Forward **STAR**

Forward looking. Forward planning. Forward thinking.

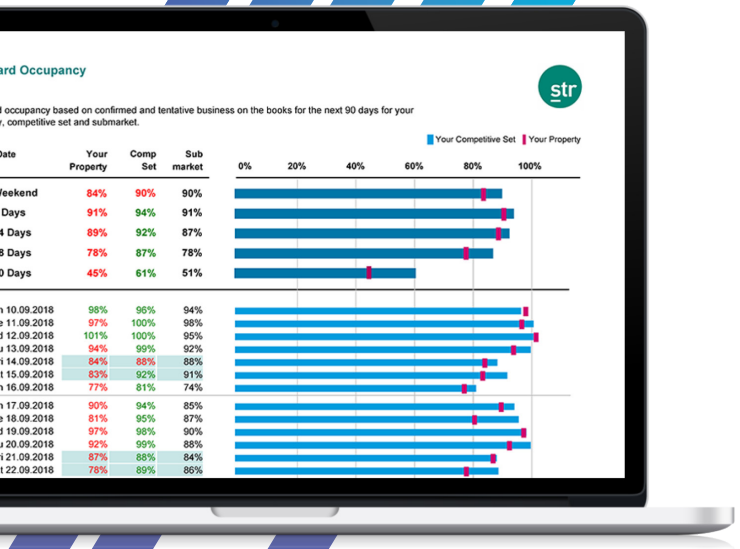
It’s a constant game of adjustments.

Day in and day out, you and your competing hotels are measuring your performance to fine-tune your strategies for the days, weeks and months ahead.

If you’re benchmarking with STR, you have the right tools to stay on top of your results and make adjustments.

But how do you get **ahead of the game?**

What’s next?



Visualize your hotel's demand build up against your local market and competition.

Inform your pricing, sales and marketing strategies with accurate forward-looking data obtained directly from the source.

Look ahead to stay get ahead and make data-driven decisions for the days, weeks and months that lie ahead on the calendar.

Contact sales@str.com

Using real forward booking data to your advantage.

How it works

Send us your forward booking data, and start receiving detailed, easy-to read reports showing how your business on the books and pick-up are matching up against your competitors.

This not only helps you better plan ahead, but also lets you continuously monitor and evaluate the impacts of your decisions before the time periods you're focusing on.

As with all STR reports, Forward **STAR** runs on actual data, meaning we collect and report back forward booking data directly from your hotel and the hotels in your local market and competitive set. This gives you the most accurate, like-for-like insights into how your business on the books is shaping up.

Monthly Forward Occupancy

Forward occupancy based on confirmed and tentative business on the books for the next 12 months as at 3 September, 2018.

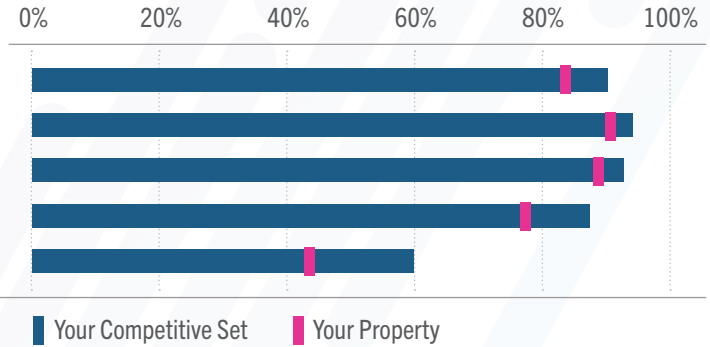
	Your Hotel	Your (Sub) Market	Forward Bookings for (Sub)Market Edinburgh																					
Day	Sep 18		Oct 18		Nov 18		Dec 18		Jan 19		Feb 19		Mar 19		Apr 19		May 19		Jun 19		Jul 19		Aug	
1			67%	60%	17%	38%	20%	37%	12%	30%	68%	21%	12%	14%	20%	10%	25%	23%	16%	21%	23%	22%	88%	
2			67%	65%	23%	45%	10%	21%	6%	16%	22%	19%	1%	12%	39%	12%	27%	29%	29%	28%	34%	21%	72%	
3	77%	88%	58%	60%	31%	48%	11%	18%	5%	13%	1%	9%	4%	11%	20%	10%	29%	26%	58%	29%	33%	24%	62%	
4	77%	89%	51%	59%	45%	29%	13%	20%	5%	14%	19%	8%	7%	9%	101%	22%	9%	21%	45%	30%	37%	29%	61%	
5	88%	92%	46%	64%	59%	28%	13%	22%	4%	13%	56%	11%	12%	11%	100%	22%	13%	17%	20%	27%	36%	27%	23%	
6	80%	91%	46%	66%	97%	34%	35%	31%	3%	8%	57%	10%	29%	11%	101%	22%	11%	15%	6%	26%	17%	22%	10%	
7	71%	90%	37%	54%	83%	39%	20%	42%	1%	6%	2%	9%	54%	19%	5%	13%	1%	14%	14%	27%	26%	20%	14%	
8	84%	91%	55%	52%	17%	29%	23%	45%	1%	9%	10%	32%	63%	35%	7%	18%	1%	24%	17%	23%	26%	21%	16%	
9	72%	78%	101%	51%	48%	39%	5%	23%	9%	11%	13%	37%	45%	36%	32%	17%	4%	28%	15%	28%	26%	21%	12%	
10	85%	82%	96%	51%	43%	39%	19%	19%	75%	17%	2%	12%	4%	16%	32%	16%	7%	25%	36%	27%	26%	25%	16%	
11	88%	85%	61%	53%	39%	24%	63%	23%	1%	11%	1%	7%	1%	8%	6%	13%	22%	22%	30%	27%	10%	24%	16%	
12	78%	85%	28%	53%	41%	23%	77%	23%	2%	13%	10%	8%	0%	11%	17%	11%	71%	25%	5%	25%	11%	24%	17%	
13	71%	82%	35%	54%	60%	31%	71%	25%	1%	7%	13%	8%	7%	10%	44%	14%	74%	24%	7%	29%	12%	22%	13%	
14	72%	85%	45%	39%	45%	36%	25%	27%	1%	6%	15%	11%	29%	12%	81%	18%	32%	21%	17%	28%	13%	22%	18%	
15	77%	84%	86%	46%	41%	38%	17%	30%	1%	6%	0%	13%	3%	14%	81%	21%	21%	22%	16%	25%	13%	22%	21%	
16	75%	75%	80%	43%	28%	39%	6%	16%	0%	8%	0%	13%	25%	23%	40%	16%	48%	34%	16%	26%	30%	22%	15%	
17	94%	78%	91%	40%	49%	50%	8%	15%	45%	11%	1%	9%	3%	13%	9%	15%	53%	34%	10%	27%	30%	16%	15%	
18	102%	77%	45%	41%	12%	24%	10%	14%	1%	9%	1%	13%	48%	13%	1%	13%	57%	26%	1%	26%	50%	22%	9%	
19	104%	77%	41%	48%	12%	19%	8%	14%	1%	8%	1%	13%	48%	13%	3%	13%	17%	27%	2%	24%	50%	20%	12%	
20	100%	74%	50%	50%	14%	24%	4%	15%	15%	8%	0%	13%	48%	17%	2%	13%	43%	27%	7%	29%	100%	26%	9%	
21	91%	82%	87%	43%	17%	24%	12%	19%	75%	12%	1%	14%	2%	18%	1%	8%	9%	25%	12%	27%	100%	34%	13%	
22	63%	80%	93%	41%	15%	26%	14%	22%	16%	8%	1%	10%	1%	16%	1%	11%	8%	25%	16%	25%	100%	35%	16%	
23	38%	66%	96%	45%	72%	43%	13%	16%	1%	9%	1%	10%	1%	20%	1%	19%	0%	24%	5%	24%	100%	33%	9%	
24	52%	66%	86%	45%	45%	43%	12%	17%	1%	9%	1%	9%	0%	14%	1%	19%	3%	23%	13%	24%	100%	34%	14%	
25	50%	65%	51%	42%	10%	26%	13%	17%	51%	17%	0%	6%	1%	11%	2%	23%	8%	24%	66%	20%	28%	24%	11%	
26	67%	66%	43%	46%	14%	23%	12%	17%	57%	18%	0%	7%	19%	11%	3%	25%	12%	26%	65%	34%	1%	21%	10%	
27	51%	67%	35%	46%	17%	29%	10%	20%	4%	8%	1%	8%	68%	13%	1%	17%	11%	21%	71%	37%	6%	22%	0%	
28	53%	69%	17%	31%	28%	33%	9%	25%	2%	6%	1%	11%	68%	15%	0%	12%	2%	19%	70%	29%	14%	24%	1%	
29	66%	67%	50%	33%	18%	32%	12%	31%	1%	7%			1%	11%	2%	18%	3%	22%	50%	22%	20%	25%	5%	
30	58%	58%	54%	39%	23%	37%	17%	38%	2%	9%			1%	9%	2%	21%	8%	24%	25%	22%	36%	25%	10%	
31			55%	36%			16%	43%	74%	15%			0%	7%			14%	22%			79%	29%	13%	
Avg	75%	78%	60%	48%	35%	33%	19%	24%	15%	11%	11%	13%	20%	15%	25%	16%	21%	24%	26%	27%	38%	24%	20%	

Clear, simple and advanced metrics.

Forward occupancy

Monitor and manage your room inventory with forward occupancy, the percentage of rooms booked for a specific future time period.

Day & Date	Your Property	Comp Set	Sub Market
Next Weekend	84%	90%	90%
Next 7 Days	91%	94%	91%
Next 14 Days	89%	92%	87%
Next 28 Days	78%	87%	78%
Next 90 days	45%	61%	51%

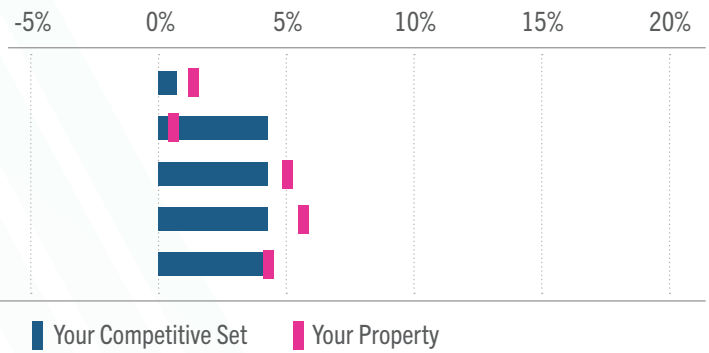


Clear, simple and advanced metrics.

Pickup

Your uptake in bookings from one data collection to the next is shown as pickup. This allows you to easily measure the effectiveness of your marketing and sales strategies. It also shows the immediate impact of event business on your performance and the performance of your market and/or competitive set.

Day & Date	Your Property	Comp Set	Sub Market
Next Weekend	2%	1%	5%
Next 7 Days	1%	4%	8%
Next 14 Days	5%	4%	7%
Next 28 Days	6%	4%	7%
Next 90 days	4%	4%	4%



The bigger picture.

Pairing your property's historical benchmarking trends with forward booking data gives you a much broader perspective of your performance – helping you win tomorrow today.

Your Forward STAR reports can help raise a wide range of questions, such as:

- Which nights of the week are you underperforming and why?
- Which nights are you performing well and why?
- What adjustments could you make to drive better results?
- Do you need to rethink your rate strategy, distribution methods, or marketing initiatives?
- Are you capitalising on demand from events or losing out to your competitors?

Like with anything, the more experience you gain using Forward STAR, the better you'll be able to identify patterns and take the right actions.

Detailed reports breaking down the key areas to focus on.

Overview

- Reports issued on two frequencies: weekly and monthly
- Detailed insights on both forward occupancy and pickup
- Weekly reports show the next 90 days; Monthly reports show the next 12 months.
- Compare your hotel's forward booking performance against your competitive set and/or local market
- Free market data, with competitive set subscriptions available
- Event listings report for your market included in competitive set subscription to help you stay on top of opportunities
- Ensured data integrity and confidentiality

All your forward booking data is laid out in a very digestible format, letting you easily gauge where you stand today, tomorrow, a week from now, a month from now, and even 365 days from now.

Contact sales@str.com to find out more.

Competitive insights for competitive results.

Free market data

Just like with our historical benchmarking reports, you'll receive free market-level Forward STAR reports when you send us your forward booking data. These insights are highly valuable for keeping up with market averages and anticipating periods of high demand.

Your hotel

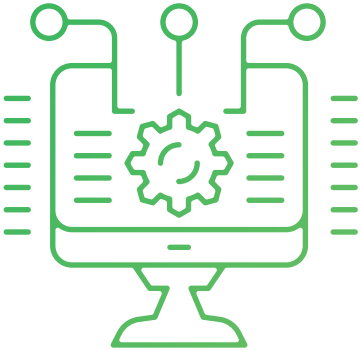
Your market

Competitive set benchmarking

Take your forward booking insights even further by selecting a group of competing hotels to compare your forward bookings against. This allows you to easily measure how your forward occupancy levels and pickup compare against the hotels you're in direct competition with so you can drive the best results.

Your hotel

Your competitive set



Keep it automatic.

It’s never been easier to send your data to STR.

Data automations

Our dedicated integrations team can help you set your data to feed directly to us using your PMS/RMS or other third party systems.

Other options

If you’re not able to integrate with STR through any of your third party systems – no problem. We have a very simple Excel-based submission form that can be filled out by a member of your staff on a weekly basis.

Get started.

Get in touch to learn more about Forward **STAR** and sign up.

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Benchmarking your world

ForwardSTAR

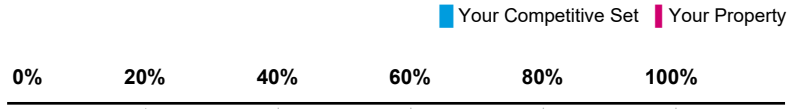
Weekly Forward Occupancy & Pickup Report
with your Competitive Set

Hotel A

12 November 2018

Forward Occupancy for Hotel A and (Sub)Market

Forward occupancy for the next 90 days as at 12.11.2018.

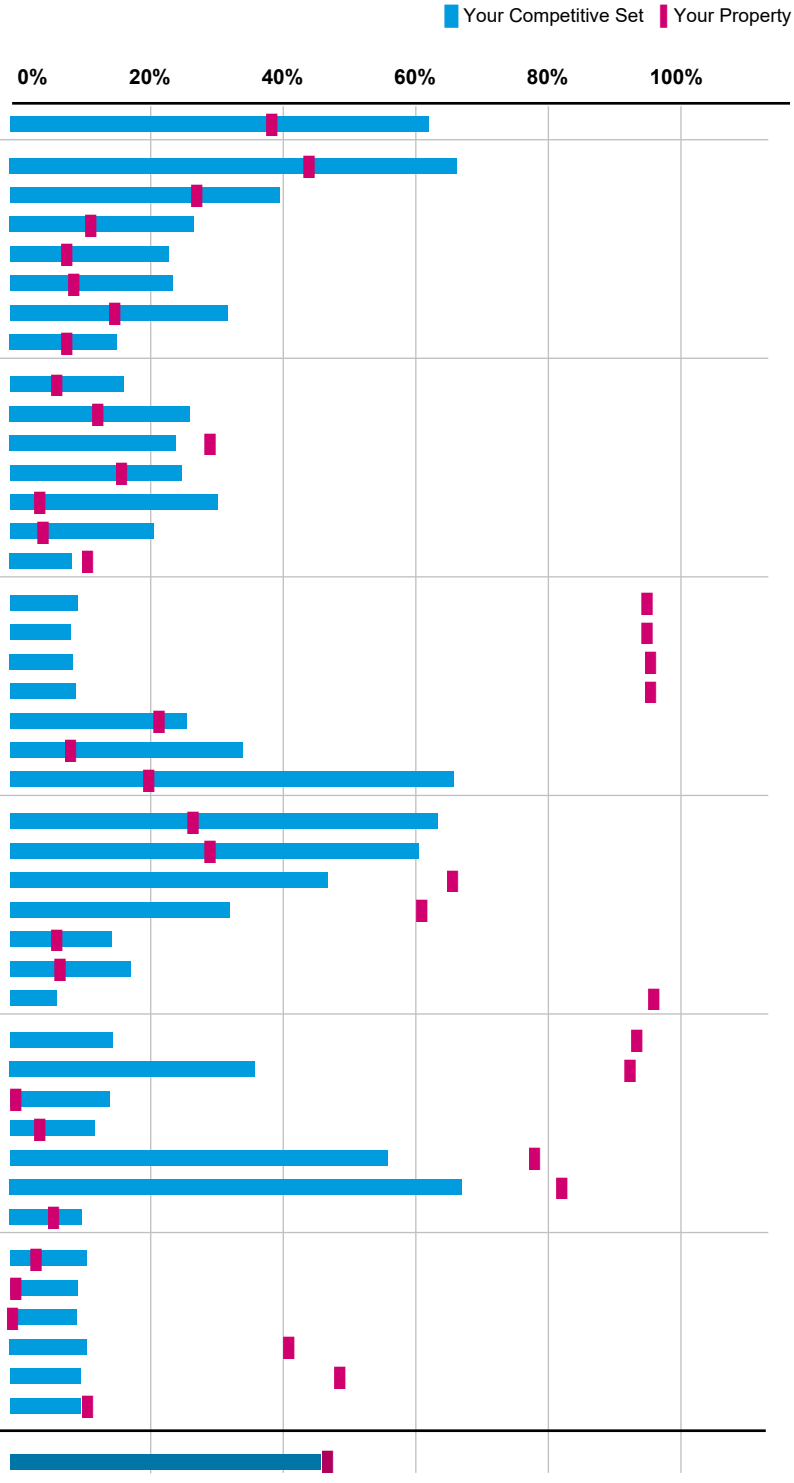


Day & Date	Your Property	Comp Set	(Sub) Market
Next Weekend	**104%**	**95%**	**89%**
Next 7 Days	**93%**	**85%**	**80%**
Next 14 Days	**79%**	**75%**	**71%**
Next 28 Days	**69%**	**71%**	**63%**
Next 90 Days	**47%**	**46%**	**39%**
Mon 12.11.2018	94%	87%	81%
Tue 13.11.2018	106%	91%	88%
Wed 14.11.2018	92%	87%	82%
Thu 15.11.2018	84%	86%	78%
Fri 16.11.2018	101%	93%	84%
Sat 17.11.2018	107%	97%	95%
Sun 18.11.2018	63%	52%	50%
Mon 19.11.2018	73%	62%	62%
Tue 20.11.2018	57%	62%	61%
Wed 21.11.2018	53%	62%	57%
Thu 22.11.2018	60%	70%	60%
Fri 23.11.2018	81%	81%	71%
Sat 24.11.2018	87%	79%	83%
Sun 25.11.2018	47%	40%	42%
Mon 26.11.2018	66%	41%	44%
Tue 27.11.2018	76%	51%	54%
Wed 28.11.2018	78%	55%	49%
Thu 29.11.2018	67%	66%	50%
Fri 30.11.2018	66%	78%	66%
Sat 01.12.2018	71%	87%	78%
Sun 02.12.2018	33%	63%	40%
Mon 03.12.2018	51%	69%	46%
Tue 04.12.2018	61%	69%	48%
Wed 05.12.2018	57%	72%	50%
Thu 06.12.2018	38%	79%	53%
Fri 07.12.2018	48%	85%	71%
Sat 08.12.2018	77%	82%	74%
Sun 09.12.2018	44%	44%	34%
Mon 10.12.2018	55%	58%	33%
Tue 11.12.2018	46%	64%	44%
Wed 12.12.2018	54%	65%	43%
Thu 13.12.2018	45%	50%	42%
Fri 14.12.2018	37%	71%	56%
Sat 15.12.2018	95%	67%	58%
Sun 16.12.2018	19%	30%	27%
Mon 17.12.2018	24%	37%	25%
Tue 18.12.2018	28%	36%	25%
Wed 19.12.2018	27%	38%	26%
Thu 20.12.2018	26%	33%	28%
Fri 21.12.2018	37%	47%	35%
Sat 22.12.2018	52%	55%	36%
Sun 23.12.2018	34%	46%	24%
Mon 24.12.2018	51%	53%	26%
Tue 25.12.2018	61%	57%	28%
Wed 26.12.2018	34%	46%	29%
Thu 27.12.2018	52%	53%	38%
Fri 28.12.2018	52%	64%	49%
Sat 29.12.2018	50%	69%	54%

Forward Occupancy for Hotel A and (Sub)Market

Forward occupancy for the next 90 days as at 12.11.2018.

Day & Date	Your Property	Comp Set	(Sub) Market
Sun 30.12.2018	39%	62%	49%
Mon 31.12.2018	45%	67%	58%
Tue 01.01.2019	28%	40%	39%
Wed 02.01.2019	12%	27%	29%
Thu 03.01.2019	9%	24%	26%
Fri 04.01.2019	10%	24%	26%
Sat 05.01.2019	16%	32%	28%
Sun 06.01.2019	9%	16%	15%
Mon 07.01.2019	7%	17%	15%
Tue 08.01.2019	13%	27%	20%
Wed 09.01.2019	30%	25%	22%
Thu 10.01.2019	17%	26%	23%
Fri 11.01.2019	5%	31%	26%
Sat 12.01.2019	5%	21%	23%
Sun 13.01.2019	12%	9%	14%
Mon 14.01.2019	95%	10%	15%
Tue 15.01.2019	95%	9%	18%
Wed 16.01.2019	95%	9%	18%
Thu 17.01.2019	95%	10%	19%
Fri 18.01.2019	22%	26%	23%
Sat 19.01.2019	9%	35%	25%
Sun 20.01.2019	21%	66%	24%
Mon 21.01.2019	27%	64%	25%
Tue 22.01.2019	30%	61%	26%
Wed 23.01.2019	66%	47%	32%
Thu 24.01.2019	61%	33%	35%
Fri 25.01.2019	7%	15%	31%
Sat 26.01.2019	8%	18%	24%
Sun 27.01.2019	96%	7%	17%
Mon 28.01.2019	93%	15%	20%
Tue 29.01.2019	92%	36%	22%
Wed 30.01.2019	1%	15%	22%
Thu 31.01.2019	5%	13%	19%
Fri 01.02.2019	78%	56%	37%
Sat 02.02.2019	82%	67%	45%
Sun 03.02.2019	7%	11%	18%
Mon 04.02.2019	4%	11%	20%
Tue 05.02.2019	1%	10%	21%
Wed 06.02.2019	1%	10%	22%
Thu 07.02.2019	42%	11%	25%
Fri 08.02.2019	49%	11%	21%
Sat 09.02.2019	12%	11%	19%
Overall	**47%**	**46%**	**39%**



There are 5 properties in your competitive set and XX properties in your sub-market on this report.

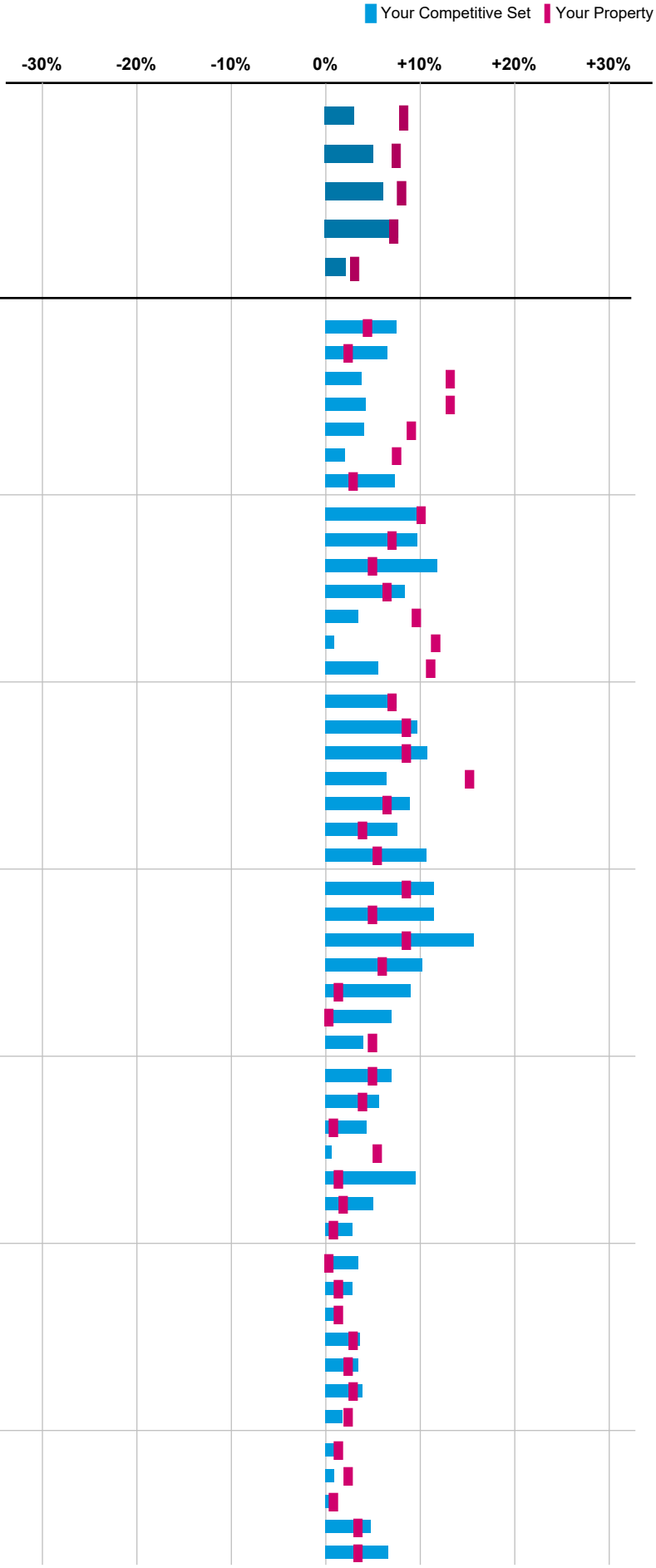
In the 'Your Property' column, figures in red show where your forward bookings fall below the average for your competitive set and green figures show where your property's bookings outperform your competitive set.

In the 'Comp Set' column, figures in red show where your competitive set bookings fall below the average for your (Sub)Market and green figures show where your property's bookings outperform your (Sub)Market.

Pickup Since Last Week for Hotel A

Pickup for the next 83 days as at 12.11.2018.

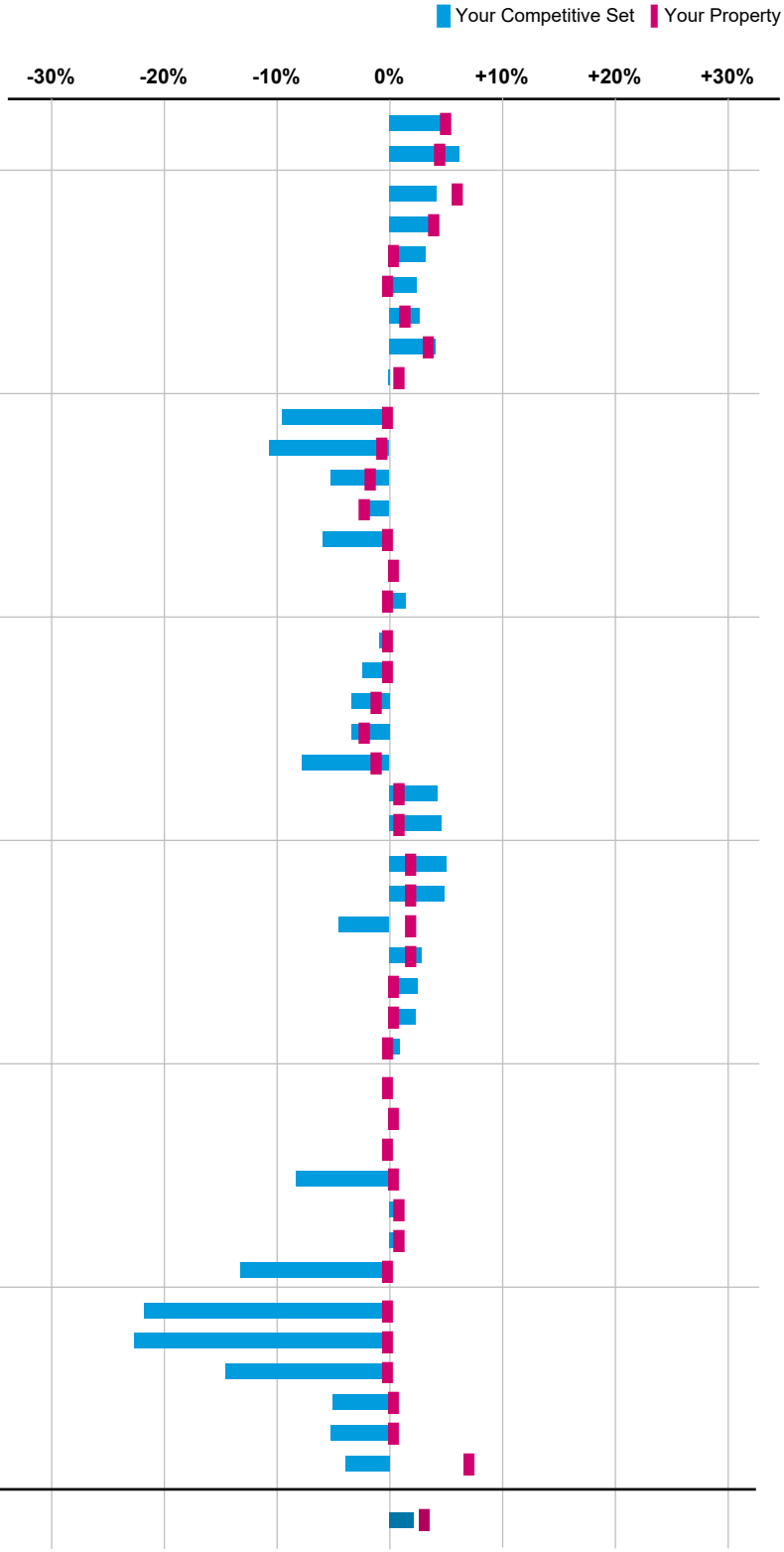
Day & Date	Your Property	Comp Set	(Sub) Market
Next Weekend	**8%**	**3%**	**6%**
Next 7 Days	**8%**	**5%**	**11%**
Next 14 Days	**8%**	**6%**	**9%**
Next 28 Days	**7%**	**8%**	**7%**
Next 83 Days	**3%**	**2%**	**3%**
Mon 12.11.2018	5%	7%	16%
Tue 13.11.2018	3%	6%	16%
Wed 14.11.2018	13%	4%	14%
Thu 15.11.2018	13%	4%	12%
Fri 16.11.2018	9%	4%	7%
Sat 17.11.2018	8%	2%	6%
Sun 18.11.2018	3%	7%	6%
Mon 19.11.2018	10%	10%	9%
Tue 20.11.2018	7%	10%	9%
Wed 21.11.2018	5%	12%	8%
Thu 22.11.2018	7%	8%	9%
Fri 23.11.2018	10%	3%	5%
Sat 24.11.2018	12%	1%	4%
Sun 25.11.2018	11%	5%	5%
Mon 26.11.2018	7%	7%	7%
Tue 27.11.2018	9%	10%	8%
Wed 28.11.2018	9%	11%	7%
Thu 29.11.2018	15%	6%	6%
Fri 30.11.2018	7%	9%	7%
Sat 01.12.2018	4%	8%	5%
Sun 02.12.2018	6%	11%	5%
Mon 03.12.2018	9%	11%	6%
Tue 04.12.2018	5%	11%	7%
Wed 05.12.2018	9%	16%	7%
Thu 06.12.2018	6%	10%	6%
Fri 07.12.2018	2%	9%	4%
Sat 08.12.2018	1%	7%	4%
Sun 09.12.2018	5%	4%	3%
Mon 10.12.2018	5%	7%	3%
Tue 11.12.2018	4%	6%	4%
Wed 12.12.2018	1%	4%	4%
Thu 13.12.2018	6%	1%	4%
Fri 14.12.2018	2%	9%	4%
Sat 15.12.2018	2%	5%	4%
Sun 16.12.2018	1%	3%	2%
Mon 17.12.2018	1%	3%	2%
Tue 18.12.2018	2%	3%	2%
Wed 19.12.2018	2%	1%	1%
Thu 20.12.2018	3%	4%	2%
Fri 21.12.2018	3%	3%	2%
Sat 22.12.2018	3%	4%	2%
Sun 23.12.2018	3%	2%	1%
Mon 24.12.2018	2%	1%	1%
Tue 25.12.2018	3%	1%	1%
Wed 26.12.2018	1%	1%	1%
Thu 27.12.2018	4%	5%	3%
Fri 28.12.2018	4%	7%	3%



Pickup Since Last Week for Hotel A

Pickup for the next 83 days as at 12.11.2018.

Day & Date	Your Property	Comp Set	(Sub) Market
Sat 29.12.2018	5%	5%	3%
Sun 30.12.2018	5%	6%	3%
Mon 31.12.2018	6%	4%	4%
Tue 01.01.2019	4%	4%	2%
Wed 02.01.2019	1%	3%	2%
Thu 03.01.2019	0%	2%	2%
Fri 04.01.2019	2%	3%	2%
Sat 05.01.2019	4%	4%	2%
Sun 06.01.2019	1%	0%	0%
Mon 07.01.2019	0%	-9%	-1%
Tue 08.01.2019	-1%	-10%	-1%
Wed 09.01.2019	-2%	-5%	0%
Thu 10.01.2019	-2%	-2%	1%
Fri 11.01.2019	0%	-6%	1%
Sat 12.01.2019	1%	0%	2%
Sun 13.01.2019	0%	1%	1%
Mon 14.01.2019	0%	-1%	0%
Tue 15.01.2019	0%	-2%	0%
Wed 16.01.2019	-1%	-3%	0%
Thu 17.01.2019	-2%	-3%	0%
Fri 18.01.2019	-1%	-8%	0%
Sat 19.01.2019	1%	4%	2%
Sun 20.01.2019	1%	5%	1%
Mon 21.01.2019	2%	5%	1%
Tue 22.01.2019	2%	5%	2%
Wed 23.01.2019	2%	-4%	0%
Thu 24.01.2019	2%	3%	1%
Fri 25.01.2019	1%	3%	0%
Sat 26.01.2019	1%	2%	1%
Sun 27.01.2019	0%	1%	0%
Mon 28.01.2019	0%	0%	1%
Tue 29.01.2019	1%	0%	1%
Wed 30.01.2019	0%	0%	1%
Thu 31.01.2019	1%	-8%	0%
Fri 01.02.2019	1%	1%	1%
Sat 02.02.2019	1%	1%	2%
Sun 03.02.2019	0%	-13%	-1%
Mon 04.02.2019	0%	-21%	-2%
Tue 05.02.2019	0%	-22%	-2%
Wed 06.02.2019	0%	-14%	-1%
Thu 07.02.2019	1%	-5%	0%
Fri 08.02.2019	1%	-5%	0%
Sat 09.02.2019	7%	-4%	-1%
Overall	**3%**	**2%**	**3%**



There are 5 properties in your competitive set and XX properties in your (Sub)Market on this report. Please note - a property must be in Forecaster for 2 consecutive periods to be included in pickup reporting.

In the 'Your Property' column, figures in red show where your uptake in bookings is below the average for your competitive set and green figures show where your property's uptake in bookings outperform your competitive set.

In the 'Comp Set' column, figures in red show where your competitive set's uptake in bookings is below the average for your (Sub)Market and green figures show where your competitive set's uptake in bookings outperform your (Sub)Market.

Competitive Set Listing for Hotel A

Current composition of the competitive set for Hotel A. Please note that your property is excluded from the competitive set.

STR ID	Site Name
XXXXXX	**Hotel A**
XXXXXX	Hotel B
XXXXXX	Hotel C
XXXXXX	Hotel D
XXXXXX	Hotel E
XXXXXX	Hotel F

5 Competitive Set Properties