



Smith Travel Research
New Hampshire Lodging & Restaurant Association
March 2008 Compared with March 2007

e.outlook
22-Apr-08

Segment	Operating Performance - March												Operating Performance - March - Year to Date												Participation				
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms		
	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	% Chg	% Chg	% Chg	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	% Chg	% Chg	% Chg	Census	Sample	Census	Sample	
United States	62.6	65.7	-4.7	109.36	104.82	4.3	68.50	68.82	-0.5	1.8	2.3	-2.4	57.8	59.4	-2.7	107.93	103.10	4.7	62.37	61.22	1.9	4.1	2.1	-0.6	48294	25710	4507164	3098854	
New England	52.1	53.7	-3.0	109.93	105.49	4.2	57.25	56.64	1.1	2.7	1.6	-1.4	49.5	49.1	0.8	109.34	103.94	5.2	54.17	51.01	6.2	8.1	1.7	2.7	2064	908	173814	119813	
New Hampshire	48.8	50.8	-3.9	88.38	86.92	1.7	43.16	44.17	-2.3	-0.2	2.2	-1.8	48.6	47.8	1.7	97.37	88.49	10.0	47.33	42.31	11.9	14.3	2.2	3.9	298	90	18443	9242	
Belknap County, NH							Insufficient												Insufficient										
Carroll County, NH	46.7	46.3	0.9	91.15	89.86	1.4	42.54	41.64	2.2	3.3	1.1	1.9	46.5	44.9	3.6	99.49	93.76	6.1	46.25	42.10	9.9	11.1	1.1	4.7	61	9	2839	694	
Cheshire County, NH							Insufficient												Insufficient										
Coos County, NH							Insufficient												Insufficient										
Grafton County, NH	48.6	45.7	6.3	89.10	89.10	0.0	43.28	40.73	6.3	6.2	0.0	6.2	48.8	44.6	9.4	96.87	91.31	6.1	47.32	40.74	16.2	16.1	0.0	9.5	53	11	2872	776	
Hillsborough County, NH	50.7	56.4	-10.1	89.87	88.83	1.2	45.56	50.08	-9.0	-8.1	1.0	-9.2	51.2	51.9	-1.3	104.59	88.96	17.6	53.59	46.17	16.1	17.3	1.1	-0.2	37	27	4063	3603	
Merrimack County, NH	54.0	55.1	-2.0	88.07	82.01	7.4	47.52	45.16	5.2	5.2	0.0	-2.0	57.0	53.9	5.8	93.73	81.68	14.8	53.47	44.05	21.4	21.4	0.0	5.8	16	9	976	761	
Rockingham County, NH	48.5	53.9	-10.0	88.40	84.72	4.3	42.88	45.63	-6.0	-3.7	2.5	-7.7	47.2	48.6	-2.9	93.51	85.14	9.8	44.16	41.35	6.8	9.4	2.5	-0.4	55	22	3835	2389	
Strafford County, NH	46.4	61.1	-24.1	87.88	88.37	-0.6	40.77	54.02	-24.5	7.7	42.7	8.3	43.6	52.0	-16.2	89.76	87.74	2.3	39.15	45.61	-14.2	22.5	42.7	19.7	15	8	759	606	
Sullivan County, NH							Insufficient												Insufficient							5	0	93	0

Source: Smith Travel Research

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