How to benchmark 2021 performance against 2019
A guide for corporate clients

This guide has been created to help our clients benchmark 2021 performance versus 2019. For our corporate clients, there are 5 options explained in detail below.

1. STR’s Data Portal - Standard access
2. STR’s Data Portal - Corporate access
3. Data File
4. Hotel Reviews
5. Corporate Index Report

If you work at the hotel level and want to perform this analysis for a single property, please refer to STR’s Data Portal - Standard Access step-by-step guide below.

STR’s Data Portal

To access the online reporting tool within STR’s Portal (www.str.com), you will need a username and password.

The Reports tab allows you to create ad-hoc reports based on live data.

**Standard access step-by-step guide**

Once you log in to STR Platform using your unique username and password, you will land at STR Central, the hub for user applications. Under “My Applications” on the left-hand side of the screen, you should see a Data Portal app. Click there.

The Reports tab allows you to create ad-hoc reports. The first tab displayed is the Property Report. Currently, this tab is only available outside of the United States and Canada.
My Property vs. Competitive Set

Step 3
Choose a date range for your report. To compare 2019 versus 2021, for example, please choose 1 January 2019 (when running a daily report) or January 2019 (when running a monthly report) as a start date and as the end date please choose 31 January 2021 (when running a daily report) or January 2021 (when running a monthly report).

Daily
For options that include daily data, you can also choose how to compare the days. Day to Day compares by day of the week (“Monday to Monday”) and Date to Date compares by actual calendar date (“January 1 to January 1”).

Monthly
Step 4
Select the type of data columns you would like to see in your report.

- Select Basic for the default columns.
- Select All columns if you would like to see all available columns for your report type.
- Select Advanced if you want to customize the columns in your report.

Step 5
Select any subtotals or grand totals you would like to see in your report.

- Select Basic for the default subtotals.
- Select None to eliminate all subtotals.
- Select Advanced if you want to customize the subtotals in your report.

The date range you selected in Step 3 can affect subtotals in your report. When your date range includes any incomplete periods (such as partial weeks or months), you will see partial subtotals in your report.

Step 6
The default currency will always be your local currency.
My Property vs. Industry Segments

Steps 1 & 2
To create a report using the standard template that compares your property or properties to industry segments, choose Standard in Step 1 and My property (or properties) in Step 2.

Steps 3 – 6
Same as per competitive set analysis. Please refer to pages 2-3.

Standard report calculations

To calculate % chg over Occ, ADR, RevPAR and Index, please apply this formula: \(((2021-2019)/2019) \times 100\)
To calculate points over Occ, ADR, RevPAR and Index, please apply this formula: \((2021-2019)\)
As % chg columns will by default use 2020 data in the calculations, please use the above formulas to overwrite 2021 % chg vs. 2020.
Corporate access step by step guide

Once you log in to STR Platform, using your unique username and password, you will land at STR Central, the hub for user applications. Under “My Applications”, on the left hand side of the screen, you should see a Data Portal app. Click there.

The Reports tab allows you to create ad-hoc reports. The second tab displayed is the Corporate Report. Currently, this tab is only available outside of the United States and Canada.

You can generate a report for single property, or create a cluster by clicking on Create Cluster.

Creating a cluster

1. Select “Add new Cluster”, or amend an existing cluster.
2. Cluster Name: Add a name to the cluster.
3. Filter options.
   To add hotels to the cluster, you can search by STR IDs, Brand, City, Country...etc. Once ready Click on Filter.
4. Click on “Remove Selected Hotel(s)” if you wish to exclude any of the listed properties from the cluster.
5. Click on “Add Selected Hotel(s)” to include the chosen hotels to the cluster.
6. Click on “Save”.

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1. **Display data for**
   a. *My properties* (choose from the list of properties you have previously chosen under "Find Property" tab).
   b. *My Saved Clusters* (choose from the list of available clusters or create a new one under "Manage Cluster", please refer to the step “Creating a Cluster” in the previous page).

2. **Versus**
   a. *My competitive set* (choose between the primary or additional sets linked to each subject property, if applicable, included in the selected group of hotels or cluster).
   b. *My industry segments* (choose from the different segments linked to each subject property included in the selected group of hotels or cluster).

3. **Select type of data & date range**
   a. *Daily* (For options that include daily data, you can also choose how to compare the days. Day to Day compares by day of the week (“Monday to Monday”) and Date to Date compares by actual calendar date (“January 1 to January 1”). This option will compare vs. 2020.
   b. *Monthly*

   To compare 2019 versus 2021, please run 2 reports: one containing 2019 data and the second report containing 2021 data (please note that the corporate report will list each hotel individually but will not list each individual month/day).

4. **Select data columns**
   a. Select *Basic* for the default columns.
   b. Select *All* to include all available columns in your report (this year, last year and & percentage change).
   c. Select *Advanced* if you want to customise the columns in your report.
   d. Select *Include Raw Data* if you want to include Supply, Demand and Revenue figures.

5. **Show competitive set or industry segment list**
   Ticking this box will list in the report the names of properties forming the competitive set(s) or the name(s) of the chosen industry segments per each subject property.

6. **Select Currency**
   The default currency will always be your local currency.

7. **Save to Favourites**
8. **Submit**
   After you click Submit, a report is generated within a few seconds and displayed in Excel format.

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Corporate report calculations

Please ensure that in section 4 the "Include Raw Data" option is selected (supply, demand and revenue).

Please note that you will need to run a report for 2019 (a report for each month if you would like see monthly performance or select Jan 2019 to Dec 2019 to see a Year-End total).
Then perform the same for 2021.

Using the raw data for the subject property or cluster total and the competitive set from the reports you have generated for 2019 and 2021 separately, apply the following formula:

Percent % Chg = ((2021-2019)/2019) * 100

Note: If you wish to complete a day-to-day comparison (Monday to Monday) for each individual day, you will need to locate the comparable same day of 2019 as 2021 and realign the 2019 data. Then complete the % change calculation. For example, 7 January 2021 would compare with 3 January 2019 as the first Thursday in the year.

For date-to-date comparison, this adjustment isn't required and simply can be 1-15 January 2021 compared with 1-15 January 2019.

Differences between Standard and Corporate access report(s):
The Corporate Report includes Raw Data (supply, demand and revenue), the Standard access report does not.
The Corporate Report allows you to create and manage clusters, the Standard access report does not.

When generating a report containing multiple properties, the Corporate Access Report will list all properties individually in the Excel report, while Standard Access merges all properties together.

When generating a report for a period of time greater than 1 day, the Corporate Access Report will provide an aggregate of the selected time period, while the Standard Access Report will provide each date/month individually.

There is an option to display all hotels and time periods within 1 report. Please refer to next section related to data files.
Data File

A data file is a report that is delivered directly to the user (via email or FTP) in 3 different formats: Excel, txt or csv.

The data file report is available as a weekly and/or monthly delivery.

This file is highly customizable, allowing the user to include all in one single file raw data (Supply, Demand and Revenue), KPIs (Occ, ADR, RevPAR), multiple single property performance versus their competitive sets or (sub)markets, multiple number of days or months, etc.

This report is usually uploaded into a Business Intelligence Tool (BI Tool) to perform own calculations and reporting.

A data file can contain over 36 months of historical data, allowing the user to make their own calculations to benchmark 2021 versus 2019.
**Hotel Reviews**

STR’s Hotel Reviews, which provide a high-level KPI overview of key markets in major regions as well as enabling you to go into more detail by sub-region or country, have been updated to benchmark 2021 vs 2019. (Sample)

**Corporate Index Report**

Ideal for companies with more than 10 properties, STR’s Corporate Index Reports can be updated upon request to benchmark 2021 vs 2019, providing an overview of individual properties performance against your chosen competitive sets in one convenient location (Sample)

**FAQs**

Can I benchmark 2021 versus 2019 with my Excel STAR or dSTAR reports?
No. The STAR/Survey reports available in Excel or digital formats are not customizable.

I have a data file subscription, can I benchmark 2021 versus 2019?
Yes. Data Files allow the users to create their own calculations, usually imported into a Business Intelligence Tool (BI Tool), as long as 2019 data is included in the file.

My data file subscription only shows 12 months of historical data, can I include additional years?
Yes. Data Files are customizable and the users can add extra years of historical data. Please contact our account management team at hotelinfo@str.com for more information.

Does updating my data file content incur any additional costs?
Depending on the requirements there might be an extra charge, but some updates are included as part of your agreement with STR. Please contact our account management team at hotelinfo@str.com for clarification.

I do not want to include additional years in my data file. Is there an option for a one-off data refresh?
Yes. STR can deliver a one-off data file report including additional data points such as extra years. Please contact our account management team at hotelinfo@str.com for more information.

How long does it take to update data files?
We usually complete data file updates within 3-5 business days, but it might exceed this time during busy periods such as monthly processing.

I do not have a data file subscription, how can I sign up?
Our dedicated team of account managers can help you build the ideal file. Please contact us at hotelinfo@str.com for more information.

I do not have a data file subscription, can I benchmark 2021 versus 2019 any other way?

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I have access to STR’s Data Portal, but I cannot see a corporate reporting option.
There could be a couple of reasons:
1. STR might need permission from your supervisors to grant this access to your login.
2. This product is not part of your corporate agreement.

I do not have a login to access STR’s Data Portal, what do I do?
Please contact our client services team at hotelinfo@str.com and a member of the team will be able to help you.

My hotel is missing 2019 data, how can I submit the figures?
There are different ways to submit your historical data to STR. The preferred option is automation. Please contact our client services team at hotelinfo@str.com and a member of the team will be able to help you.