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Serving the hospitality industry for a century, AH&LA is the sole national association representing all sectors and stakeholders in the lodging industry, including individual hotel property members, hotel companies, student and faculty members, and industry suppliers. Headquartered in Washington, D.C., AH&LA provides members with national advocacy on Capitol Hill, public relations and image management, education, research and information, and other value-added services to provide bottom-line savings and ensure a positive business climate for the lodging industry. Partner state associations provide local representation and additional cost-saving benefits to members.

Information contained in this pamphlet is based on data provided by D.K. Shifflet & Associates, Ltd.; Smith Travel Research; the U.S. Travel Association; and the U.S. Department of Commerce, International Trade Administration, Office of Travel and Tourism Industries. Figures for 2009 will be available in fall 2010.

The 2009 Lodging Industry Profile was prepared by:

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American Hotel & Lodging Association

CELEBRATING 100 YEARS OF HOSPITALITY
CONTINUING THE LEGACY



2009 Lodging Industry Profile

All figures are for year-end 2008.



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2008 AT-A-GLANCE STATISTICAL FIGURES

49,505	properties*
4,626,348	guestrooms
\$140.6	billion in sales
\$64.37	revenue per available room (RevPAR)
60.4%	average occupancy rate

*Based on properties with 15 or more rooms.

In 2008, the lodging industry generated \$25.8 billion in pretax profits. Total industry revenue **increased to \$140.6 billion in 2008**, up from \$139.4 billion in 2007.

THE LODGING INDUSTRY

The average room rate was \$106.84 in 2008—up from \$103.87 in 2007. The average room rate was \$97.78 in 2006, \$90.88 in 2005, \$86.23 in 2004, \$82.52 in 2003, \$83.54 in 2002, \$88.27 in 2001, \$85.89 in 2000, \$81.33 in 1999, \$78.62 in 1998, and \$75.31 in 1997.

Source: Smith Travel Research

THE TOURISM INDUSTRY

In the United States, travel and tourism is among the nation's largest services export industries, and one of America's largest employers. In fact, it ranks as one of the top 10 largest industries in 49 states including the District of Columbia. The tourism industry includes a number of interrelated businesses—lodging properties, airlines, restaurants, cruise lines, car rental firms, travel agents, and tour operators, among others.

2010 CALENDAR OF EVENTS

January 25-27, 2010
The Americas Lodging Investment Summit
Hilton San Diego Bayfront
San Diego, California

March 15-16, 2010
AH&LA Legislative Action Summit
J.W. Marriott
Washington, D.C.

June 15-16, 2010
AH&LA Summer Summit
Hard Rock Hotel & Casino
Las Vegas, Nevada

August 29-September 1, 2010
AH&LEF Golf Classic
The Broadmoor
Colorado Springs, Colorado

September 2, 2010
AH&LA HotelPAC Broadmoor Classic Golf Tournament
The Broadmoor
Colorado Springs, Colorado

November 12-16, 2010
AH&LA Fall Conference
Held in conjunction with the
International Hotel/Motel & Restaurant Show
(November 13-16, 2010)
Jacob K. Javits Convention Center
New York, New York

For more information, please contact the
AH&LA conventions & events department at
(202) 289-3177 or conventions@ahla.com.





- The top 10 countries in terms of U.S. arrivals for 2008 were Canada (18.9 million), Mexico (13.8 million), England (4.6 million), Japan (3.2 million), Germany (1.8 million), France (1.2 million), Italy (779,000), Brazil (769,000), South Korea (759,000), and Australia (690,000). These 10 countries accounted for 80% of U.S. visitors.
- Country performance was mostly positive. Seven of the top 10 countries had visitor increases in 2008, and three countries reached record visitation levels (France, Italy, and Australia).
- The impact of international travelers on the hotel industry is considerable; international visitors accounted for 22% of all lodging room-nights in 2007³. Data is not available for 2008, but this proportion likely increased in 2008 due to the increase in foreign visitors and declines in U.S. domestic travel. In 2008, 18.8 million overseas travelers and at least another 13 million Canadians stayed in a hotel/motel during their U.S. visit. The average length of stay for overseas visitors was 8.3 nights, with 1.6 people in the travel party. The main purposes of trips for overseas travelers who stayed in hotels and motels were *leisure/recreation/holiday* (55%), and *business/convention* (32%). These mobile travelers visited 1.6 states while in the country, and traveled by taxis and limousines (48%), rented cars (34%), and air (26%).
- The outlook for 2009 calls for a decline of 8 percent in foreign visitors due to a continuation of the quick and dramatic changes in global economies and exchange rates that occurred in the fall of 2008. Moderate growth in arrivals is expected to return in 2010 and 2011 due to strengthening economies and stable or improving exchange rates, but visitor volume should remain below the 2008 record level of 58.0 million. Through June 2009, arrivals are down 10%.

¹International includes Canada, Mexico, and overseas

²Overseas excludes Canada and Mexico

³Bureau of Economic Analysis

Sources: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries; U.S. Department of Commerce, Bureau of Economic Analysis

TOURISM'S EFFECTS ON OUR ECONOMY

- Resident and international travelers in the United States spend an average of \$2.1 billion a day, \$88 million an hour, \$1.5 million a minute, and \$24,500 a second.
- Tourism generates \$770 billion in sales (excluding international passenger fares on U.S. airlines).
- The tourism industry pays \$117 billion in federal, state, and local taxes.

LODGING AND OVERALL TOURISM EMPLOYMENT

- The travel and tourism industry pays \$194 billion in travel-related wages and salaries and employs 1.8 million hotel property workers.
- Tourism directly supports more than 7.7 million travel and tourism jobs.

PROMOTIONAL SPENDING

In the 2007-2008 fiscal year, U.S. states planned to spend a projected \$868.8 million on development and promotion in the travel and tourism industry, an increase of 20.4% from the 2006-2007 fiscal year. The most notable increases include California, with a 137% increase to \$58 million, and Texas, with a 109.7% increase to \$63.2 million. California and Texas were also ranked among the top three spenders, with budgets set just below Hawaii's \$85.1 million. Hawaii has maintained the highest tourism budget for the past three years. Texas planned to spend the most on domestic advertising, allocating a \$36.6 million budget, followed by California (\$20.5 million) and Florida (\$19.6 million). The total collective domestic advertising and sales promotion budget was \$305.4 million.

Sources: U.S. Travel Association, Bureau of Labor Statistics





2008 PROPERTY/ROOM BREAKDOWN

By Location

Properties*	Roomst	
Urban	4,679	721,232
Suburban	16,780	1,668,321
Airport	2,115	294,494
Interstate	7,119	479,764
Resort	3,723	584,438
Small Metro/Town	15,089	878,099

By Rate

Properties*	Roomst	
Under \$30	1,178	54,010
\$30–\$44.99	7,343	417,649
\$45–\$59.99	15,036	915,925
\$60–\$85	14,538	1,325,999
Over \$85	11,411	1,912,766

By Size

Properties*	Roomst	
Under 75 rooms	27,810	1,188,161
75–149 rooms	15,798	1,667,750
150–299 rooms	4,259	852,953
300–500 rooms	1,116	415,606
Over 500 rooms	522	501,878

*Based on a total of 49,505 properties

†Based on a total of 4,626,348 guestrooms

Source: Smith Travel Research

THE TYPICAL LODGING CUSTOMER IN 2008

43%	traveled for business
57%	traveled for leisure

The typical “business room night” stay is by a male (67%), age 35–54 (50%), employed in a professional or managerial position (43%), earning an average yearly household income of \$105,532. Typically, these guests travel alone (58%), make reservations (92%), and pay \$125 per room night.

The typical “leisure room night stay” is by two adults (51%), ages 35–54 (40%), earning an average yearly household income of \$91,155. The typical leisure traveler also travels by auto (78%), makes reservations (88%), and pays \$112 per room night.

35% of all business travelers spend one night at a hotel, 26% spend two nights, and 39% spend three or more nights.

Of leisure travelers staying in a hotel, 41% spend one night, 31% spend two nights, and 28% spend three or more nights.

Source: D.K. Shifflet & Associates, Ltd.

INTERNATIONAL TRAVEL

- The United States receives a larger share of world international tourism receipts than any other country in the world. In 2008, total spending on travel increased 16% to a record \$142 billion, including \$110 billion spent at destinations in the U.S. and another \$32 billion on passenger fares on U.S. carriers. The U.S. share of world tourism receipts was at the top (11.7%), nearly double that of second-ranked Spain (6.5%).
- In 2008, international¹ travelers to the United States increased 4% over 2007, to a record 58.0 million. Overseas² arrivals in 2008 grew 6% to reach 25.3 million. Canadian arrivals increased by 7% to 18.9 million. Mexican arrivals decreased by 4% to 13.8 million.

