

PRELIMINARY OCTOBER 2015 – U.S. LODGING DATA

5 November 2015

STR – the global leader in lodging industry performance tracking and benchmarking – announced preliminary October 2015 figures for the U.S. lodging industry and STR chain scale segments today.

<u>Chain Scale</u>	<u>Occupancy</u> <u>Percent Change</u>	<u>ADR</u> <u>Percent Change</u>	<u>RevPAR</u> <u>Percent Change</u>
Luxury	1% to 3%	1% to 3%	3% to 5%
Upper Upscale	1% to 3%	3% to 5%	5% to 7%
Upscale	-1% to 1%	4% to 6%	4% to 6%
Upper Midscale	0% to 2%	4% to 6%	4% to 6%
Midscale	0% to 2%	3% to 5%	4% to 6%
Economy	-1% to 1%	4% to 6%	4% to 6%
Total U.S. Industry	0% to 2%	4% to 6%	5% to 7%

Preliminary U.S. industry performance statistics are produced from STR's Weekly STAR program. Weekly STAR tracks daily occupancy, average daily rate and revenue per available room reported from hotels accounting for about 3.4 million U.S. hotel rooms.

IMPORTANT NOTES: Preliminary U.S. performance statistics reported here are subject to revision resulting from data reconciliation by Weekly STAR participants and additional monthly STAR reporting received from STR clients that do not currently participate in Weekly STAR.

Preliminary October 2015 performance changes are measured against October 2014 on a date-to-date basis.

