

PRELIMINARY MAY 2015 – U.S. LODGING DATA

11 June 2015

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

STR CHAIN SCALE SEGMENT	PRELIMINARY MAY 2015 OCCUPANCY PERCENT CHANGE	PRELIMINARY MAY 2015 REVPAR PERCENT CHANGE
LUXURY	DOWN 2% - FLAT	UP 4% - 6%
UPPER UPSCALE	DOWN 1% - UP 1%	UP 4% - 6%
UPSCALE	DOWN 1% - UP 1%	UP 4% - 6%
UPPER MIDSCALE	FLAT - UP 2%	UP 4% - 6%
MIDSCALE	FLAT - UP 2%	UP 4% - 6%
ECONOMY	DOWN 1% - UP 1%	UP 5% - 7%
TOTAL U.S. INDUSTRY	FLAT - UP 2%	UP 4% - 6%

Preliminary U.S. industry performance statistics are produced from STR's Weekly STAR program. Weekly STAR tracks daily occupancy, average room rate and revenue per available room reported from hotels accounting for about 3.2 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 May 2015 performance changes are measured against May 2014.

RevPAR means Revenue per Available Room.

