

**3.10.2 Lodging Industry, Sales and Occupancy Rates**

Year	Properties (1)	Guestrooms		Sales (\$2010 billion)	Avg. Occupancy Rate	Avg. Room Rate (\$2010)
		(thousand)				
2001	41,393	4,200		126.47	60.3%	107.75
2002	47,040	4,398		123.25	59.1%	100.35
2003	47,584	4,416		123.83	61.1%	97.04
2004	47,598	4,412		130.02	61.3%	98.61
2005	47,590	4,402		135.78	63.1%	100.57
2006	47,135	4,389		142.96	63.3%	104.79
2007	48,062	4,476		145.12	63.1%	108.13
2008	49,505	4,626		143.24	60.4%	108.85
2009	50,800	4,762		128.41	54.7%	98.78
2010	51,015	4,802		127.70	57.6%	98.07

Note(s): 1) Based on properties with 15 or more rooms

Source(s): The American Hotel & Lodging Association, 2002 Lodging Industry Profile, p. 2-3; The American Hotel & Lodging Association, 2003 Lodging Industry Profile, p. 2-3, 2002; The American Hotel & Lodging Association, 2004 Lodging Industry Profile, p. 2-4, 2004; The American Hotel & Lodging Association, 2005 Lodging Industry Profile, p. 2-4, 2005; The American Hotel & Lodging Association, 2006 Lodging Industry Profile, p. 2-4, 2006; The American Hotel & Lodging Association, 2007 Lodging Industry Profile, p. 2-4, 2007; The American Hotel & Lodging Association, 2008 Lodging Industry Profile p. 2-4, 2008; The American Hotel & Lodging Association, 2009 Lodging Industry Profile; The American Hotel & Lodging Association, 2010 Lodging Industry Profile; The American Hotel & Lodging Association, 2011 Lodging Industry Profile, available at: <http://www.ahla.com/content.aspx?id=32567>