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**Benchmarking tools
& monitoring solutions**

Know your destination's hotel market inside and out with STR.

Reports available as a weekly, monthly or annual release to show performance developments over time.

Particularly valuable for:

State Tourism Organisations
Destination Marketing Organisations

Regional & Local Tourism Authorities
Local Government Offices

Hotel Associations
Convention Bureaus

Analyse

Is my new marketing campaign having an impact on my market's performance?

How do rates evolve?

What impacts do events have on my destination?

Monitor

How does my market perform?

What factors are driving demand and performance?

How is my market structured?

How do individual hotel classes perform in my market?

Benchmark

How are competitor destinations performing?

What key performance metrics are causing differences in performance?

How is each accommodation type or class of properties performing?

Monthly Destination Report

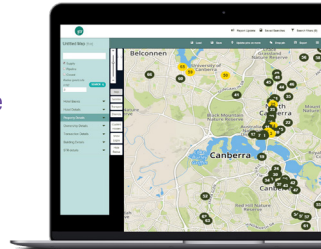
Canberra Destination Report

RevPar % change - full year 2017



AM:PM

An intuitive digital platform for tracking hotel supply and pipeline data, featuring a fully-functional map tool.

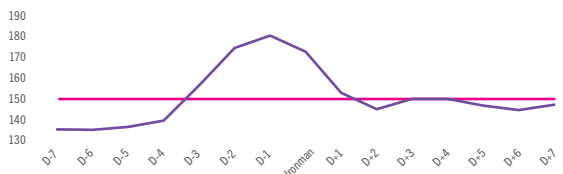


Event Impact

Impact of Cairns Ironman - 11 June 2017

ADR - Daily Data

● Cairns ● Month Average



STR knows the accommodation industry better than anyone

Since 1985, we've helped the accommodation industry understand its challenges and opportunities through our data. Along with our unmatched global reporting sample, our team of experts is here to help you get the most out of our products and services.

Have a special request?

Contact us to order a one-time custom report based on your needs.

Annual Tourism Region Summary

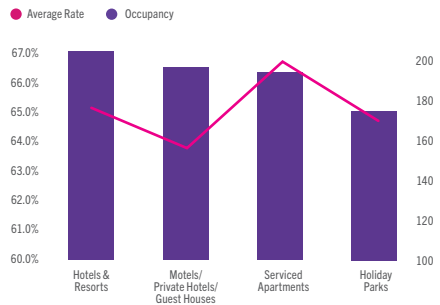
How has the Tourism Region performed?

How do different segments within a Tourism Region perform?

Annual financial year snapshot of single or multiple Tourism Regions by month, quarter and annual total. Split by accommodation type and market class.

Hunter Tourism Region

Financial Year 2016-2017



Showcase your profitability

What percentage of revenue comes from rooms and F&B in my destination?

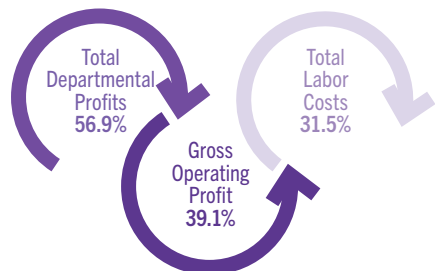
How much does payroll represent in overall hotel expenses?

How profitable are hotels in my destination?

Profitability Report

Melbourne P&L Performance

Extracted from our 2016 Australian Profitability Report



STR collects data for more than 59,000 hotels around the world. Supported by the Australian government under the new Australian Accommodation Monitor (AAM), STR provides a wealth of information for operators, investors and tourism offices on the accommodation sector, identifying emerging trends and areas of growth.

“If you want to understand your commercial business trends and detect revenue generating opportunities, STR’s suite of products would be of great value to your organisation. I find STR to be exceptionally engaged at all levels of industry, possess outstanding product knowledge with meaningful data driven insights and are always a pleasure to work with.”

Melissa Kalan, Managing Director
Australian Revenue Management Association (ARMA)

**For more information on
products available and pricing:**

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