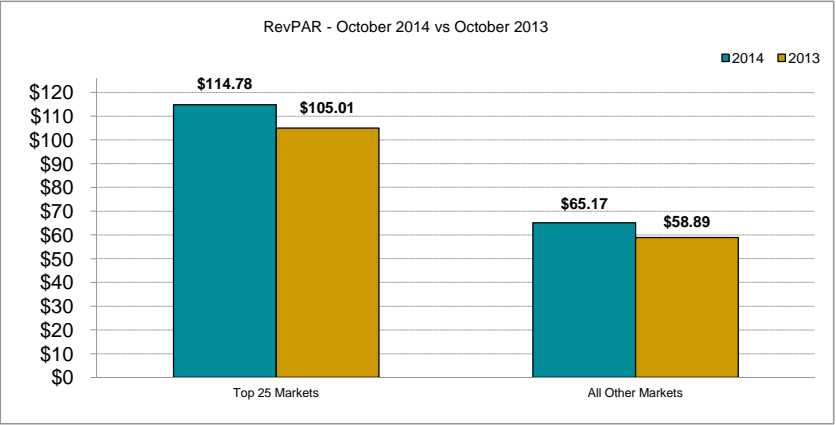
Year to Date - October 2014 vs October 2013													
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD October 2013						
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold	
Total United States	66.1	63.8	115.85	110.79	76.62	70.70	3.6	4.6	8.4	9.3	0.8	4.5	
Luxury	76.5	75.8	303.92	287.96	232.40	218.20	0.9	5.5	6.5	7.4	0.9	1.8	
Upper Upscale	75.4	73.6	169.70	161.54	127.96	118.94	2.4	5.0	7.6	9.1	1.4	3.8	
Upscale	75.8	73.2	128.37	122.26	97.24	89.53	3.5	5.0	8.6	12.4	3.5	7.1	
Upper Midscale	68.4	65.8	105.30	101.10	72.03	66.48	4.0	4.2	8.4	9.0	0.6	4.6	
Midscale	60.1	57.6	80.28	77.24	48.23	44.48	4.3	3.9	8.4	7.7	-0.7	3.6	
Economy	58.5	56.3	57.24	54.69	33.49	30.79	4.0	4.7	8.8	9.1	0.3	4.3	
Independents	62.5	60.3	114.43	109.60	71.51	66.10	3.6	4.4	8.2	8.8	0.5	4.2	
Luxury	71.5	70.2	266.86	253.91	190.85	178.27	1.9	5.1	7.1	7.8	0.7	2.6	
Upper Upscale	73.7	71.9	167.75	160.29	123.65	115.22	2.6	4.7	7.3	8.5	1.1	3.6	
Upscale	73.6	71.2	129.66	123.70	95.45	88.03	3.4	4.8	8.4	11.2	2.5	6.0	
Upper Midscale	67.8	65.2	106.55	102.12	72.23	66.56	4.0	4.3	8.5	10.4	1.7	5.8	
Midscale	60.8	58.5	87.14	83.86	52.99	49.08	3.9	3.9	8.0	8.1	0.1	4.0	
Economy	58.7	56.4	63.77	60.75	37.46	34.29	4.1	5.0	9.3	8.9	-0.4	3.7	
New England	65.9	64.5	140.57	133.73	92.63	86.23	2.2	5.1	7.4	8.0	0.5	2.7	
Middle Atlantic	68.6	67.5	158.58	153.61	108.76	103.70	1.6	3.2	4.9	6.6	1.6	3.3	
South Atlantic	66.3	63.2	112.01	107.55	74.31	67.99	4.9	4.1	9.3	9.8	0.5	5.5	
East North Central	62.7	60.9	100.18	96.37	62.76	58.67	2.9	4.0	7.0	7.8	0.8	3.7	
East South Central	60.7	58.4	87.06	82.61	52.82	48.22	3.9	5.4	9.5	10.1	0.6	4.5	
West North Central	61.7	59.6	90.94	87.26	56.10	51.99	3.6	4.2	7.9	9.4	1.4	5.0	
West South Central	65.0	62.6	97.08	93.38	63.06	58.44	3.8	4.0	7.9	9.5	1.5	5.3	
Mountain	65.2	62.2	105.13	99.75	68.51	62.08	4.7	5.4	10.4	11.1	0.7	5.4	
Pacific	73.3	71.2	143.30	134.56	105.01	95.80	2.9	6.5	9.6	10.2	0.5	3.4	
Urban	73.9	72.0	167.97	160.45	124.18	115.55	2.7	4.7	7.5	9.5	1.9	4.6	
Suburban	67.0	64.3	98.05	93.45	65.70	60.10	4.2	4.9	9.3	10.1	0.7	4.9	
Airport	74.1	71.1	103.56	98.09	76.79	69.75	4.3	5.6	10.1	10.6	0.5	4.8	
Interstate	58.5	56.4	79.29	76.67	46.38	43.23	3.7	3.4	7.3	8.3	1.0	4.7	
Resort	67.9	65.6	158.16	150.66	107.33	98.83	3.4	5.0	8.6	8.5	-0.1	3.3	
Small Metro/Town	58.5	56.7	93.86	90.60	54.94	51.36	3.3	3.6	7.0	8.0	0.9	4.2	

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Performance in Top 25 Markets

For the Month of: October 2014



	October 2014 vs October 2013											
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from October 2013					
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold
Anaheim/Santa Ana, CA	77.8	75.4	134.83	124.94	104.87	94.18	3.2	7.9	11.4	13.1	1.6	4.8
Atlanta, GA	71.1	66.6	95.92	91.70	68.16	61.11	6.6	4.6	11.5	11.9	0.4	7.0
Boston, MA	84.0	86.0	205.93	199.78	172.97	171.78	-2.3	3.1	0.7	0.8	0.1	-2.2
Chicago, IL	75.8	73.3	152.21	143.45	115.37	105.09	3.5	6.1	9.8	10.5	0.7	4.2
Dallas, TX	72.8	69.9	99.65	98.25	72.56	68.71	4.1	1.4	5.6	6.1	0.5	4.6
Denver, CO	80.5	75.0	123.03	109.50	99.04	82.17	7.3	12.4	20.5	24.2	3.0	10.5
Detroit, MI	70.4	64.5	91.72	86.14	64.58	55.59	9.1	6.5	16.2	15.7	-0.4	8.7
Houston, TX	76.5	72.8	112.59	106.00	86.11	77.12	5.1	6.2	11.7	13.7	1.8	7.0
Los Angeles/Long Beach, CA	80.3	78.1	150.56	138.46	120.92	108.18	2.8	8.7	11.8	13.5	1.5	4.4
Miami/Hialeah, FL	73.8	72.3	160.96	150.61	118.80	108.93	2.0	6.9	9.1	11.9	2.6	4.7
Minneapolis/St Paul, MN-WI	69.4	74.6	112.05	108.53	77.76	81.00	-7.0	3.2	-4.0	-3.2	0.9	-6.2
Nashville, TN	80.1	73.9	126.34	110.95	101.21	82.03	8.3	13.9	23.4	24.5	0.9	9.3
New Orleans, LA	74.7	74.8	157.12	156.63	117.31	117.23	-0.2	0.3	0.1	1.2	1.1	0.8
New York, NY	89.7	89.2	310.66	303.52	278.73	270.64	0.6	2.4	3.0	9.2	6.0	6.7
Norfolk/Virginia Beach, VA	53.3	49.8	78.67	78.33	41.97	39.03	7.1	0.4	7.5	7.5	0.0	7.0
Oahu Island, HI	84.6	80.7	215.50	201.70	182.42	162.78	4.9	6.8	12.1	9.8	-2.1	2.7
Orlando, FL	73.6	66.8	107.31	100.47	78.95	67.15	10.1	6.8	17.6	20.2	2.2	12.5
Philadelphia, PA-NJ	73.8	70.5	132.92	127.50	98.07	89.89	4.7	4.3	9.1	11.2	1.9	6.7
Phoenix, AZ	65.3	61.0	117.58	113.20	76.78	69.00	7.1	3.9	11.3	10.1	-1.1	6.0
San Diego, CA	75.3	70.6	140.89	138.01	106.06	97.48	6.6	2.1	8.8	10.4	1.5	8.2
San Francisco/San Mateo, CA	89.1	90.3	244.24	217.44	217.61	196.29	-1.3	12.3	10.9	11.2	0.3	-1.0
Seattle, WA	74.1	74.0	137.35	131.25	101.82	97.12	0.2	4.6	4.8	5.7	0.8	1.0
St Louis, MO-IL	70.4	66.5	101.89	98.07	71.75	65.25	5.8	3.9	10.0	11.3	1.2	7.1
Tampa/St Petersburg, FL	65.0	59.5	100.56	94.45	65.37	56.17	9.3	6.5	16.4	18.4	1.7	11.2
Washington, DC-MD-VA	74.6	67.4	162.70	162.26	121.32	109.44	10.5	0.3	10.9	12.0	1.0	11.7
Top 25 Markets	75.7	72.4	151.69	144.97	114.78	105.01	4.5	4.6	9.3	10.8	1.4	5.9
All Other Markets	64.4	61.0	101.11	96.55	65.17	58.89	5.7	4.7	10.7	11.5	0.8	6.5
Total United States	68.0	64.6	118.87	113.60	80.81	73.37	5.3	4.6	10.1	11.2	0.9	6.3

Year to Date - October 2014 vs October 2013												
Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD October 2013						
2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold	
77.9	76.1	136.36	128.51	106.24	97.81	2.4	6.1	8.6	9.7	1.0	3.4	
70.0	64.5	92.63	88.50	64.88	57.12	8.5	4.7	13.6	13.5	0.0	8.5	
77.8	75.4	178.89	166.64	139.14	125.69	3.1	7.4	10.7	11.0	0.3	3.4	
71.0	69.0	135.01	130.64	95.81	90.11	2.9	3.3	6.3	7.7	1.3	4.2	
69.2	65.2	94.36	91.02	65.33	59.39	6.1	3.7	10.0	10.4	0.3	6.5	
78.1	73.1	113.81	104.17	88.84	76.19	6.7	9.3	16.6	19.3	2.3	9.2	
66.7	63.9	89.42	84.26	59.66	53.82	4.5	6.1	10.9	11.9	0.9	5.4	
73.3	70.3	107.68	101.78	78.97	71.59	4.3	5.8	10.3	11.5	1.0	5.4	
80.6	78.2	148.23	137.79	119.40	107.73	3.0	7.6	10.8	11.7	0.8	3.9	
78.4	77.2	181.51	172.43	142.38	133.11	1.6	5.3	7.0	8.1	1.0	2.7	
70.0	69.1	108.59	101.92	76.07	70.44	1.4	6.5	8.0	9.6	1.4	2.8	
73.8	70.0	117.13	103.52	86.43	72.50	5.4	13.1	19.2	22.4	2.7	8.2	
69.9	67.7	144.51	141.68	100.95	95.86	3.2	2.0	5.3	6.2	0.8	4.1	
85.1	84.8	258.87	252.59	220.39	214.11	0.4	2.5	2.9	8.7	5.6	6.1	
57.0	55.3	93.07	91.49	53.07	50.64	3.0	1.7	4.8	4.7	-0.1	2.9	
85.1	84.7	219.62	208.37	186.96	176.42	0.6	5.4	6.0	4.9	-1.0	-0.5	
74.2	70.8	107.61	101.91	79.84	72.19	4.7	5.6	10.6	12.0	1.3	6.1	
69.3	66.8	123.31	121.88	85.46	81.47	3.7	1.2	4.9	6.6	1.6	5.3	
63.5	60.4	115.32	110.33	73.24	66.59	5.2	4.5	10.0	9.5	-0.4	4.8	
76.7	73.5	145.81	138.75	111.87	102.04	4.3	5.1	9.6	11.6	1.8	6.2	
85.5	84.3	210.56	189.17	179.97	159.47	1.4	11.3	12.9	12.9	0.1	1.5	
77.9	75.2	139.68	128.58	108.84	96.73	3.6	8.6	12.5	13.2	0.6	4.2	
66.5	63.7	97.09	91.26	64.61	58.17	4.4	6.4	11.1	10.9	-0.2	4.2	
69.4	65.4	108.01	101.91	74.95	66.62	6.1	6.0	12.5	13.3	0.7	6.9	
71.2	68.2	147.39	146.99	104.89	100.28	4.3	0.3	4.6	5.4	0.8	5.1	
73.9	71.2	141.60	135.06	104.66	96.15	3.8	4.8	8.9	10.1	1.1	5.0	
62.5	60.4	101.82	97.67	63.68	59.01	3.5	4.3	7.9	8.7	0.7	4.2	
66.1	63.8	115.85	110.79	76.62	70.70	3.6	4.6	8.4	9.3	0.8	4.5	

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Performance by State

For the Month of: October 2014

	October 2014 vs October 2013											
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from October 2013					
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold
Alabama	58.8	56.2	82.49	80.20	48.53	45.06	4.7	2.9	7.7	7.5	-0.2	4.5
Alaska	68.8	56.1	95.98	93.40	66.07	52.45	22.6	2.8	26.0	26.0	0.0	22.6
Arizona	63.4	59.3	107.09	102.81	67.85	60.98	6.8	4.2	11.3	10.9	-0.4	6.4
Arkansas	57.1	52.0	78.33	75.83	44.75	39.46	9.8	3.3	13.4	13.5	0.1	9.8
California	75.4	72.6	146.69	136.29	110.59	98.93	3.9	7.6	11.8	12.8	0.9	4.8
Colorado	66.1	61.4	111.70	103.20	73.86	63.32	7.8	8.2	16.6	17.9	1.1	8.9
Connecticut	68.5	65.0	113.49	110.74	77.74	72.02	5.3	2.5	7.9	8.4	0.4	5.8
Delaware	60.9	57.7	107.30	100.15	65.31	57.83	5.4	7.1	12.9	16.8	3.4	9.0
Florida	66.8	61.8	115.14	108.34	76.91	66.91	8.2	6.3	15.0	16.5	1.4	9.6
Georgia	66.1	62.2	91.75	87.26	60.62	54.30	6.2	5.1	11.6	12.4	0.6	6.9
Hawaii	77.1	72.9	224.96	211.54	173.55	154.20	5.8	6.3	12.5	11.0	-1.4	4.3
Idaho	61.6	58.1	87.16	84.26	53.67	48.95	6.0	3.4	9.7	10.1	0.4	6.4
Illinois	71.9	69.4	133.13	126.20	95.69	87.56	3.6	5.5	9.3	10.0	0.7	4.3
Indiana	62.9	60.3	90.37	85.71	56.80	51.67	4.3	5.4	9.9	10.2	0.3	4.5
Iowa	64.9	61.8	84.42	81.82	54.79	50.56	5.1	3.2	8.4	10.0	1.5	6.6
Kansas	65.0	62.2	82.12	79.12	53.34	49.18	4.5	3.8	8.5	9.3	0.7	5.3
Kentucky	67.6	63.8	90.86	87.55	61.38	55.90	5.8	3.8	9.8	10.1	0.3	6.1
Louisiana	67.7	65.1	115.72	115.83	78.31	75.45	3.9	-0.1	3.8	4.7	0.8	4.8
Maine	64.9	63.7	116.88	109.83	75.83	69.97	1.8	6.4	8.4	10.9	2.3	4.2
Maryland	67.8	62.0	116.89	114.59	79.30	71.08	9.4	2.0	11.6	12.0	0.4	9.8
Massachusetts	76.4	77.5	180.83	175.40	138.08	136.01	-1.5	3.1	1.5	2.1	0.6	-0.9
Michigan	63.6	60.1	92.59	87.52	58.93	52.63	5.8	5.8	12.0	12.2	0.2	6.0
Minnesota	66.8	68.5	102.67	99.82	68.60	68.34	-2.4	2.9	0.4	1.8	1.4	-1.0
Mississippi	59.2	56.9	85.45	82.22	50.62	46.76	4.2	3.9	8.3	7.3	-0.9	3.2
Missouri	63.9	60.6	95.00	90.53	60.72	54.83	5.5	4.9	10.7	12.0	1.1	6.7
Montana	60.0	53.4	86.41	83.82	51.87	44.80	12.3	3.1	15.8	18.2	2.1	14.7
Nebraska	59.2	56.4	84.45	81.98	49.97	46.25	4.9	3.0	8.0	11.9	3.6	8.6
Nevada	69.2	66.0	105.51	99.63	72.99	65.77	4.8	5.9	11.0	12.1	1.0	5.8
New Hampshire	71.7	67.4	126.63	123.82	90.81	83.47	6.4	2.3	8.8	9.3	0.4	6.9
New Jersey	62.5	60.3	114.59	112.33	71.62	67.76	3.6	2.0	5.7	1.4	-4.0	-0.5
New Mexico	63.4	62.6	92.28	88.06	58.49	55.17	1.2	4.8	6.0	7.7	1.6	2.8
New York	78.2	76.9	230.97	223.83	180.67	172.20	1.7	3.2	4.9	8.4	3.3	5.1
North Carolina	69.0	64.2	98.38	93.45	67.86	60.04	7.4	5.3	13.0	13.6	0.5	7.9
North Dakota	78.4	72.6	100.70	99.76	78.92	72.40	8.0	0.9	9.0	17.9	8.1	16.8
Ohio	64.6	62.5	92.57	90.25	59.78	56.38	3.4	2.6	6.0	8.6	2.4	5.9
Oklahoma	63.3	63.6	80.37	78.58	50.90	49.96	-0.4	2.3	1.9	5.0	3.1	2.7
Oregon	65.3	61.7	104.25	98.93	68.05	61.02	5.8	5.4	11.5	12.4	0.8	6.7
Pennsylvania	69.4	66.2	117.85	113.05	81.83	74.89	4.8	4.2	9.3	10.7	1.3	6.2
Rhode Island	72.2	68.2	134.73	128.21	97.25	87.45	5.8	5.1	11.2	11.8	0.5	6.4
South Carolina	62.1	59.2	97.41	91.65	60.53	54.29	4.9	6.3	11.5	11.8	0.2	5.1
South Dakota	59.3	55.7	78.85	75.62	46.75	42.11	6.5	4.3	11.0	13.2	2.0	8.6
Tennessee	69.9	64.3	99.43	91.50	69.54	58.82	8.8	8.7	18.2	18.4	0.2	9.0
Texas	68.7	64.3	103.86	98.47	71.38	63.28	6.9	5.5	12.8	14.7	1.7	8.8
Utah	62.5	61.1	95.85	94.46	59.88	57.72	2.2	1.5	3.7	5.9	2.1	4.4
Vermont	76.2	72.8	152.31	145.45	116.01	105.82	4.7	4.7	9.6	9.8	0.2	4.9
Virginia	63.9	57.8	103.28	99.36	65.98	57.47	10.5	3.9	14.8	14.5	-0.2	10.2
Washington	66.3	65.4	115.46	111.18	76.59	72.68	1.5	3.8	5.4	6.0	0.6	2.1
Washington, DC	82.9	79.0	243.94	253.17	202.12	200.02	4.9	-3.6	1.0	5.7	4.6	9.7
West Virginia	73.4	68.8	102.22	97.13	75.06	66.81	6.8	5.2	12.3	12.9	0.5	7.2
Wisconsin	63.0	60.4	95.84	91.60	60.35	55.37	4.2	4.6	9.0	9.5	0.5	4.7
Wyoming	60.5	55.0	91.45	85.03	55.34	46.78	10.0	7.6	18.3	18.8	0.5	10.5
Total United States	68.0	64.6	118.87	113.60	80.81	73.37	5.3	4.6	10.1	11.2	0.9	6.3

Year to Date - October 2014 vs October 2013												
Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD October 2013						
2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Rooms Avail	Rooms Sold	
58.1	56.2	79.86	76.90	46.43	43.21	3.5	3.8	7.5	7.6	0.1	3.6	
71.9	69.0	128.87	127.00	92.69	87.64	4.2	1.5	5.8	6.3	0.5	4.7	
62.2	59.5	105.71	101.33	65.72	60.28	4.5	4.3	9.0	9.0	0.0	4.5	
53.6	51.5	76.03	73.80	40.73	38.03	4.0	3.0	7.1	7.4	0.2	4.2	
74.4	72.2	141.48	131.79	105.22	95.11	3.0	7.4	10.6	11.4	0.7	3.7	
68.3	64.3	122.40	114.96	83.56	73.89	6.2	6.5	13.1	14.5	1.3	7.6	
61.1	60.5	109.95	107.46	67.20	65.05	1.0	2.3	3.3	3.6	0.3	1.3	
61.2	57.7	113.18	108.08	69.23	62.40	5.9	4.7	10.9	12.2	1.1	7.1	
70.4	67.4	125.08	118.46	88.08	79.82	4.5	5.6	10.3	11.3	0.8	5.4	
64.0	59.9	88.75	84.83	56.80	50.79	6.9	4.6	11.8	12.1	0.2	7.1	
77.7	77.4	239.70	228.17	186.25	176.67	0.4	5.1	5.4	4.9	-0.5	-0.1	
62.9	62.4	91.02	87.25	57.29	54.42	0.9	4.3	5.3	6.6	1.3	2.2	
67.0	65.1	120.43	116.53	80.71	75.84	3.0	3.3	6.4	7.4	0.9	3.9	
60.8	58.8	87.53	83.87	53.25	49.30	3.5	4.4	8.0	7.9	-0.1	3.4	
61.6	58.5	84.44	81.52	52.01	47.66	5.3	3.6	9.1	10.0	0.9	6.2	
60.4	57.5	79.59	76.29	48.05	43.87	5.0	4.3	9.5	9.4	-0.1	4.9	
61.3	58.6	87.64	85.14	53.74	49.92	4.6	2.9	7.6	8.0	0.3	4.9	
64.5	61.6	108.31	106.67	69.83	65.76	4.6	1.5	6.2	7.4	1.1	5.7	
59.5	59.6	118.01	112.32	70.24	66.90	-0.1	5.1	5.0	6.9	1.8	1.7	
65.6	62.3	117.16	115.63	76.91	72.00	5.4	1.3	6.8	7.1	0.3	5.7	
71.4	69.4	166.62	156.64	119.01	108.64	3.0	6.4	9.5	9.9	0.3	3.3	
61.1	59.2	92.57	88.03	56.55	52.12	3.2	5.2	8.5	9.3	0.7	3.9	
65.4	64.5	101.61	96.53	66.40	62.29	1.3	5.3	6.6	8.1	1.4	2.7	
59.3	58.7	81.39	78.98	48.23	46.38	0.9	3.1	4.0	4.0	0.0	0.9	
59.6	56.8	90.75	86.11	54.05	48.91	4.9	5.4	10.5	10.5	0.0	4.8	
63.2	61.3	97.38	93.77	61.53	57.44	3.2	3.8	7.1	9.8	2.5	5.7	
59.3	57.6	86.89	83.42	51.53	48.03	3.0	4.2	7.3	9.8	2.4	5.4	
67.6	64.0	102.30	96.66	69.11	61.87	5.6	5.8	11.7	12.1	0.3	5.9	
62.2	59.4	119.08	115.68	74.04	68.71	4.7	2.9	7.8	7.9	0.1	4.8	
62.7	62.4	116.54	113.01	73.11	70.56	0.5	3.1	3.6	2.9	-0.7	-0.2	
59.7	59.0	84.95	80.97	50.69	47.81	1.1	4.9	6.0	7.0	0.9	2.0	
74.4	73.5	200.72	194.84	149.25	143.30	1.1	3.0	4.2	7.6	3.3	4.5	
62.8	59.8	91.71	87.79	57.59	52.46	5.1	4.5	9.8	10.5	0.7	5.8	
68.8	67.8	98.58	99.34	67.79	67.38	1.4	-0.8	0.6	10.7	10.0	11.6	
61.8	60.5	91.23	87.75	56.42	53.13	2.1	4.0	6.2	7.6	1.3	3.5	
61.7	62.7	79.77	76.21	49.20	47.82	-1.7	4.7	2.9	5.9	3.0	1.2	
66.2	63.8	105.13	99.63	69.55	63.58	3.7	5.5	9.4	9.5	0.1	3.8	
64.0	62.2	113.06	110.38	72.35	68.62	2.9	2.4	5.4	6.4	0.9	3.9	
65.7	65.2	131.18	125.20	86.22	81.60	0.8	4.8	5.7	6.5	0.8	1.6	
63.2	60.2	103.87	98.43	65.61	59.27	4.9	5.5	10.7	10.5	-0.2	4.7	
58.5	57.7	86.68	84.49	50.68	48.72	1.4	2.6	4.0	6.6	2.5	3.9	
62.5	59.4	93.21	86.27	58.26	51.23	5.3	8.0	13.7	15.1	1.2	6.5	
66.9	64.1	99.12	94.97	66.29	60.85	4.4	4.4	9.0	10.6	1.5	5.9	
63.6	62.1	104.45	100.63	66.41	62.45	2.4	3.8	6.3	7.9	1.5	3.9	
65.2	63.7	134.37	129.66	87.59	82.62	2.3	3.6	6.0	6.6	0.6	2.9	
61.7	59.1	101.21	99.43	62.47	58.72	4.5	1.8	6.4	6.4	0.0	4.6	
69.6	67.5	117.50	110.39	81.82	74.49	3.2	6.4	9.8	10.4	0.5	3.7	
79.3	78.4	213.48	213.28	169.37	167.16	1.2	0.1	1.3	3.4	2.1	3.3	
67.2	64.8	95.98	92.15	64.49	59.76	3.6	4.2	7.9	8.5	0.6	4.2	
59.3	57.6	94.02	90.84	55.78	52.35	3.0	3.5	6.6	7.2	0.6	3.6	
64.8	59.6	108.25	103.55	70.14	61.68	8.8	4.5	13.7	13.5	-0.2	8.5	
66.1	63.8	115.85	110.79	76.62	70.70	3.6	4.6	8.4	9.3	0.8	4.5	

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, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy, Independents)

The chain scale segments are based primarily on the actual, system-wide average room rates of the major chains.

Class (Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy)

Class is an industry categorization which includes chain-affiliated and independent hotels. The class for a chain-affiliated hotel is the same as its chain scale.

An independent hotel is assigned a class based on its ADR, relative to that of the chain hotels in their geographic proximity.

Contract

Rooms occupied at rates that are stipulated by contracts including airline crews and permanent guests.

East North Central

Michigan, Wisconsin, Illinois, Indiana, Ohio

East South Central

Kentucky, Tennessee, Alabama, Mississippi

Group

Includes rooms occupied by those who have been sold simultaneously in blocks of a minimum of ten (10) rooms or more. E.g. group tours, domestic and international groups, association, convention and corporate groups

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

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.

Transient

Includes rooms occupied by those with reservations at Rack, Corporate, Corporate Negotiated, Package, Government, or foreign traveler rates.

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