



Benchmarking
↑ **your world**

STR has the most comprehensive, up-to-date hotel data in the world.

Our hospitality industry data runs 24/7, 365 days a year, and we have an unmatched sample size in every world region.





But with so much data available,
how do you make sense of it all?

More importantly, how do you
use it to **your advantage**?

Benchmarking

is the process of comparing and analyzing your hotel's performance against your competition.

Based on historical data for your chosen competitors and your full local market's performance, you can determine what pricing strategies are working and start making better business decisions.

Benchmarking is the cornerstone of revenue management.



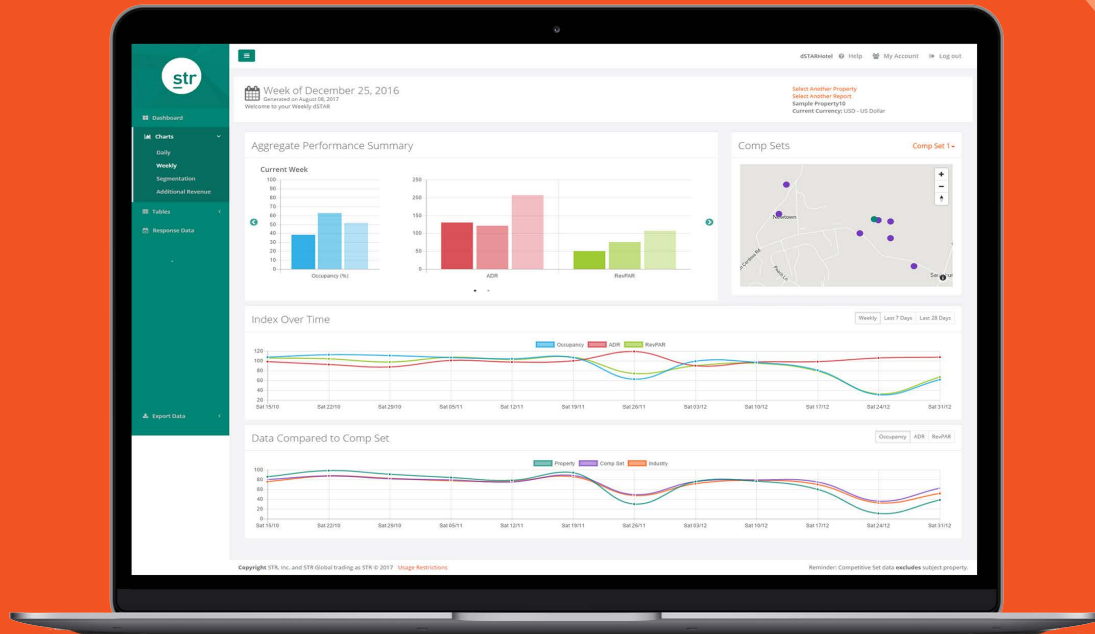
Let's break it down
to the simplest
terms possible:
This is you.

You have all the pieces in place for running a successful hotel. Rates are being set, rooms are being filled, towels are being folded in the proper fashion.

But how do you really know how well you're performing without knowing how your competitors are performing?

If you had the ability to gauge your competition's performance and get better insights for your own, you'd have a better understanding of your market and be able to make **better business decisions.**

This is the STAR Report.



It's the ultimate tool for benchmarking against your competition.

All you have to do is provide us with your room nights sold and revenue. That's it. We then provide you with detailed, intuitive data reports that give you insights on your own performance and the aggregated performance of your selected competitors so you can make **better business decisions**.



Actual historical data. Available at your fingertips.

Boost your performance today, tomorrow and any time in the future.
STR is the only hotel data provider with this level of historical data.

Data security and confidentiality. Our top concerns.

Why do our clients work with us? It's simple:
They trust us.

No other data company provides the level of depth, accuracy and confidentiality that STR does. We never share individual client data with anyone under any circumstances. Your data is 100% protected.



Revenue Management

Selling the Right Room to the Right Customer through the Right Channel at the Right Moment at the Right Price.

No matter what type of hotel you operate or where in the world you're based, revenue management is an integral part of the business.

Since 1987, the STAR Report has helped hotel operators and decision makers gain the most comprehensive insights for their revenue strategies.





We give you the numbers. You make them work for you.

Ultimately, it's up to you to decide what's best for your hotel. We provide you with the tools to make those decisions, laid out in a way that makes it easy for you to see where you should be focusing your efforts.

The STAR Report is the engine that keeps the Revenue Strategy Cycle running.



Revenue Strategy Cycle

The STAR Report is essential throughout every step of the Revenue Strategy Cycle.

Analyze – Use the STAR Report to understand your position in the marketplace based on long-term trends.

Identify – Focus on the short-term view to discover areas of opportunity to strengthen your performance with potential impact on future selling strategies.

Develop – Create and execute strategies with metrics that measure success around inventory, segmentation, distribution, seasonal pricing and more.

Monitor – Keep track of your results and maintain a proactive approach to attract customers and improve sales strategies.

A circular diagram representing the Revenue Strategy Cycle. The cycle is divided into four quadrants: Analyze (top, teal), Identify (right, light teal), Develop (bottom, green), and Monitor (left, light green). A central white circle contains the text 'Revenue Strategy Cycle'.

Analyze

Results to understand
where you are

Revenue Strategy Cycle

Identify

Areas for
improvement

Develop

Your strategy

Monitor

Your progress and
refine your strategy

STR Benchmarking Reports

Survey
Free

STAR
Paid Subscription

Reports available online and through email delivery



Annual subscription



Compare your property's performance against your local market



Reports delivered on a monthly basis



Weekly and daily reports available (depending on data submissions and availability in your market)



Survey

Free

STAR

Paid Subscription

Compare your property's performance against the aggregated performance of your chosen competitive set



Track your F&B, additional, and total revenues, where available



Track your Group, Transient and Contract business by adding Segmentation data for free



Unlimited report training with an STR expert





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STR has played an important role in changing the dynamics of the global hospitality industry over the last thirty years.

Through their metrics and reports, they have helped create a more robust and transparent competitive landscape for the industry and have helped IHG, our owners and our General Managers be more successful.

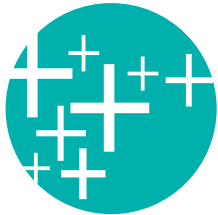
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Richard Solomons
Chief Executive Officer
InterContinental Hotels Group (IHG)

It's Flexible

You select your competitive set.
You can even add additional competitive sets to analyze a broader range of your market.

STAR Add Ons:



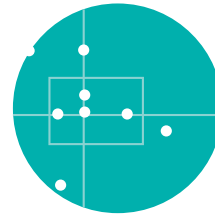
Segmentation

Analyze your revenue.



Bandwidth

Visualize your performance.



RPM

Optimize your strategy.



F&B

Enhance your operational insights

Global Support

At the end of the day, it goes beyond the numbers. After all, there's a person on both sides of every report. Our dedicated team of experts is here to help you get the absolute most out of our services.

STR offers complimentary training as well as day-to-day assistance around the world in multiple local languages.





We know the hotel industry better than anyone.

Since 1985, STR has helped revenue managers and decision makers understand their challenges and opportunities through our data.

We tailor our services to best meet our clients' individual needs, and we strive to help every client find success.

Get in touch with us today: info@str.com