



**STR Analytics**  
11001 West 120th Ave, Suite 250  
Broomfield, CO 80021

Phone: +1 (615) 824-8664  
www.STRanalytics.com

## **SAMPLE PROPERTY PERFORMANCE PULSE REPORT**

For the month of: February 2013

STR #

Date Created: April 02, 2013

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# Tab 2 - Pulse - This Year

SAMPLE

STR # ChainID MgtCo Owner

For the month of: February 2013 Date Created: 4/2/2013



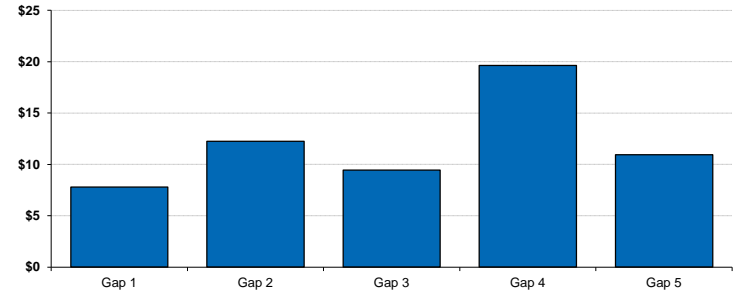
## REVPAR VELOCITY TRACKING COMPSET INDEX VS. 12 MONTH DAY OF WEEK INDEX

Date	Day of Week	My Prop
2/1/2013	Friday	▲
2/2/2013	Saturday	▲
2/3/2013	Sunday	▲
2/4/2013	Monday	▲
2/5/2013	Tuesday	▲
2/6/2013	Wednesday	▲
2/7/2013	Thursday	▼
2/8/2013	Friday	▼
2/9/2013	Saturday	▼
2/10/2013	Sunday	▼
2/11/2013	Monday	▲
2/12/2013	Tuesday	▼
2/13/2013	Wednesday	▲
2/14/2013	Thursday	▼
2/15/2013	Friday	▼
2/16/2013	Saturday	▼
2/17/2013	Sunday	▼
2/18/2013	Monday	▼
2/19/2013	Tuesday	▲
2/20/2013	Wednesday	▲
2/21/2013	Thursday	▲
2/22/2013	Friday	▼
2/23/2013	Saturday	▲
2/24/2013	Sunday	▼
2/25/2013	Monday	▼
2/26/2013	Tuesday	▼
2/27/2013	Wednesday	▼
2/28/2013	Thursday	▼

## OVERALL MONTHLY PULSE

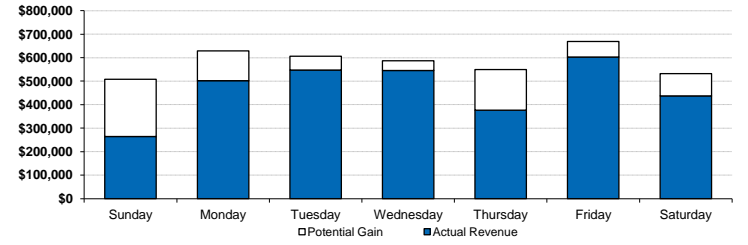


## RevPAR GAP ANALYSIS - CURRENT MONTH



The RevPAR Gap Analysis delineates the distance (gap) between the monthly RevPAR of each property in the comp set. For example, the bar marked "Gap 1" details the RevPAR gap between the 1st and 2nd-ranked RevPAR performers. This analysis displays the results for up to 15 RevPAR positions in a comp set.

## DAY-OF-WEEK REVENUE OPPORTUNITY - CURRENT MONTH



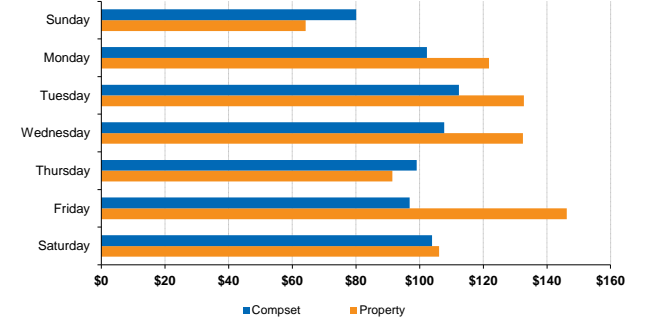
Aggregate Competitive Set Data Excludes Subject Property

## PERFORMANCE HIGHLIGHTS

	My Prop	Comp Set	Index	Index Trend*
This Month - Occupancy	69.0	68.8	100.3	▼
This Month - Average Rate	164.65	145.85	112.9	▲
This Month - RevPAR	113.59	100.33	113.2	▲
Running 3 Month - Occupancy	69.2	62.9	110.1	▲
Running 3 Month - Average Rate	147.41	135.91	108.5	▼
Running 3 Month - RevPAR	102.05	85.44	119.4	▲
Year-To-Date - Occupancy	69.6	63.0	110.4	▲
Year-To-Date - Average Rate	160.04	145.29	110.2	▲
Year-To-Date - RevPAR	111.32	91.58	121.6	▲

Results may be different than shown in STAR report if your STAR report includes your property in comp set data  
\*Vs. 12-month moving average

## DAY-OF-WEEK REVPAR - CURRENT MONTH



## COMP SET GRADE AS OF 4/2/2013



Grades determined against averages in property class and location, using a basis of approximately 30,000 comp sets. Grading components include average comp set performance metrics on a running 12-month basis, class variance, name-back percentage, comp set fit, age, number of rooms, and distance. A full description of the comp set grading methodology is included in the Help tab of this report.

DAYS INDEX INCREASE 11  
DAYS INDEX DECREASE 17  
DAYS INDEX UNCHANGED 0  
Ratio INCREASE/DECREASE 0.6



# Tab 3 - Pulse - Last Year

SAMPLE

STR # ChainID MgtCo Owner

For the month of: February 2013 Date Created: 4/2/2013



## REVPAR VELOCITY TRACKING COMPSET INDEX VS. 12 MONTH DAY OF WEEK INDEX

Date	Day of Week	My Prop
2/1/2012	Wednesday	▲
2/2/2012	Thursday	▼
2/3/2012	Friday	▲
2/4/2012	Saturday	▲
2/5/2012	Sunday	▲
2/6/2012	Monday	▲
2/7/2012	Tuesday	▲
2/8/2012	Wednesday	▲
2/9/2012	Thursday	▼
2/10/2012	Friday	▼
2/11/2012	Saturday	▼
2/12/2012	Sunday	▲
2/13/2012	Monday	▲
2/14/2012	Tuesday	▲
2/15/2012	Wednesday	▲
2/16/2012	Thursday	▼
2/17/2012	Friday	▼
2/18/2012	Saturday	▼
2/19/2012	Sunday	▼
2/20/2012	Monday	▼
2/21/2012	Tuesday	▼
2/22/2012	Wednesday	▼
2/23/2012	Thursday	▼
2/24/2012	Friday	▼
2/25/2012	Saturday	▼
2/26/2012	Sunday	▲
2/27/2012	Monday	▲
2/28/2012	Tuesday	▲

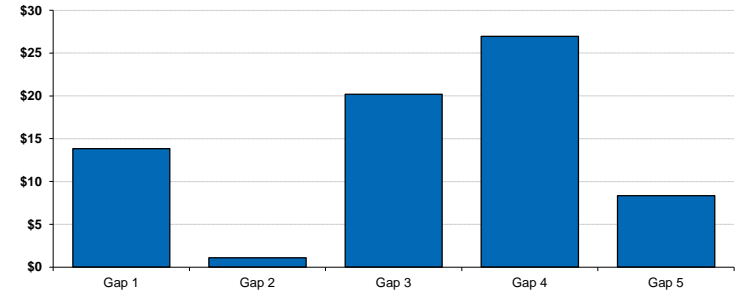
DAYS INDEX INCREASE 12  
 DAYS INDEX DECREASE 16  
 DAYS INDEX UNCHANGED 0  
 Ratio INCREASE/DECREASE 0.8



## OVERALL MONTHLY PULSE

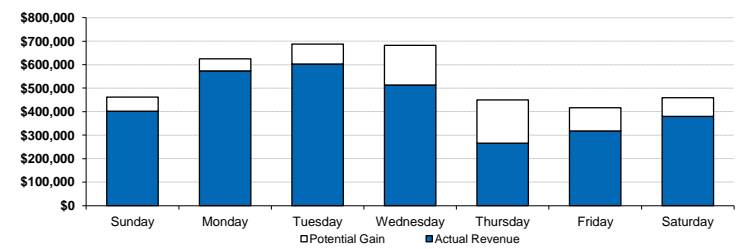


## RevPAR GAP ANALYSIS - CURRENT MONTH



The RevPAR Gap Analysis delineates the distance (gap) between the monthly RevPAR of each property in the comp set. For example, the bar marked "Gap 1" details the RevPAR gap between the 1st and 2nd-ranked RevPAR performers. This analysis displays the results for up to 15 RevPAR positions in a comp set.

## DAY-OF-WEEK REVENUE OPPORTUNITY - CURRENT MONTH



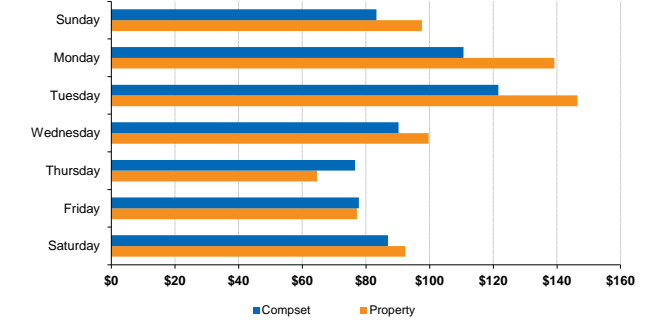
Aggregate Competitive Set Data Excludes Subject Property

## PERFORMANCE HIGHLIGHTS

	My Prop	Comp Set	Index	Index Trend*
This Month - Occupancy	64.5	64.5	99.9	▼
This Month - Average Rate	158.75	143.17	110.9	▲
This Month - RevPAR	102.33	92.35	110.8	▲
Running 3 Month - Occupancy	64.8	59.3	109.2	▲
Running 3 Month - Average Rate	139.91	130.26	107.4	▼
Running 3 Month - RevPAR	90.63	77.28	117.3	▲
Year-To-Date - Occupancy	66.1	58.9	112.2	▲
Year-To-Date - Average Rate	154.67	141.77	109.1	▼
Year-To-Date - RevPAR	102.17	83.45	122.4	▲

Results may be different than shown in STAR report if your STAR report includes your property in comp set data  
 \*Vs. 12-month moving average

## DAY-OF-WEEK REVPAR - CURRENT MONTH



## COMP SET GRADE AS OF 4/2/2013



Grades determined against averages in property class and location, using a basis of approximately 30,000 comp sets. Grading components include average comp set performance metrics on a running 12-month basis, class variance, name-back percentage, comp set fit, age, number of rooms, and distance. A full description of the comp set grading methodology is included in the Help tab of this report.



# Tab 4 - Response

SAMPLE

STR # ChainID MgtCo Owner

For the month of: February 2013 Date Created: 4/2/2013

## This Year

Thursday, Feb 14th - Valentine's Day  
Monday, Feb 18th - President's Day

## Last Year

Tuesday, Feb 14th - Valentine's Day  
Monday, Feb 20th - President's Day



### February 2013 (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		

### February 2012 (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			

Total Rooms: 4,610

STR ID	Name	City, State	Zip	Phone	Rooms	Open Date

Feb 1	Feb 2	Feb 3	Feb 4	Feb 5	Feb 6	Feb 7	Feb 8	Feb 9	Feb 10	Feb 11	Feb 12	Feb 13	Feb 14	Feb 15	Feb 16	Feb 17	Feb 18	Feb 19	Feb 20	Feb 21	Feb 22	Feb 23	Feb 24	Feb 25	Feb 26	Feb 27	Feb 28
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Data received: X = Both years, T = This year only, L = Last year only, blank = No data



# Tab 5 - Help

## Property Performance Pulse Report Help and FAQ

### What does this report do?

The **Property Performance** Pulse Report provides a snapshot of your property's health, recognizing that a hotel's performance extends beyond its RevPAR index. The **Property Performance** Pulse reports looks at six different components of your property's prior month performance and assigns an overall "pulse rating." These components are displayed in a simple dashboard fashion, making it easy to see areas of both strength and areas needing improvement. Two tabs provide a pulse rating for both this year and same month

### How does the pulse rating work?

Each of the six components factor into the overall pulse rating. There is a potential maximum achievable score for five of the components (RevPAR Velocity Tracking, RevPAR Gap Analysis, Day-of-Week Revenue Opportunity, Performance Highlights, and Day-of-Week RevPAR), and higher scores are awarded for better performance within each of these. The Comp Set Grade scores the composition of your property's primary comp set relative to all other properties similar to yours, and a low comp set grade will bring down the scoring totals of some of the other components.

### What if my property did not report data for each day of this reporting period?

If your property did not report data for each day of the reporting period, you should expect your monthly performance numbers to be low. For example, by not reporting data for 5 days out of the month, the totals in the Performance Highlights will only aggregate 25 days of data. You should be aware of this when comparing your performance to other month's reports where your property reported data every day. You should expect your overall pulse rating to be low because you are missing some data. A directional signal in the Velocity Tracker will not appear for the days when no data was reported.

## Components of the Property Performance Pulse Report - Definitions

### RevPAR Velocity Tracking

The RevPAR Velocity Tracking measures your property's RevPAR index for each day of the reporting period and compares that index to the same day of week for the past twelve months. For example, if the day analyzed is a Monday, the report will compare that particular Monday's RevPAR index against the average RevPAR index for your property over all Mondays of the prior 12 months. If the RevPAR index for the day in question is higher than that average, the directional signal will point up. If it is lower, it will point down. The ratio increase/decrease measures how many days of the month your index was up versus down; thus, a ratio of greater than 1.0 shows overall positive velocity for your property's RevPAR index for the reporting period.

### RevPAR Gap Analysis

The RevPAR Gap Analysis delineates the distance (gap) between the monthly RevPAR of each property in the comp set. For example, the bar marked "Gap 1" details the RevPAR gap between the 1st and 2nd-ranked RevPAR performers. This analysis displays the results for up to 15 RevPAR positions in a comp set.

### Day-of-Week Revenue Opportunity

The Day-of-Week Revenue Opportunity measures the revenue gap, if any, for each day of the week between your property and the relative performance of the highest performing property in your primary comp set. Each bar in the chart has two colors: blue and white. The area in blue represents the total revenue for your property that month for that particular day of the week. The white area shows the potential incremental revenue your property would have realized had it performed at the same RevPAR level as the highest performer in your comp set. Thus, if the bar is solid blue, your property was the highest performer for that day of the week during the reporting period. Areas with large amounts of white indicates your property is being significantly outperformed by at least one other property for that day of the week. The graph easily lets you visualize which days of the week your property has the most opportunity for growth.

### Performance Highlights

The Performance Highlights is very similar to what you will see on your STAR Report. Please note that the aggregate competitive set data excludes your property, so the results may be different than shown in your STAR report if your STAR report includes your property in comp set data.

### Day-of-Week RevPAR

The Day-of-Week RevPAR details your property's average day-of-week RevPAR (e.g. Monday) versus the average for your primary comp set. Please note that the aggregate competitive set data excludes your property, so the results may be different than shown in your STAR report if your STAR report includes your property in comp set data.

### Comp Set Grade

The comp set grade is driven by a statistical model that analyzes the over-30,000 primary comp sets stored in the STR database. The model does a comparative analysis of the composition of your property's primary comp set and the primary comp sets of all other properties sharing the same class and location type. In most instances, the greater your property's comp set deviates from the norm, the lower your comp set grade. Factors used in the comparative analysis include: comp set ADR spread, comp set occupancy/ADR/RevPAR standard deviations, comp set absolute occupancy/ADR/RevPAR levels, comp set class variance, comp set nameback percent ratio, and comp set average property age, room count, and distance. The comp set grades are calculated using the most current performance data, and thus the comp set grade shown in the "This Year" tab and the "Last Year" tab will always be the same.