



## COMPETITIVE SET/TREND REPORT GUIDELINES

### Sufficiency

- **Property Minimum** — A trend or a competitive set must include a minimum of four participating<sup>1</sup> properties, not including the subject property if selecting a competitive set<sup>2</sup>. Of the four, there must be a minimum of three properties not affiliated with the subject property (brand, parent, management, ownership and/or asset manager). The minimum number of properties must report data before performance data will be released.
- **Company Minimum** — A trend or a competitive set must include a minimum of two companies not affiliated with the requestor or the subject property (brand, parent, management, ownership and/or asset manager).

### Composition

- **Property** — No single property can account for more than 50% of the total participating<sup>1</sup> room supply of a competitive set, excluding the rooms of the subject property and other properties from the same company as the subject (parent, management, ownership and/or asset manager).
- **Brand** — No single brand (e.g. Holiday Inn, Comfort Inn) can account for more than 50% of the total participating<sup>1</sup> room supply of a competitive set, excluding the rooms of the subject and other properties from the same company as the subject.
- **Company** — No single company (e.g. Hilton Worldwide, Interstate Hotels & Resorts, Host Hotels & Resorts) can account for more than 70% of the total participating<sup>1</sup> room supply of a competitive set, excluding the rooms of the subject property and other properties from the same company as the subject (parent, management, ownership and/or asset manager)



### Competitive Set or Trend Changes

- **Minimum of Two** — A trend or competitive set change must include a minimum of two consistently reporting<sup>3</sup> properties. The two consistently reporting<sup>3</sup> properties must be affiliated with a company different from the requestor or the subject property and cannot be affiliated with the same brand.
- **New Construction Hotels** — One or more newly constructed properties may be added alone if no more than five months of property data have been reported.
- **Non-Participating Hotel Removal** — If a property stops reporting data for three consecutive months or more, the property may be deleted from the set if all other conditions (sufficiency and composition) are still met.
- **Closed Hotels** — One or more closed properties may be deleted from the set if the property has not reported data for three consecutive months or more and/or the status is “Closed” in the STR database. When the closed property re-opens, it may be added back to the comp set on its own if it was closed for a minimum of 12 months AND it has no more than five months of property data reported.
- **Isolation checks** against **ALL** reports processed (ordered) in the last twelve (12) months for a specific subject property are performed and include:
  - Current comp set
  - Additional comp sets (2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>)
  - Comp sets of properties in the comp set related to the subject
  - Historical Trend reports
  - Custom HOST reports
  - One-time STAR report runs

Checks are in place for multiple reports generated to ensure individual property data from being isolated from report to report. Importantly, reports processed and ordered by any entity related to the subject property is taken into consideration and can include: chain, owner, management company, asset manager, or any agent(s) acting on behalf of a specific property. For example, when a member of the comp set is also under the same chain, owner, management company, or asset manager as the subject property, then all of the reports that competitor receives will be compared to the reports the subject property receives.

**A CHANGE MAY NOT BE MADE IF DATA OF A SINGLE PROPERTY IS ISOLATED IN ANY WAY.**



### Multiple Competitive Sets

- **Minimum of Two** — If a property has more than one competitive set, the composition of each set must differ by at least two consistently reporting<sup>3</sup> properties. The two consistently reporting<sup>3</sup> properties must be affiliated with a company different from the subject property and cannot be affiliated with the same brand.

### Other

- **Vicinity Minimum** — Properties located in different states must be evenly distributed and within the vicinity of other properties to avoid isolation. Exceptions may be made on a case-by-case basis. Does not apply outside of the United States.

**All competitive set/trend guidelines must be met in order to create a property competitive set or ad-hoc trend grouping.**

<sup>1</sup> A participating property is defined as a property that has provided data for any one of the last three months.

<sup>2</sup> All comp set changes will follow the new guidelines of four properties excluding the subject.

<sup>3</sup> A consistently reporting property is defined as a property that has provided data for at least 4 of the last 6 months.

*Version 2.2. Last updated June 2017*