



## 2017 STR F&B STAR DATA REPORTING GUIDELINES

The STR data reporting guidelines (“the guidelines”) were developed to align with the Uniform System of Accounts for the Lodging Industry, Eleventh Revised Edition (“USALI”). If you have questions or would like additional clarification on the guidelines, please contact us at [support@str.com](mailto:support@str.com).

### Reporting Food & Beverage Revenue

STR tracks food, beverage and other revenue from three specific Food and Beverage revenue centers for hotels participating in the STR F&B STAR report. Only revenue generated from Catering & Banquets, Venues, and In-Room Dining operations should be included in F&B revenue figures reported to STR for F&B STAR reporting purposes.

F&B revenue reported to STR should be NET of service or product related rebates, refunds (allowances), overcharges and taxes and gratuities. Specifics of what should be included and excluded from F&B revenue reported to STR for F&B STAR reporting purposes are provided below.

**For STR F&B STAR reporting purposes, INCLUDE all revenue generated in:**

- **Catering and Banquets operations**
- **Venues**
- **In-Room Dining**

**For STR F&B STAR reporting purposes, F&B revenues INCLUDE:**

- **Food Revenue** generated by the sale of consumable food and non-alcoholic beverages in:
  - Catering and Banquets operations
  - Venues
  - In-Room Dining
- **Beverage Revenue** generated by the sale of alcoholic beverages in:
  - Catering and Banquets operations
  - Venues
  - In-Room Dining
- **Other Revenue** generated by the sale of non-consumable products and ancillary services, surcharges and service charges including but not limited to:
  - Catering and Banquets operations – mandatory non-discretionary service charges, audio-visual, meeting room rental and set up fees
  - Venues - cover charges, mandatory non-discretionary service charges, (large party minimums, corkage charges, etc), souvenirs
  - In-Room Dining - delivery charges, mandatory non-discretionary service charges, other non-consumable products, etc



**Revenue generated by food and beverage sales through other revenue sources should be excluded from STR F&B STAR reporting.**

**EXCLUDE** from F&B STAR reporting any food, beverage, and ancillary revenue generated outside of the three designated Food and Beverage revenue centers<sup>(1)</sup>. For example, do not report revenue generated through:

- Non-venue recreation/spa areas (snack cart on the golf course)
- Front desk
- Concierge or club lounge
- Consumable food and beverage sales in retail shops
- Vending machines
- Mini-bar revenue

**EXCLUDE** from F&B revenue figures reported to STR:

- **Mini-bar revenue**
- **Product or service related rebates and refunds (allowances).** Rebates and refunds due to product or service related issues are typically a reduction to food and beverage revenue.
- **Group/Guest count attrition or cancellation fees.** Fees received due to cancellations - generally advance deposits for meetings, conventions, groups, catering event contractual commitments, etc. - should be excluded from food, beverage, and other revenue reported to STR for F&B STAR reporting purposes. Revenue of this nature is usually credited to the “rentals and other income” section of the property’s financial statement.
- **Commissions and Fees – Group.** Rebates or subsidies granted directly to a group should be recorded as contra revenue (e.g. preferred partner agreements). Such rebates or subsidies should not be a reduction of food & beverage revenue.

### **Reporting Rooms Sold**

Occupied rooms for F&B STAR reporting purposes will come from monthly results submitted for standard rooms STAR reports. STR data reporting guidelines for rooms sold apply.

*(1) with the exception of food and beverage and ancillary revenue in the “non-room revenue” components of package rates, wherein the revenues are allocated directly to respective revenue centers included in F&B STAR reporting – Catering & Banquets, Venues, or In-Room Dining.*



### Reporting Total Catering & Banquets Square Footage (Square Meters)

The total of the hotel's function space designed primarily for Catering & Banquets use,

#### EXCLUDING:

- Pre-function space
- Outdoor space
- Flexible space, generally not defined by four walls (courtyards, atriums, rooftop patios, etc)
- Parlors and/or suites included in overnight guestroom inventory

### Reporting Venues Available Seats

A constant number for all F&B Venues combined, including private dining, bar stools and lobby bar seating. Outdoor seating not included unless it is available year-round; temporary seating not included.

### Other Data Reporting Issues

- **Partial month data:** Monthly data for hotels new to a company's portfolio (i.e. new construction, acquisitions, conversions) should be reported to STR only if the property was open fifteen (15) or more days in the initial month of operation.
- **Hotel "Soft Openings":** Management of newly constructed hotels should provide STR the correct physical room inventory, F&B Venues available seats, and Catering and Banquets available square feet/meters at the time of opening and should report full room night availability based on the current room count. As rooms are opened and added to the property count, management should provide STR with updates on physical room inventory count, including date of room addition and number of rooms added, until the hotel reaches full availability.
- **Package rates:** Only the food and beverage revenue portion of package rates should be reported to STR for F&B STAR reporting purposes.

To identify the food and beverage revenue component in package rates, the fair market value (FMV) of each package item should be determined. The FMV revenue percentage should then be applied to the package food and beverage allocation to determine the F&B revenue figure reported to STR. Example: revenue from a \$150 package rate that includes guest room (FMV = \$100), F&B (FMV = \$50) and golf/spa (FMV = \$50) should be \$12.50, or 25% of the package rate. If no discount is applied to the total package rate, food and beverage revenue would be recorded at FMV.

- **Loyalty program redemptions:** Conservative average of prevailing fair market value (FMV) for similar food and beverage products and services in the hotel.

**Should you have any questions about these reporting guidelines, please do not hesitate to contact us.**