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## Global Hotel Review (Media Version)

### Global Hotel Industry Performance for the Month of January 2011

Volume 11, Issue MED1

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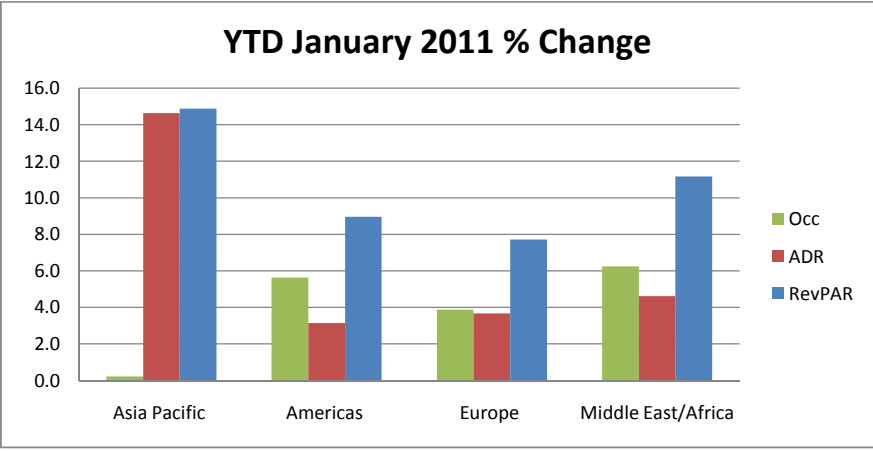
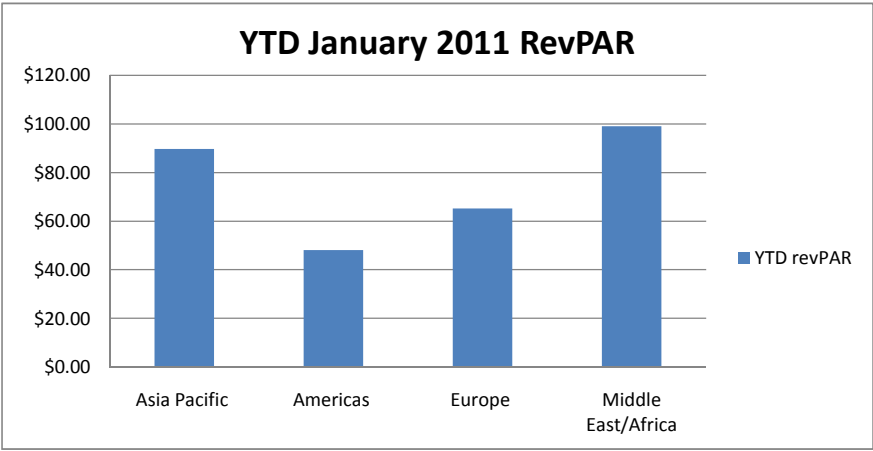
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# Global Performance (Data in US Dollars)

For the Month of: January 2011



**January 2011 vs January 2010**

**Year to Date - January 2011 vs January 2010**

	Occ %		ADR		RevPAR		Percent Change from January 2010		
	2011	2010	2011	2010	2011	2010	Occ.	ADR	RevPAR
	<b>Asia Pacific</b>	62.0	61.8	144.85	126.37	89.74	78.12	0.2	14.6
Central & South Asia	65.0	63.3	186.56	183.98	121.28	116.53	2.6	1.4	4.1
Northeastern Asia	57.2	58.2	128.19	113.83	73.30	66.23	-1.7	12.6	10.7
Southeastern Asia	68.1	66.0	146.83	121.73	100.06	80.34	3.3	20.6	24.5
Australia & Oceania	68.5	68.4	168.31	144.74	115.36	98.96	0.2	16.3	16.6
<b>Americas</b>	48.2	45.6	99.73	96.69	48.04	44.09	5.6	3.1	9.0
North America	47.7	45.2	97.71	94.89	46.64	42.86	5.7	3.0	8.8
Caribbean	66.6	64.6	186.04	183.97	123.92	118.80	3.2	1.1	4.3
Central America	62.7	59.7	120.01	124.39	75.26	74.24	5.1	-3.5	1.4
South America	61.6	57.2	133.00	110.51	81.89	63.20	7.7	20.4	29.6
<b>Europe</b>	49.7	47.8	131.34	126.68	65.23	60.56	3.9	3.7	7.7
Eastern Europe	37.8	37.2	113.17	108.10	42.75	40.17	1.7	4.7	6.4
Northern Europe	53.6	51.8	126.19	120.21	67.63	62.26	3.5	5.0	8.6
Southern Europe	45.1	42.6	118.45	116.78	53.40	49.80	5.7	1.4	7.2
Western Europe	51.9	50.2	151.29	145.97	78.59	73.31	3.4	3.6	7.2
<b>Middle East/Africa</b>	57.5	54.1	172.26	164.65	99.02	89.08	6.2	4.6	11.2
Middle East	60.5	53.5	210.42	220.49	127.35	118.00	13.1	-4.6	7.9
Northern Africa	58.9	60.0	100.17	88.89	59.03	53.30	-1.7	12.7	10.8
Southern Africa	51.2	50.4	159.91	145.73	81.95	73.51	1.6	9.7	11.5

	Occ %		ADR		RevPAR		Percent Change from YTD 2010		
	2011	2010	2011	2010	2011	2010	Occ.	ADR	RevPAR
	<b>Asia Pacific</b>	62.0	61.8	144.85	126.37	89.74	78.12	0.2	14.6
Central & South Asia	65.0	63.3	186.56	183.98	121.28	116.53	2.6	1.4	4.1
Northeastern Asia	57.2	58.2	128.19	113.83	73.30	66.23	-1.7	12.6	10.7
Southeastern Asia	68.1	66.0	146.83	121.73	100.06	80.34	3.3	20.6	24.5
Australia & Oceania	68.5	68.4	168.31	144.74	115.36	98.96	0.2	16.3	16.6
<b>Americas</b>	48.2	45.6	99.73	96.69	48.04	44.09	5.6	3.1	9.0
North America	47.7	45.2	97.71	94.89	46.64	42.86	5.7	3.0	8.8
Caribbean	66.6	64.6	186.04	183.97	123.92	118.80	3.2	1.1	4.3
Central America	62.7	59.7	120.01	124.39	75.26	74.24	5.1	-3.5	1.4
South America	61.6	57.2	133.00	110.51	81.89	63.20	7.7	20.4	29.6
<b>Europe</b>	49.7	47.8	131.34	126.68	65.23	60.56	3.9	3.7	7.7
Eastern Europe	37.8	37.2	113.17	108.10	42.75	40.17	1.7	4.7	6.4
Northern Europe	53.6	51.8	126.19	120.21	67.63	62.26	3.5	5.0	8.6
Southern Europe	45.1	42.6	118.45	116.78	53.40	49.80	5.7	1.4	7.2
Western Europe	51.9	50.2	151.29	145.97	78.59	73.31	3.4	3.6	7.2
<b>Middle East/Africa</b>	57.5	54.1	172.26	164.65	99.02	89.08	6.2	4.6	11.2
Middle East	60.5	53.5	210.42	220.49	127.35	118.00	13.1	-4.6	7.9
Northern Africa	58.9	60.0	100.17	88.89	59.03	53.30	-1.7	12.7	10.8
Southern Africa	51.2	50.4	159.91	145.73	81.95	73.51	1.6	9.7	11.5

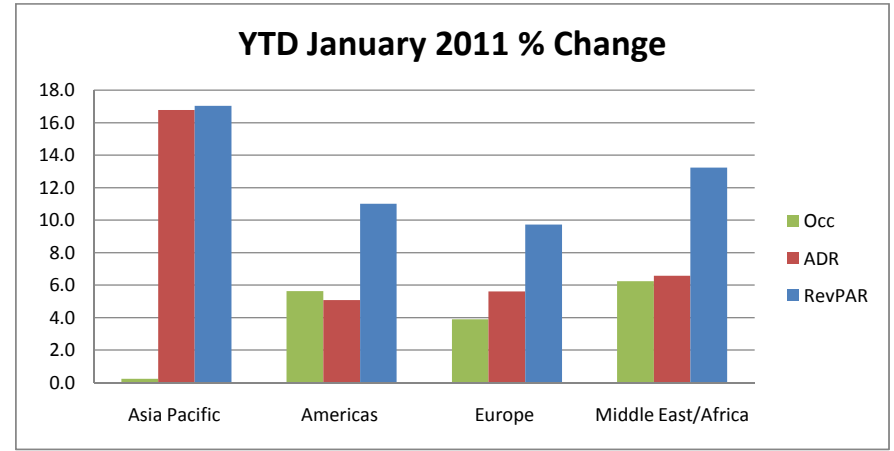
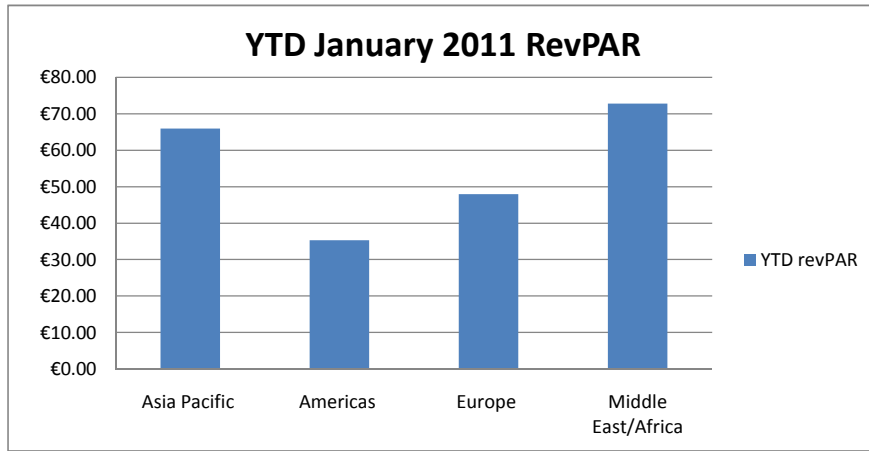
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# Global Performance (Data in Euros)

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
<b>Asia Pacific</b>	62.0	61.8	106.48	91.19	65.97	56.37	0.2	16.8	17.0
Central & South Asia	65.0	63.3	137.14	132.76	89.15	84.09	2.6	3.3	6.0
Northeastern Asia	57.2	58.2	94.23	82.14	53.88	47.79	-1.7	14.7	12.7
Southeastern Asia	68.1	66.0	107.93	87.84	73.55	57.97	3.3	22.9	26.9
Australia & Oceania	68.5	68.4	123.73	104.45	84.80	71.41	0.2	18.5	18.7
<b>Americas</b>	48.2	45.6	73.31	69.77	35.31	31.81	5.6	5.1	11.0
North America	47.7	45.2	71.83	68.47	34.29	30.93	5.7	4.9	10.9
Caribbean	66.6	64.6	136.76	132.76	91.09	85.73	3.2	3.0	6.3
Central America	62.7	59.7	88.22	89.76	55.32	53.57	5.1	-1.7	3.3
South America	61.6	57.2	97.77	79.74	60.20	45.60	7.7	22.6	32.0
<b>Europe</b>	49.7	47.8	96.55	91.41	47.95	43.70	3.9	5.6	9.7
Eastern Europe	37.8	37.2	83.19	78.01	31.43	28.99	1.7	6.7	8.4
Northern Europe	53.6	51.8	92.76	86.75	49.71	44.92	3.5	6.9	10.7
Southern Europe	45.1	42.6	87.07	84.27	39.26	35.94	5.7	3.3	9.2
Western Europe	51.9	50.2	111.21	105.33	57.77	52.90	3.4	5.6	9.2
<b>Middle East/Africa</b>	57.5	54.1	126.63	118.81	72.79	64.28	6.2	6.6	13.2
Middle East	60.5	53.5	154.68	159.10	93.62	85.15	13.1	-2.8	9.9
Northern Africa	58.9	60.0	73.63	64.14	43.39	38.46	-1.7	14.8	12.8
Southern Africa	51.2	50.4	117.55	105.16	60.24	53.04	1.6	11.8	13.6

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North America	47.7	45.2	71.83	68.47	34.29	30.93	5.7	4.9	10.9
Caribbean	66.6	64.6	136.76	132.76	91.09	85.73	3.2	3.0	6.3
Central America	62.7	59.7	88.22	89.76	55.32	53.57	5.1	-1.7	3.3
South America	61.6	57.2	97.77	79.74	60.20	45.60	7.7	22.6	32.0
<b>Europe</b>	49.7	47.8	96.55	91.41	47.95	43.70	3.9	5.6	9.7
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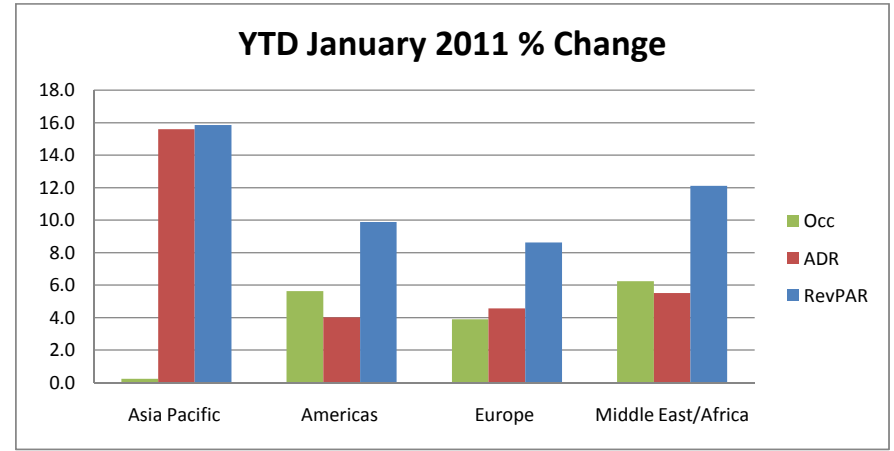
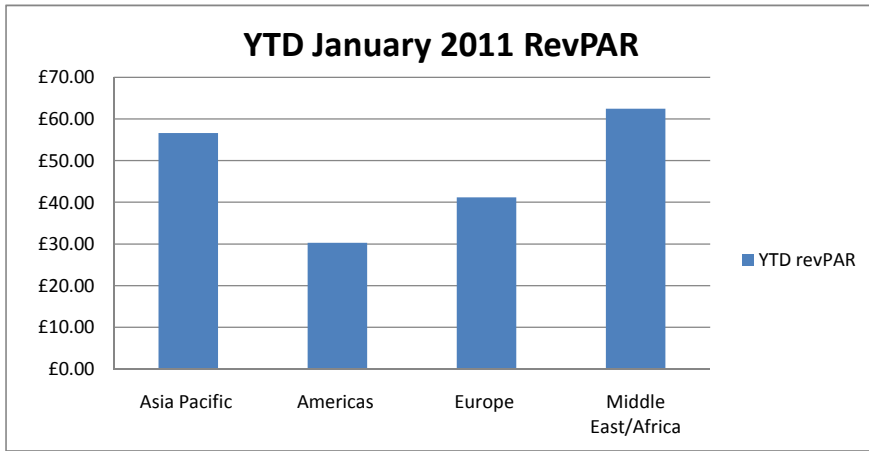
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# Global Performance (Data in British Pounds)

For the Month of: January 2011



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Northeastern Asia	57.2	58.2	80.89	71.22	46.25	41.44	-1.7	13.6	11.6
Southeastern Asia	68.1	66.0	92.65	76.17	63.14	50.27	3.3	21.6	25.6
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Caribbean	66.6	64.6	117.39	115.11	78.19	74.33	3.2	2.0	5.2
Central America	62.7	59.7	75.73	77.83	47.49	46.45	5.1	-2.7	2.2
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## Americas

<b>Caribbean</b>	<b>Central America</b>
Anguilla	Belize
Antigua & Barbuda	Costa Rica
Aruba	El Salvador
Bahamas	Guatemala
Barbados	Honduras
Bermuda	Nicaragua
British Virgin Islands	Panama
Cayman Islands	
Cuba	<b>North America</b>
Dominica	Canada
Dominican Republic	Mexico
Grenada	United States
Guadeloupe	
Haiti	<b>South America</b>
Jamaica	Argentina
Martinique	Bolivia
Montserrat	Brazil
Netherlands Antilles	Chile
Puerto Rico	Colombia
St. Kitts & Nevis	Ecuador
St. Lucia	Falkland Islands
St. Vincent	French Guiana
Trinidad & Tobago	Guyana
Turks & Caicos	Paraguay
US Virgin Islands	Peru
	Suriname
	Uruguay
	Venezuela

## Asia Pacific

<b>Central &amp; South Asia</b>	<b>Australia &amp; Oceania</b>
Bangladesh	American Samoa
Bhutan	Australia
India	Cook Islands
Maldives	Fiji
Nepal	French Polynesia
Pakistan	Guam
Sri Lanka	Kiribati
	Marshall Islands
<b>Northeastern Asia</b>	Micronesia
China	Nauru
Japan	New Caledonia
North Korea	New Zealand
South Korea	Niue
Mongolia	Northern Mariana Islands
Taiwan	Palau
	Papua New Guinea
<b>Southeastern Asia</b>	Samoa
Brunei	Solomon Islands
Cambodia	Tonga
East Timor	Tuvalu
Indonesia	Vanuatu
Laos	
Malaysia	
Myanmar	
Philippines	
Singapore	
Thailand	
Vietnam	

## Europe

<b>Eastern Europe</b>	<b>Southern Europe</b>
Armenia	Albania
Azerbaijan	Andorra
Belarus	Bosnia and Herzegovina
Bulgaria	Croatia
Czech Republic	Cyprus
Georgia	Gibraltar
Hungary	Greece
Kazakhstan	Italy
Kyrgyzstan	Israel
Poland	Macedonia
Moldova	Malta
Romania	Montenegro
Russia	Portugal
Slovakia	San Marino
Tajikistan	Serbia
Turkmenistan	Slovenia
Ukraine	Spain
Uzbekistan	Turkey
<b>Northern Europe</b>	<b>Western Europe</b>
Denmark	Austria
Estonia	Belgium
Finland	France
Iceland	Germany
Ireland	Liechtenstein
Latvia	Luxembourg
Lithuania	Monaco
Norway	Netherlands
Sweden	Switzerland
United Kingdom	

## Middle East / Africa

<b>Middle East</b>	<b>Southern Africa</b>
Afghanistan	Angola
Bahrain	Benin
Iran	Botswana
Iraq	Burundi
Jordan	Cameroon
Kuwait	Cape Verde
Lebanon	Central African Republic
Oman	Comoros
Qatar	Congo
Saudi Arabia	Cote d'Ivoire
Syria	Democratic Rep. of Congo
UAE	Equatorial Guinea
Yemen	Ethiopia
	Gabon
<b>Northern Africa</b>	Gambia
Algeria	Ghana
Burkina Faso	Guinea
Chad	Guinea-Bissau
Djibouti	Kenya
Egypt	Lesotho
Eritrea	Liberia
Libya	Madagascar
Mali	Malawi
Morocco	Mauritius
Mauritania	Mozambique
Niger	Namibia
Sudan	Nigeria
Tunisia	Reunion
	Rwanda
	Sao Tome and Principe
	Senegal
	Seychelles
	Sierra Leone
	Somalia
	South Africa
	Swaziland
	Tanzania
	Togo
	Uganda
	Zambia
	Zimbabwe

# Definitions

Performance data included for non-North American locations may be different than that released by STR Global Limited. All data is processed by Smith Travel Research using both the current and historical sampling of hotels. For further questions about the methodology used to produce the Hotel Review, please email [info@smithtravelresearch.com](mailto:info@smithtravelresearch.com).

## **Average Daily Rate (ADR)**

Room revenue divided by rooms sold.

## **Country**

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

## **Exchange Rate**

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

## **Market**

A geographic area within a country. Markets are defined by STR and STR Global Limited.

## **Occupancy (Occ)**

Rooms sold divided by rooms available multiplied by 100.

## **Percent Change**

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $((TY - LY) / LY) * 100$ .

## **Revenue Per Available Room (RevPAR)**

Room revenue divided by rooms available.

## **Rooms Available**

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**

The number of rooms sold (excludes complimentary rooms).

## **Year-to-date**

Measures (Occ, ADR, RevPAR) are calculated using the sum of the values from January 1 of the given year.