



Hotel InduSTRy Overview

Training Session

St. Thomas, USVI

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Agenda

- STR
- Caribbean Overview
- USVI Overview
- STR partnership with USVIHTA
- How to use STR reports
- Questions

STR provides monthly,
weekly and daily reports
to more than

52,000

worldwide hotels,
which represents

7 million rooms.



What role does STR fulfill in the hotel industry?

- ✓ STR is an independent third party;
- ✓ STR obtains confidential performance data from clients; maintain strict rules to ensure data integrity, protect confidentiality, and never isolate a single hotel's data;
- ✓ STR makes aggregated data available for competitive benchmarking purposes & provide an accurate representation of industry performance.

CARIBBEAN OVERVIEW

Cuba excluded



Total Caribbean – Key Statistics

YE December 2015

% Change

• Hotels	1,923	
• Hotel Rooms	230,831	
• Occupancy	68%	1.4%
• ADR	\$229.44	4.6%
• RevPAR	\$157.74	6.0%
• Room Revenue	\$ 13B	

U.S. Virgin Island Overview



U.S. Virgin Islands Lodging Industry - Key Statistics

YTD January 2016

		<u>% Change</u>
• Hotels	79	
• Hotel Rooms	4,792	
• Occupancy	79%	4.7%
• ADR	\$442.65	9.3%
• RevPAR	\$353.03	14.4%
• Room Revenue	\$52m	

STR & USVIHTA Partnership



How Can USVI Hotels Get Involved?

- Participation is easy. Hotel Survey FREE or STAR report
- Less than 5 minutes a month to submit the data via our secure website – www.str.com
- Report delivered via email in Excel format
- Individual data is kept confidential



How to use the STR reports

Newton Kam
Director of Client Services
STR

What is benchmarking?

*“A standard or point of reference in measuring or judging the current value or **property** success of your ~~company~~ in order to determine your future business plans.”*

-Entrepreneur

Source: <http://www.entrepreneur.com/encyclopedia/benchmark>



Why is it important?



YOUR HOTEL



WHICH
PERFORMED
BETTER?



HOTEL 'A'

7% RevPAR
Growth



HOTEL 'B'

-3% RevPAR
Growth

Confidentiality

Can you tell from here which one of the five properties has the best revenue or vice versa?

5 Competitors	Date	Supply	Demand	Revenue
Comp Set	Jan-16	15500	12232	1073960

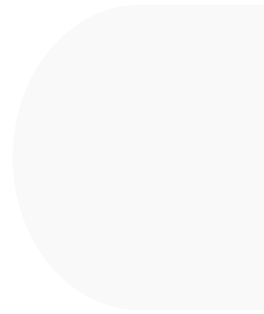
Aggregate raw values for each member of the comp set

	A	B	C	D	E
	Property	Date	Supply	Demand	Revenue
1	11111	Jan-16	3100	2222	187654
2	22222	Jan-16	3255	2468	198765
3	33333	Jan-16	2945	2345	223344
4	44444	Jan-16	2790	1987	165432
5	55555	Jan-16	3410	3210	298765
	Comp Set	Jan-16	15500	12232	1073960
	(Formula)		sum(C1:C5)	sum(D1:D5)	sum(E1:E5)

Apply KPI formulas to aggregated comp set data

	A	B	C	D	E	F	G	H
1	Property	Date	Supply	Demand	Revenue	Occupancy	ADR	RevPAR
2	11111	May-10	3100	2222	187654			
3	22222	May-10	3255	2468	198765			
4	33333	May-10	2945	2345	223344			
5	44444	May-10	2790	1987	165432			
6	5555	May-10	3410	3210	298765			
7	Comp Set	May-10	15500	12232	1073960	78.9	87.80	69.29
8	(Formula)					D7/C7*100	E7/D7	E7/C7

Data 101



What we collect?

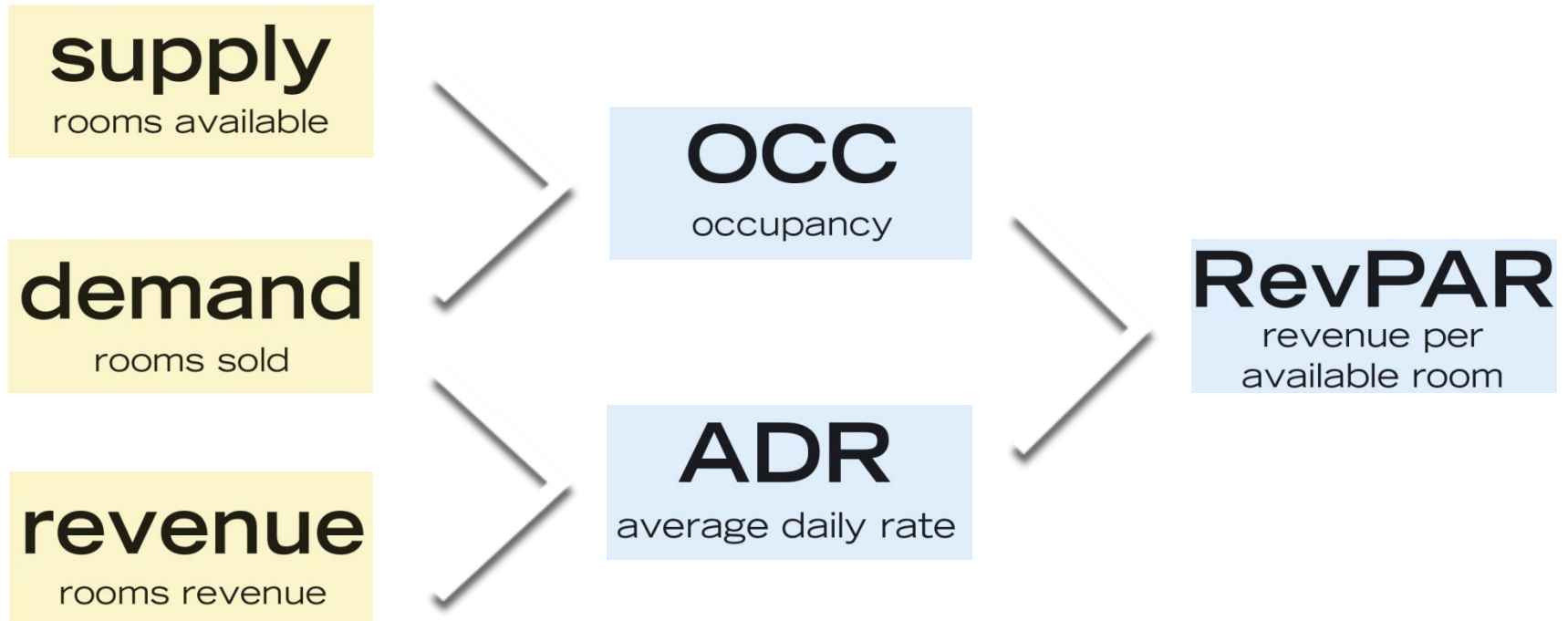
Collect:

- Rooms Available
- Rooms Sold
- Rooms Revenue

Calculate:

- Occupancy
- ADR (Average daily rate)
- RevPAR (Revenue per available room)
- Percent Changes

How does it work?



OCC
occupancy



Percentage of available rooms **sold** during a specific time period.



Occupancy is a function of **supply** and **demand!**

OCC
occupancy

Demand ÷ Supply = Occupancy

For example, if you had 1,500 rooms available and sold 1,000 within the month.

$$1,000 \div 1,500 = \mathbf{67\%}$$



HINT: Divide the smaller number by the larger number.

ADR

average daily rate



A measure of the **average rate** paid for rooms **sold** during a specific time period.



ADR is a function of **demand** and **revenue!**

ADR

average daily rate

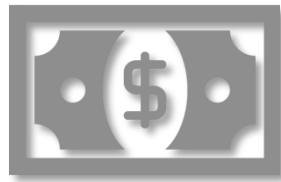
Revenue ÷ Demand = ADR

*For example, if you made
\$100,000 in revenue the month
you sold 1,000 rooms.*

$\$100,000 \div 1,000 = \mathbf{\$100}$

RevPAR

revenue per
available room



Revenue that is generated by a property in terms of **each room available**.



RevPAR is a function of **Occupancy (Occ)** & **Average Daily Rate (ADR)**.



HINT: Affected by the amount of unoccupied rooms, while ADR is not.

RevPAR

revenue per
available room

*For example, regardless of how many
rooms you sold, you still you made
\$100,000 in revenue.*

Revenue ÷ Supply = RevPAR

$$\$100,000 \div 1,500 = \mathbf{\$67}$$

Occ x ADR = RevPAR

$$.67 \times \$100 = \mathbf{\$67}$$

Percent Change



Percent change is a comparison between **This Year (TY)** and **Last Year (LY)**.



Illustrates the amount of **change** (up, flat, down) from the same period LY.

Percent Change

$$\frac{\text{TY-LY}}{\text{LY}} \times 100 = \text{Percent Change}$$

For example, your ADR this year is \$100 and last year ADR was \$80.

$$\frac{\$100 - \$80}{\$80} \times 100 = 25\%$$



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Monthly STAR Report Sample (US & Canada)

July 2008	Tab	STR #: 98765	Date Created: August 24, 2008
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STAR Response Report

Tab 5 - Response Report

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555
 STR # 98765 ChainID: 999999 MgtCo: None Owner: None
 For the Month of: July 2008 Date Created: August 24, 2008

This Year

Jul 4th - Independence Day

July 2008 (This Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

July 2007 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Last Year

Jul 4th - Independence Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
98765	Any Hotel	Any City, Any State	99999	(555) 555-5555	100	190001
99876	Hotel A	Any City, Any State	99999	(555) 555-5555	200	190002
99987	Hotel B	Any City, Any State	99999	(555) 555-5555	300	190003
99998	Hotel C	Any City, Any State	99999	(555) 555-5555	400	190004
99999	Hotel D	Any City, Any State	99999	(555) 555-5555	500	190005
98876	Hotel E	Any City, Any State	99999	(555) 555-5555	600	190006
98887	Hotel F	Any City, Any State	99999	(555) 555-5555	700	190007
					2800	

2006				2007				2008																
Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
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●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
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●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Data received:

- = Monthly Only
- = Monthly & Daily

Monthly Performance at a Glance

Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2008 Date Created: August 24, 2008 Monthly Competitive Set Data Excludes Subject Property

July 2008

	Occupancy (%)			ADR (\$)			RevPAR (\$)		
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	My Prop	Comp Set	Index
Current Month	89.8	90.5	99.3	234.89	229.88	102.2	210.89	207.93	101.4
Year To Date	80.9	86.5	93.4	248.55	241.02	103.1	201.01	208.60	96.4
Running 3 Month	82.0	91.5	89.6	266.87	255.11	104.6	218.75	233.50	93.7
Running 12 Month	84.9	87.7	96.8	259.98	254.12	102.3	220.81	222.92	99.1

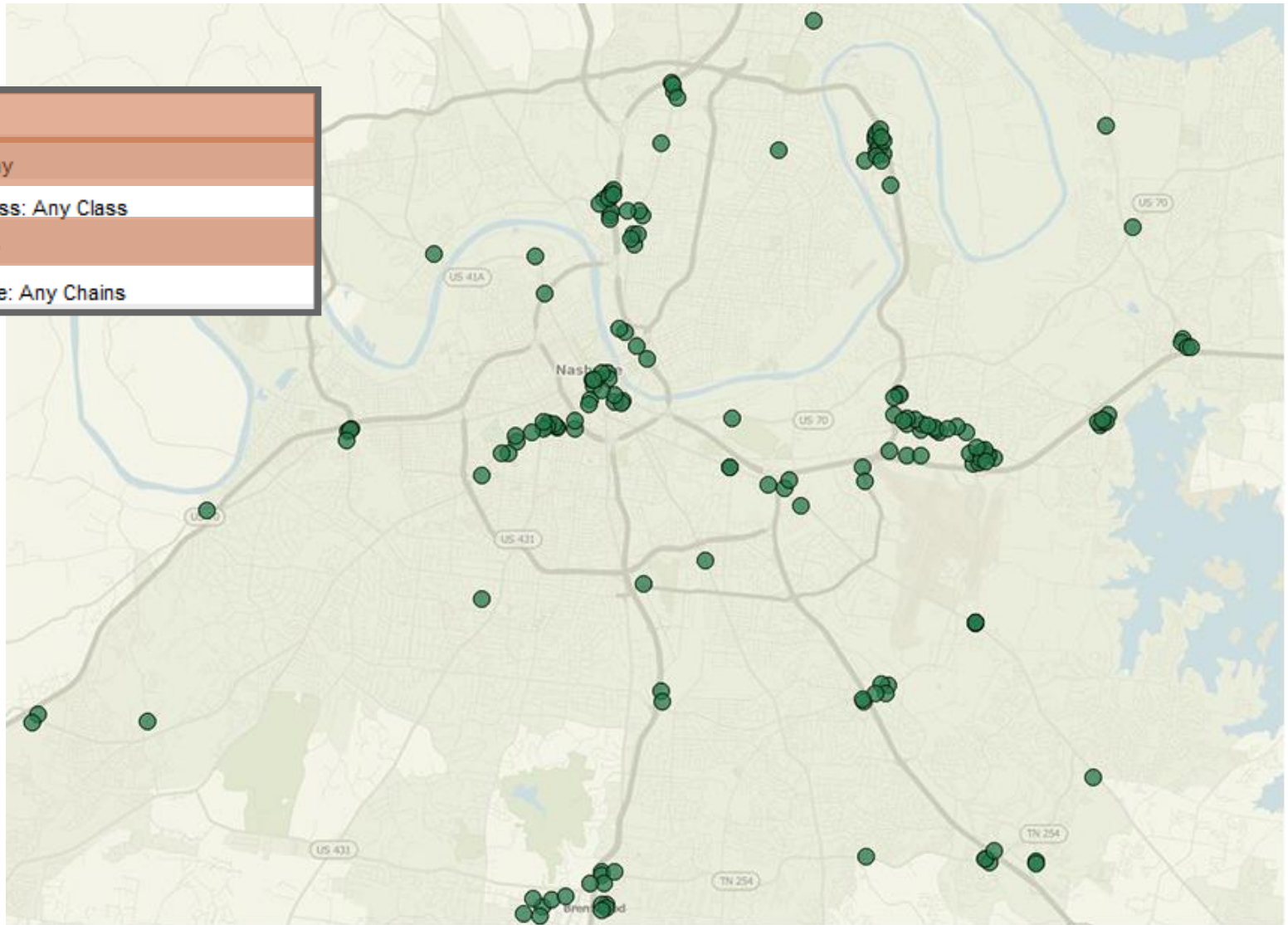
July 2008 vs. 2007 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	My Prop	Comp Set	Index
Current Month	2.7	0.7	2.0	10.0	8.8	1.1	12.9	9.5	3.1
Year To Date	-8.5	3.2	-11.3	14.3	10.8	3.2	4.6	14.3	-8.5
Running 3 Month	-9.8	1.1	-10.7	15.2	11.7	3.1	3.9	12.9	-7.9
Running 12 Month	-5.6	2.4	-7.7	15.2	13.8	1.2	8.8	16.5	-6.6



Markets and Tracts

Any Hotel
Market: Any
Market Class: Any Class
Tract: Any
Tract Scale: Any Chains



STAR Summary – My Property vs. Comp Set and Industry Segments

Tab 3 - STAR Summary - My Property vs. Comp Set and Industry Segments

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2008 Date Created: August 24, 2008 Monthly Competitive Set Data Excludes Subject Property

	Occupancy (%)								Supply			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Any Hotel	89.8	2.7	80.9	-8.5	82.0	-9.8	84.9	-5.6	0.0	0.0	0.0	0.0
Market: Any Market	84.6	-0.3	81.2	-1.1	85.6	-0.5	82.4	-0.4	-0.3	-0.8	-0.6	-1.1
Market Class: Any Market Upscale	88.1	3.6	84.3	1.5	88.5	1.5	85.1	1.6	0.3	-1.7	-1.2	-1.5
Tract: Any Tract	87.6	0.3	84.4	-0.6	88.4	-0.4	85.4	-0.4	1.1	-0.7	0.8	-1.4
Tract Scale: Upscale Chains	88.8	2.1	85.0	0.8	88.9	0.1	86.0	0.4	1.3	-4.1	0.1	-4.9
Competitive Set: Competitors	90.5	0.7	86.5	3.2	91.5	1.1	87.7	2.4	0.0	0.0	0.0	0.4

	Average Daily Rate (\$)								Demand			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Any Hotel	234.89	10.0	248.55	14.3	266.87	15.2	259.98	15.2	2.7	-8.5	-9.8	-5.6
Market: Any Market	205.50	10.9	215.06	12.6	228.69	13.3	226.23	14.7	-0.6	-1.8	-1.1	-1.5
Market Class: Any Market Upscale	210.02	8.3	221.89	12.2	237.71	12.1	235.76	16.1	3.9	-0.2	0.2	0.1
Tract: Any Tract	222.40	10.1	232.32	12.2	248.61	12.9	246.89	14.8	1.4	-1.3	0.3	-1.8
Tract Scale: Upscale Chains	258.03	8.7	270.02	9.7	285.94	10.6	286.00	12.1	3.5	-3.3	0.2	-4.5
Competitive Set: Competitors	229.88	8.8	241.02	10.8	255.11	11.7	254.12	13.8	0.7	3.2	1.1	2.8

	RevPAR (\$)								Revenue			
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Any Hotel	210.89	12.9	201.01	4.6	218.75	3.9	220.81	8.8	12.9	4.6	3.9	8.8
Market: Any Market	173.89	10.5	174.66	11.4	195.79	12.7	186.32	14.2	10.2	10.5	12.1	13.0
Market Class: Any Market Upscale	185.04	12.2	187.10	13.9	210.44	13.7	200.59	18.0	12.5	12.0	12.3	16.2
Tract: Any Tract	194.77	10.4	196.01	11.5	219.76	12.4	210.97	14.4	11.6	10.7	13.3	12.8
Tract Scale: Upscale Chains	229.07	11.0	229.61	10.6	254.14	10.7	245.83	12.6	12.5	6.0	10.8	7.0
Competitive Set: Competitors	207.93	9.5	208.60	14.3	233.50	12.9	222.92	16.5	9.5	14.3	12.9	17.0

	Census/Sample - Properties & Rooms						Pipeline			
	Census		Sample		Sample %		Market: Any Market			
	Properties	Rooms	Properties	Rooms	Properties	Rooms	Under Construction		Planning	
Market: Any Market	383	78844	204	59398			Properties	Rooms	Properties	Rooms
Market Class: Any Market Upscale	59	21762	48	20182			34	3948	61	7302
Tract: Any Tract	77	28152	49	22772						
Tract Scale: Upscale Chains	23	14579	21	13913						
Competitive Set: Competitors	6	6865	6	6865						

See Help page for pipeline definitions.



STAR Summary – My Property vs. Comp Set and Industry Segments

	RevPAR (\$)							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Any Hotel	210.89	12.9	201.01	4.6	218.75	3.9	220.81	8.8
Market: Any Market	173.89	10.5	174.66	11.4	195.79	12.7	186.32	14.2
Market Class: Any Market Upscale	185.04	12.2	187.10	13.9	210.44	13.7	200.59	18.0
Tract: Any Tract	194.77	10.4	196.01	11.5	219.76	12.4	210.97	14.4
Tract Scale: Upscale Chains	229.07	11.0	229.61	10.6	254.14	10.7	245.83	12.6
Competitive Set: Competitors	207.93	9.5	208.60	14.3	233.50	12.9	222.92	16.5

- Occupancy, ADR and RevPAR for your hotel, competitive set, and industry segments
- Includes % change calculations for the current month, Year to Date, running 3 months, and running 12 months

STAR Summary – My Property vs. Comp Set and Industry Segments

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	0.0	0.0	0.0
-0.3	-0.8	-0.6	-1.1
0.3	-1.7	-1.2	-1.5
1.1	-0.7	0.8	-1.4
1.3	-4.1	0.1	-4.9
0.0	0.0	0.0	0.4

Supply: The number of rooms in the segment multiplied by the number of days in the period

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
2.7	-8.5	-9.8	-5.6
-0.6	-1.8	-1.1	-1.5
3.9	-0.2	0.2	0.1
1.4	-1.3	0.3	-1.8
3.5	-3.3	0.2	-4.5
0.7	3.2	1.1	2.8

Demand: The number of rooms sold (excludes complimentary rooms)

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
12.9	4.6	3.9	8.8
10.2	10.5	12.1	13.0
12.5	12.0	12.3	16.2
11.6	10.7	13.3	12.8
12.5	6.0	10.8	7.0
9.5	14.3	12.9	17.0

Revenue: Total room revenue generated from the sale (rental) of rooms

STAR Summary – My Property vs. Comp Set and Industry Segments

Market: Any Market
Market Class: Any Market Upscale
Tract: Any Tract
Tract Scale: Upscale Chains
Competitive Set: Competitors

Census/Sample - Properties & Rooms				
Census		Sample		Sample %
Properties	Rooms	Properties	Rooms	Rooms
383	78844	204	59398	75.3
59	21762	48	20182	92.7
77	28152	49	22772	80.9
23	14579	21	13913	95.4
6	6865	6	6865	100.0

Census: Total number of properties in a segment

Sample: The number of properties / rooms that report data to STR

Sample %: Percentage of rooms in each segment that report data to STR

STAR Summary – My Property vs. Comp Set and Industry Segments

Pipeline			
Market: Any Market			
Under Construction		Planning	
Properties	Rooms	Properties	Rooms
34	3948	61	7302
See Help page for pipeline definitions.			

Under Construction: Ground has been broken or the owner is finalizing bids for the general contracting

Planning: Project will go out for bids, construction will start within 4 months, or an architect as been selected and plans are underway

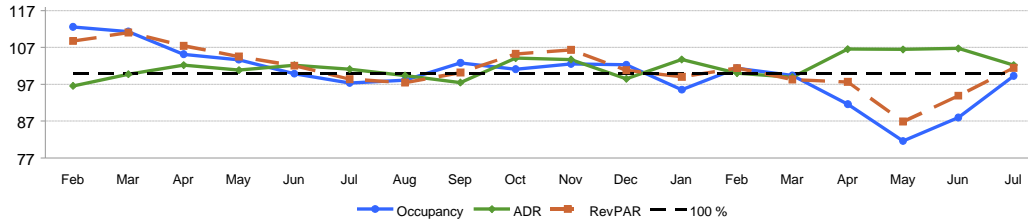
Pipeline data is detailed further in the STR Market Pipeline Report

Competitive Set Report

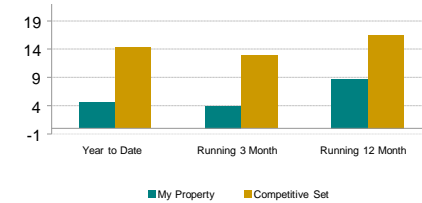
Tab 4 - Competitive Set Report

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555
 STR # 9850 ChainID: 000026566 MgtCo: None Owner: None
 For the Month of: July 2008 Date Created: August 24, 2008 Monthly Competitive Set Data Excludes Subject Property

Monthly Indexes



RevPAR Percent Change - 2007



Occupancy (%)	2007												2008							Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2006	2007	2008	2006	2007	2008	2006	2007	2008	
My Property	85.2	94.1	91.4	94.1	91.0	87.5	87.4	92.3	89.9	93.7	89.8	74.8	78.2	84.3	82.7	75.1	81.0	89.8	85.9	88.4	80.9	88.9	90.8	82.0	86.9	89.9	84.9	
Competitive Set	75.7	84.5	86.9	90.8	91.1	89.9	89.1	89.7	88.9	91.3	87.7	78.4	77.1	84.8	90.3	92.1	92.1	90.5	83.9	83.9	86.5	89.8	90.6	91.5	83.3	85.7	87.7	
Index	112.6	111.3	105.1	103.6	99.9	97.3	98.1	102.8	101.1	102.6	102.3	95.5	101.4	99.4	91.6	81.6	87.9	99.3	102.4	105.4	93.4	98.9	100.3	89.6	104.4	105.0	96.8	
Rank	2 of 7	1 of 7	3 of 7	1 of 7	4 of 7	4 of 7	5 of 7	2 of 7	2 of 7	2 of 7	3 of 7	5 of 7	3 of 7	6 of 7	6 of 7	7 of 7	7 of 7	6 of 7	2 of 7	2 of 7	6 of 7	4 of 7	4 of 7	7 of 7	2 of 7	2 of 7	5 of 7	

% Chg	2007												2008							Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2006	2007	2008	2006	2007	2008	2006	2007	2008	
My Property	9.6	6.1	-1.9	3.2	6.4	-2.7	-3.4	1.1	-3.1	0.1	-3.0	-0.7	-8.2	-10.4	-9.4	-20.2	-11.0	2.7	4.9	2.9	-8.5	3.3	2.2	-9.8	2.5	3.5	-5.6	
Competitive Set	-0.4	1.4	0.0	2.9	-0.7	0.3	1.7	-0.8	-2.0	2.8	4.6	15.7	1.9	0.4	3.9	1.4	1.1	0.7	13.0	0.0	3.2	8.4	0.8	1.1	8.8	2.9	2.4	
Index	10.0	4.7	-1.9	0.3	7.1	-2.9	-5.1	1.9	-1.2	-2.5	-7.3	-14.2	-10.0	-10.7	-12.9	-21.3	-12.0	2.0	-7.1	2.9	-11.3	-4.8	1.4	-10.7	-5.8	0.5	-7.7	
Rank	3 of 7	3 of 7	6 of 7	3 of 7	1 of 7	7 of 7	6 of 7	3 of 7	6 of 7	6 of 7	7 of 7	7 of 7	5 of 7	7 of 7	7 of 7	7 of 7	7 of 7	3 of 7	6 of 7	3 of 7	7 of 7	5 of 7	3 of 7	7 of 7	6 of 7	4 of 7	7 of 7	

ADR (\$)	2007												2008							Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2006	2007	2008	2006	2007	2008	2006	2007	2008	
My Property	192.91	210.16	230.88	235.01	246.28	213.62	203.79	268.37	285.03	305.36	305.85	219.85	214.76	233.08	265.79	280.23	290.72	234.89	192.40	217.45	248.55	201.36	231.75	266.87	198.80	225.66	259.98	
Competitive Set	199.79	210.74	225.94	233.05	241.04	211.33	205.11	275.40	273.81	294.54	310.55	211.98	214.75	235.64	249.42	263.19	272.36	229.88	189.64	217.61	241.02	196.98	228.41	255.11	195.32	223.24	254.12	
Index	96.6	99.7	102.2	100.8	102.2	101.1	99.4	97.4	104.1	103.7	98.5	103.7	100.0	98.9	106.6	106.5	106.7	102.2	101.5	99.9	103.1	102.2	101.5	104.6	101.8	101.1	102.3	
Rank	4 of 7	3 of 7	2 of 7	2 of 7	2 of 7	2 of 7	3 of 7	4 of 7	2 of 7	3 of 7	2 of 7	3 of 7	3 of 7	3 of 7	1 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	

% Chg	2007												2008							Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2006	2007	2008	2006	2007	2008	2006	2007	2008	
My Property	7.8	7.6	19.5	10.4	22.9	12.1	11.4	19.2	17.8	19.1	11.2	19.0	11.3	10.9	15.1	19.2	18.0	10.0	7.0	13.0	14.3	9.9	15.1	15.2	3.9	13.5	15.2	
Competitive Set	14.8	11.0	18.2	13.4	18.1	16.4	12.2	27.2	16.9	18.8	14.3	11.0	7.5	11.8	10.4	12.9	13.0	8.8	8.5	14.7	10.8	12.4	16.0	11.7	3.5	14.3	13.8	
Index	-6.1	-3.1	1.1	-2.6	4.1	-3.7	-0.7	-6.3	0.8	0.2	-2.7	7.2	3.6	-0.8	4.3	5.6	4.5	1.1	-1.3	-1.5	3.2	-2.3	-0.7	3.1	0.4	-0.7	1.2	
Rank	7 of 7	6 of 7	2 of 7	7 of 7	2 of 7	6 of 7	5 of 7	6 of 7	3 of 7	3 of 7	6 of 7	2 of 7	3 of 7	5 of 7	2 of 7	2 of 7	2 of 7	4 of 7	5 of 7	6 of 7	3 of 7	5 of 7	5 of 7	2 of 7	5 of 7	5 of 7	3 of 7	

RevPAR (\$)	2007												2008							Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2006	2007	2008	2006	2007	2008	2006	2007	2008	
My Property	164.38	197.68	210.94	221.07	224.01	186.83	178.09	247.59	256.27	286.01	274.51	164.53	167.96	196.43	219.91	210.46	235.42	210.89	165.25	192.16	201.01	178.95	210.49	218.75	172.84	202.97	220.81	
Competitive Set	151.21	178.06	196.34	211.53	219.51	189.89	182.70	247.16	243.55	269.01	272.41	166.12	165.68	199.80	225.29	242.33	250.80	207.93	159.02	182.47	208.60	176.92	206.84	233.50	162.61	191.31	222.92	
Index	108.7	111.0	107.4	104.5	102.0	98.4	97.5	100.2	105.2	106.3	100.8	99.0	101.4	98.3	97.6	86.9	93.9	101.4	103.9	105.3	96.4	101.1	101.8	93.7	106.3	106.1	99.1	
Rank	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	2 of 7	3 of 7	4 of 7	2 of 7	2 of 7	3 of 7	4 of 7	3 of 7	4 of 7	5 of 7	7 of 7	4 of 7	2 of 7	2 of 7	2 of 7	3 of 7	2 of 7	2 of 7	5 of 7	2 of 7	2 of 7	3 of 7	

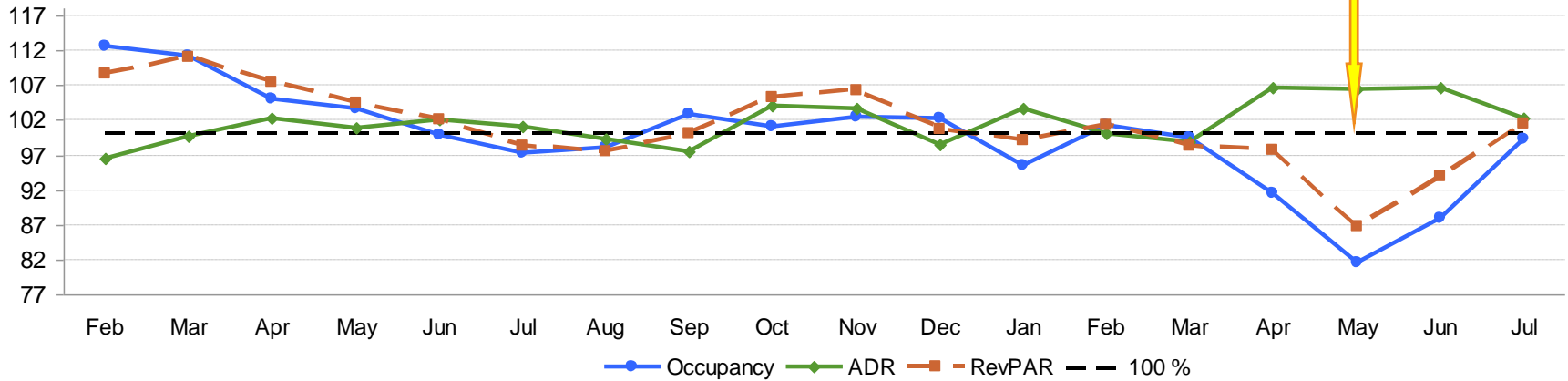
% Chg	2007												2008							Year To Date			Running 3 Month			Running 12 Month		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2006	2007	2008	2006	2007	2008	2006	2007	2008	
My Property	18.1	14.1	17.3	13.9	30.8	9.1	7.6	20.5	14.1	19.2	7.9	18.2	2.2	-0.6	4.2	-4.8	5.1	12.9	12.3	16.3	4.6	13.5	17.6	3.9	6.5	17.4	8.8	
Competitive Set	14.3	12.5	18.2	16.6	17.3	16.8	14.1	26.2	14.6	22.1	19.6	28.4	9.6	12.2	14.7	14.6	14.3	9.5	22.5	14.7	14.3	21.9	16.9	12.9	12.6	17.7	16.5	
Index	3.3	1.5	-0.8	-2.4	11.5	-6.6	-5.8	-4.5	-0.4	-2.3	-9.8	-7.9	-6.7	-11.4	-9.1	-16.9	-8.0	3.1	-8.3	1.3	-8.5	-6.9	0.6	-7.9	-5.4	-0.2	-6.6	
Rank	3 of 7	5 of 7	4 of 7	6 of 7	1 of 7	7 of 7	7 of 7	7 of 7	5 of 7	5 of 7	7 of 7	6 of 7	6 of 7	7 of 7	7 of 7	7 of 7	7 of 7	3 of 7	6 of 7	5 of 7	7 of 7	6 of 7	3 of 7	7 of 7	6 of 7	4 of 7	7 of 7	



Competitive Set Report

Dotted Line Represents an Index of 100

Monthly Indexes



18 month graph of Occupancy, ADR, and RevPAR indexes by month

Index Numbers

- The Index numbers compare the performance of the subject property to the comp set. Here is the formula:

$$\text{Subject Value} / \text{Comp Set Value} * 100$$

- A number greater than 100 means the subject property outperformed the comp set and a number below 100 means the comp set outperformed the subject property.
- Index numbers are available for Occupancy, ADR, and RevPAR.

*Index numbers are percentages, multiple * 100 or format as %.*



Deriving Index Percent Change Numbers

- Here is the methodology for calculating Index Percent Changes. First you calculate the Index numbers this year for Occupancy, ADR, and RevPAR.
- Next you calculate the Index numbers for last year using the same formulas.
- Then you can calculate the Percent Change for the Index numbers using the standard Percent Change formula.

*****The Index Percent Change numbers are very important because they show year-over-year “improvement”*****

Time Periods Presented Each Month



Year-to-Date (YTD)

January through the current month of the current year.

Running 12-Month (12MMA)

The current month plus the prior 11 months, also called a 12-Month Moving Average.

Running 3-Month

The current month plus the prior two months.

What is a Segmentation Report?

- Segmentation is a supplement to your monthly and/or weekly STAR report and is **FREE!**
- Breaks down rooms by:
 - source of business: transient, group and contract
 - source or revenue: room revenue, F&B revenue, and other revenue

Segmentation Summary

Tab 6 - Segmentation Summary - My Property vs. Competitive Set

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

For the Month of: July 2008 Date Created: August 24, 2008 Monthly Competitive Set Data Excludes Subject Property

July 2008

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
Occupancy (%)	My Property	64.2	51.5	My Property	21.3	-48.6	My Property	4.2	18.9	My Property	89.8	2.7
	Comp set	60.6	10.4	Comp set	28.2	-13.8	Comp set	1.7	-26.0	Comp set	90.5	0.7
	Index	106.0	37.2	Index	75.6	-40.3	Index	254.1	60.6	Index	99.3	2.0
ADR (\$)	My Property	235.63	0.7	My Property	232.92	17.2	My Property	233.65	62.8	My Property	234.89	10.0
	Comp set	243.95	7.1	Comp set	203.06	7.4	Comp set	173.25	30.2	Comp set	229.88	8.8
	Index	96.6	-6.0	Index	114.7	9.1	Index	134.9	25.0	Index	102.2	1.1
RevPAR (\$)	My Property	151.28	52.5	My Property	49.71	-39.8	My Property	9.90	93.5	My Property	210.89	12.9
	Comp set	147.71	18.2	Comp set	57.33	-7.5	Comp set	2.89	-3.6	Comp set	207.93	9.5
	Index	102.4	29.0	Index	86.7	-34.9	Index	342.7	100.8	Index	101.4	3.1

Year To Date

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
Occupancy (%)	My Property	53.8	20.5	My Property	23.7	-41.4	My Property	3.4	2.2	My Property	80.9	-8.5
	Comp set	58.8	11.1	Comp set	26.2	-4.5	Comp set	1.6	-54.9	Comp set	86.5	3.2
	Index	91.5	8.4	Index	90.5	-38.6	Index	210.6	126.4	Index	93.4	-11.3
ADR (\$)	My Property	258.47	7.4	My Property	233.07	17.7	My Property	199.05	40.8	My Property	248.55	14.3
	Comp set	250.17	8.0	Comp set	224.98	12.0	Comp set	167.55	20.1	Comp set	241.02	10.8
	Index	103.3	-0.6	Index	103.6	5.0	Index	118.8	17.2	Index	103.1	3.2
RevPAR (\$)	My Property	139.04	29.4	My Property	55.26	-31.0	My Property	6.71	43.9	My Property	201.01	4.6
	Comp set	147.01	20.1	Comp set	58.90	6.9	Comp set	2.68	-45.8	Comp set	208.60	14.3
	Index	94.6	7.8	Index	93.8	-35.5	Index	250.2	165.5	Index	96.4	-8.5



Segmentation Summary

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
Occupancy (%)	My Property	64.2	51.5	My Property	21.3	-48.6	My Property	4.2	18.9	My Property	89.8	2.7
	Comp set	60.6	10.4	Comp set	28.2	-13.8	Comp set	1.7	-26.0	Comp set	90.5	0.7
	Index	106.0	37.2	Index	75.6	-40.3	Index	254.1	60.6	Index	99.3	2.0
ADR (\$)	My Property	235.63	0.7	My Property	232.92	17.2	My Property	233.65	62.8	My Property	234.89	10.0
	Comp set	243.95	7.1	Comp set	203.06	7.4	Comp set	173.25	30.2	Comp set	229.88	8.8
	Index	96.6	-6.0	Index	114.7	9.1	Index	134.9	25.0	Index	102.2	1.1
RevPAR (\$)	My Property	151.28	52.5	My Property	49.71	-39.8	My Property	9.90	93.5	My Property	210.89	12.9
	Comp set	147.71	18.2	Comp set	57.33	-7.5	Comp set	2.89	-3.6	Comp set	207.93	9.5
	Index	102.4	29.0	Index	86.7	-34.9	Index	342.7	100.8	Index	101.4	3.1

Transient: Includes rooms occupied by guests with reservations at rack, corporate, corporate negotiated, package, government or foreign travelers rates. Also includes occupied rooms booked via third-party websites.

Group: Includes rooms occupied which were sold simultaneously in blocks of ten or more.

Contract: Includes rooms sold at rates stipulated by contracts including airline crews and permanent guests.

Segmentation Response Report

Tab 16 - Segmentation Response Report

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555
 STR # 98765 ChainID: 999999 MgtCo: None Owner: None
 For the Month of: July 2008 Date Created: August 24, 2008

This Year

Jul 4th - Independence Day

July 2008 (This Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

July 2007 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Last Year

Jul 4th - Independence Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
98765	Any Hotel	Any City, Any State	99999	(555) 555-5555	100	190001
99876	Hotel A	Any City, Any State	99999	(555) 555-5555	200	190002
99987	Hotel B	Any City, Any State	99999	(555) 555-5555	300	190003
99998	Hotel C	Any City, Any State	99999	(555) 555-5555	400	190004
99999	Hotel D	Any City, Any State	99999	(555) 555-5555	500	190005
98876	Hotel E	Any City, Any State	99999	(555) 555-5555	600	190006
98887	Hotel F	Any City, Any State	99999	(555) 555-5555	700	190007
					2800	

2006				2007				2008																
Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
s	s	s	s	s	B	B	B	B	B	B	B	s	s	s	s	s	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B

Data received:

- s = Segmentation (Transient, Group, Contract) Only
- r = Additional Revenue Only
- B = Both Segmentation & Additional Revenue



Online Data Submission



Data

Competitive Sets

Reports

Info

Products

View Cart

Logout

Property: STR #

Logged in as: 24615

Manage Data

Please view our updated 2009 Data Guidelines.

Welcome to our client interface. Our site allows a user to request competitive set changes online, enter and edit data, order new products, and many other new features.

Your feedback is greatly appreciated. Please send us your comments.

If you have questions or would like us to take you through the new site, please contact your local office.

If you make a mistake when submitting data, just follow the usual data submission steps to send the corrected data. The new data will overwrite what was previously submitted for that time period.

Submit Daily Submit Monthly **Historical Daily** Historical Monthly

1. Choose currency.

2. Select a month from the calendar.
(Missing months highlighted in red)

Year 2008/2009

Sep	Oct	Nov	Dec
Jan	Feb	Mar	Apr
May	Jun	Jul	Aug

3. Enter information below for date selected. [Data Guidelines](#)

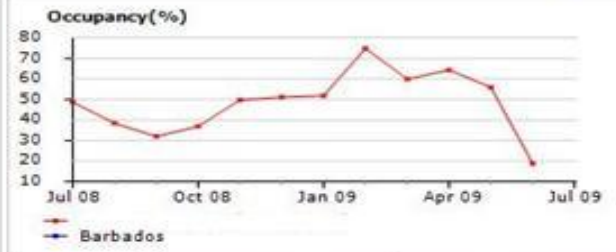
Date	Rooms			ADR	Occ.
	Avail.	Sold	Revenue		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Segmentation data entry below is optional although it is encouraged.

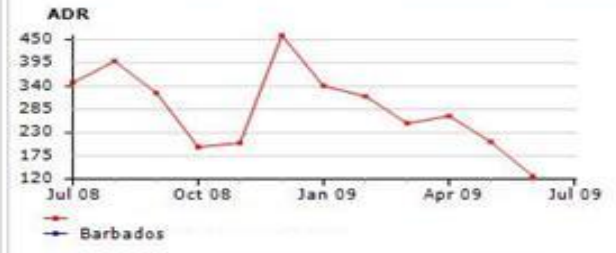
Transient Rooms:	<input type="text"/>	<input type="text"/>
Group Rooms:	<input type="text"/>	<input type="text"/>
Contract Rooms:	<input type="text"/>	<input type="text"/>
Food & Beverage Revenue:	<input type="text"/>	<input type="text"/>
Other Revenue:	<input type="text"/>	<input type="text"/>
Total Revenue:	<input type="text"/>	<input type="text"/>

Currency: BBD

4. Optional: [Click here](#) to view or print confirmation



	This Property		Market	
	Occ(%)	% chg	Occ(%)	% chg
Last Month	54.1	-7.5		
YTD				



	This Property		Market	
	ADR	% chg	ADR	% chg
Last Month	268.51	-48.3		
YTD				



Certification in Hotel Industry Analytics

MODULE 1
Hotel Industry Foundations

MODULE 2
Hotel Math Fundamentals
the Metrics used by the Hotel Industry

MODULE 3
Property Level Benchmarking with
the STAR Reports

MODULE 4
Hotel Performance Reports

Module 1

Section 1: Hotel Affiliations

Section 2: Industry
Categorizations: Geographic

Section 3: Industry
Categorizations: Non-geographic

Section 4: Benchmarking and
Competitive Sets

To Find Out More
Use the Link
Below!

Select a Module to begin.

<https://www.ahlei.org/CHIA>





Thank YOU
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