



# You know how to read your STAR report, but do you know how to use your STAR report?

Hoteliers participate in the STR Academy to learn how to fully embrace their data, allowing them to identify and capture potential revenue opportunities. Those who are responsible for making revenue strategy decisions for their hotel or organization can benefit from the Academy, whether they are a novice or industry veteran who has worked with STAR reports for years.

Benefit from hands-on exercises that will help you and your team understand up to 10,000 data points included in your report and identify your best revenue opportunities.

Your custom STR Academy is designed to align with your organization's revenue optimization priorities.



## What

Your STR Academy training combines classroom style learning and small group exercises to apply key techniques from each of the following three modules:

- Comp Sets – the value of benchmarking, best practices for defining comp sets and analysis of existing comp sets
- STR Math – the basics on how we calculate KPIs from raw data and how we handle hotels that don't report, leap year calendar shifts, etc.
- STAR Reports – how to use the Monthly and Weekly STAR Reports to drive future sales strategies

## Who

- Revenue Management teams
- Sales and Marketing leaders
- General Managers
- Directors of Finance
- Directors of Operations
- The more participation, and greater level of property engagement, the better!

## When

Reach out today to schedule your STR Academy. Plan it as:

- a free standing training class or
- incorporate training into your company conference

For more information contact your Account Manager or [Veronica Andrews at vandrews@str.com](mailto:vandrews@str.com)