# All Inclusive Reporting Guidelines
How to use Total Revenue data

STAR Report provides Total Revenue benchmarking when segmentation and additional revenue is reported.

Only the room revenue portion of package rates should be reported to STR for standard rooms reporting (i.e. Rooms Revenue). Additionally, providing segmentation and additional revenue data will allow the property to allocate and report for multiple departments, including Rooms, Food & Beverage and Other Revenues (Spa, Golf, Valet, Resort Fee, etc.). The segmentation and additional revenue data is then used to calculate Total Revenue Per Available Room (TRevPAR) and Total Revenue Per Occupied Room (TRevPOR) for the property and competitive set.
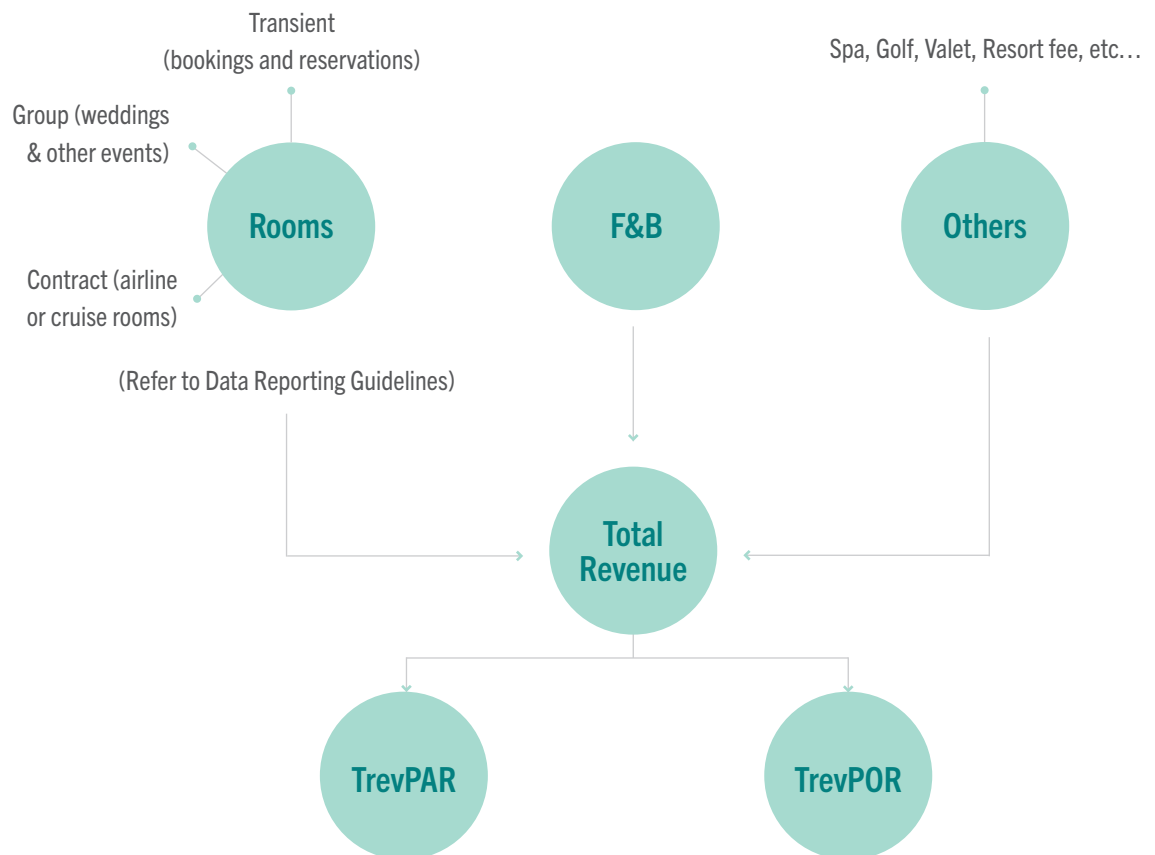
To allocate revenue to the appropriate department from the total package rate, a hotel must determine the **ratio of revenue** for each department.

The Ratio of Revenue should be based on average performance over the previous 12 months as declared on your audited reports. These ratios should be established at the beginning of the year and reviewed annually.

Example:

A package consisting of a guestroom for one night, meals and the use of the property's spa facilities is sold at an inclusive price of $240, not including taxes, gratuities or service charges. The property computes the departmental allocations of the $240 sales price as follows:

Department	Allocated Revenue	Ratio of Revenue	
Rooms	$120	50%	← Transient, Group or Contract
F&B	$84	35%	← Food & Beverage
Other Revenues (Spa, Golf, Valet, Resort Fee, etc.)	$36	15%	
Total	$240	100%	

*These numbers are an example, not to be used as a suggestion.

Example: The Rooms department is allocated 50% of the actual revenue ($240 x 50% = $120)

The ratios would then be applied across all months of the year to provide a consistent reporting base for the property to benchmark against its aggregated competitive set's performance data. Using a ratio model to determine departmental revenue is a standard industry practice as defined in the Uniform System of Accounts for the Lodging Industry.

For compliance purposes, individual properties are responsible for entering a "total data amount" when reporting online. STR will populate the amount in "other."