Global Hotel Review (Media Version) - Constant Currency Edition

Global Hotel Industry Performance for the Month of August 2016
Volume 16, Issue MED8
Date Created: September 19, 2016

In this issue

- Global Performance (US Dollars)  
- Global Performance (Euros)  
- Global Performance (British Pounds)  
- World Regions  
- Definitions

Page
2
3
4
5
6
Global Performance (Data in US Dollars)

For the Month of: August 2016

This version of the Global Hotel Review incorporates "Constant Currency Exchange" methodology. All ADR and RevPAR calculations use January 31, 2016 exchange rates as of 7:30PM CST.

August 2016 vs August 2015

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<tbody>
<tr>
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Year to Date - August 2016 vs August 2015

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Global Performance (Data in Euros)

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### YTD August 2016 RevPAR

- Asia Pacific: 69.07
- Americas: 66.04
- Europe: 77.85
- Middle East/Africa: 91.76

### YTD August 2016 % Change

- Asia Pacific: -7.0
- Americas: -6.0
- Europe: -5.0
- Middle East/Africa: -4.0

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## World Regions

### Americas
- Caribbean
  - Anguilla
  - Antigua & Barbuda
  - Aruba
  - Bahamas
  - Barbados
  - Bermuda
  - British Virgin Islands
  - Cayman Islands
  - Curacao
  - Cuba
  - Dominican
  - Dominican Republic
  - Grenada
  - Guadeloupe
  - Haiti
  - Jamaica
  - Martinique
  - Montserrat
  - Netherlands Antilles
  - Puerto Rico
  - St. Kitts & Nevis
  - St. Lucia
  - St. Vincent
  - Trinidad & Tobago
  - Turks & Caicos
  - US Virgin Islands

- Central America
  - Belize
  - Costa Rica
  - El Salvador
  - Guatemala
  - Honduras
  - Nicaragua
  - Panama

- North America
  - Canada
  - Greenland
  - Mexico
  - United States

- South America
  - Argentina
  - Bolivia
  - Brazil
  - Chile
  - Colombia
  - Ecuador
  - Falkland Islands
  - French Guiana
  - Guyana
  - Paraguay
  - Peru
  - Suriname
  - Uruguay
  - Venezuela

### Asia Pacific
- Central & South Asia
  - Bangladesh
  - Bhutan
  - India
  - Maldives
  - Nepal
  - Pakistan
  - Sri Lanka

- Northeastern Asia
  - China
  - Japan
  - North Korea
  - South Korea
  - Mongolia
  - Taiwan

- Southeastern Asia
  - Brunei
  - Cambodia
  - East Timor
  - Indonesia
  - Laos
  - Malaysia
  - Myanmar
  - Philippines
  - Singapore
  - Thailand
  - Vietnam

- Australia & Oceania
  - American Samoa
  - Australia
  - Cook Islands
  - Fiji
  - French Polynesia
  - Guam
  - Kiribati
  - Marshall Islands
  - Micronesia
  - Nauru
  - New Caledonia
  - New Zealand
  - Niue
  - Northern Mariana Islands
  - Palau
  - Papua New Guinea
  - Samoa
  - Solomon Islands
  - Tonga
  - Tuvalu
  - Vanuatu

### Europe
- Eastern Europe
  - Armenia
  - Azerbaijan
  - Belarus
  - Bulgaria
  - Czech Republic
  - Georgia
  - Hungary
  - Kazakhstan
  - Kyrgyzstan
  - Moldova
  - Romania
  - Russia
  - Slovakia
  - Tajikistan
  - Turkmenistan
  - Ukraine
  - Uzbekistan

- Northern Europe
  - Denmark
  - Estonia
  - Faroe Islands
  - Finland
  - Iceland
  - Ireland
  - Latvia
  - Lithuania
  - Norway
  - Sweden
  - United Kingdom

- Southern Europe
  - Albania
  - Andorra
  - Bosnia and Herzegovina
  - Croatia
  - Cyprus
  - Gibraltar
  - Greece
  - Italy
  - Israel
  - Kosovo
  - Macedonia
  - Malta
  - Montenegro
  - Portugal
  - San Marino
  - Serbia
  - Slovenia
  - Spain
  - Turkey

### Middle East / Africa
- Middle East
  - Afghanistan
  - Bahrain
  - Benin
  - Iran
  - Iraq
  - Jordan
  - Kuwait
  - Lebanon
  - Oman
  - Qatar
  - Saudi Arabia
  - South Africa
  - Sudan
  - Tunisia

- Southern Africa
  - Angola
  - Botswana
  - Cameroon
  - Central African Republic
  - Comoros
  - Cote d'Ivoire
  - Democratic Republic of Congo
  - Equatorial Guinea
  - Ethiopia
  - Gabon
  - Ghana
  - Guinea
  - Guinea-Bissau
  - Kenya
  - Lesotho
  - Liberia
  - Madagascar
  - Malawi
  - Mauritius
  - Mozambique
  - Namibia
  - Nigeria
  - Republic of Congo
  - 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.

**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 \((\frac{TY - LY}{LY}) \times 100\).

**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.