

# PRELIMINARY JULY 2006 – U.S. LODGING DATA



August 10, 2006

Smith Travel Research (STR) – the global leader in lodging industry performance tracking and benchmarking – announced ***preliminary*** July 2006 figures for the U.S. lodging industry and STR chain scale segments today.

<b><u>STR CHAIN SCALE SEGMENT</u></b>	<b><u>PRELIMINARY JULY 2006 OCCUPANCY PERCENT CHANGE</u></b>	<b><u>PRELIMINARY JULY 2006 REVPAR PERCENT CHANGE</u></b>
LUXURY	FLAT - UP 2%	UP 11% - 13%
UPPER UPSCALE	FLAT - DOWN 2%	UP 6% - 8%
UPSCALE	FLAT - DOWN 2%	UP 6% - 8%
MIDSCALE WITH F&B	FLAT - DOWN 2%	UP 4% - 6%
MIDSCALE WITHOUT F&B	FLAT - DOWN 2%	UP 5% - 7%
ECONOMY	DOWN 1% - 3%	UP 1% -3%
<b>TOTAL U.S. INDUSTRY</b>	<b>FLAT - DOWN 2 %</b>	<b>UP 4% - 6%</b>

Preliminary U.S. industry performance statistics are produced from STR's DaySTAR program. DaySTAR tracks daily occupancy, average room rate and revenue per available room reported from hotels accounting for about 2.5 million U.S. hotel rooms.

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

Preliminary July 2006 performance changes are measured against July 2005.

RevPar means Revenue per Available Room. F&B means Food and Beverage.