

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 3 options explained in detail below.

1. STR's Data Portal - Standard access
2. STR's Data Portal - Corporate access
3. Data File

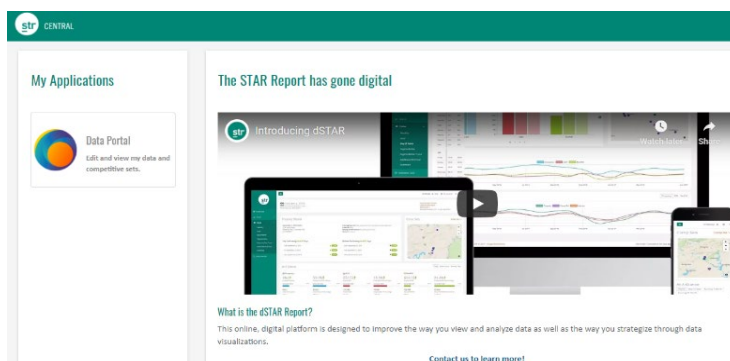
If you work at the hotel level and want to perform this analysis for a single property, please refer to STR's Data Portal - Standard Access step-by-step guide below.

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

Property Report Resend STAR Rerun STAR

Submit

1. Select Template: ☒ Standard ☐ Performance Snapshot ☐ Daily Flash

2. Display data for: ☒ My property ☐ My industry segments

Steps 1 & 2

To create a Competitive Set Report using the standard template, choose Standard in Step 1 and My property (or properties) in Step 2.

Primary competitive sets are selected by default. If you have multiple competitive sets, you have the option of selecting a different one.

Also, if you are creating a report for multiple properties, the data for all of the properties' competitive sets will be aggregated in the report.

Versus: ☒ My competitive set(s) ☐ My industry segments

Available Comp Sets:

Selected Comp Sets:

Comps Include: ☒ Subject Property?

Step 2 continued

Next, you will choose what group your property will be compared to: My competitive set(s).

Ticking this box will include your property's data to the Compset data calculations.

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").

3. Select type of data: ☒ Daily ☐ Monthly ☐ Advanced

Availability: ☒ STAR Report ☐ Adjusted ☐ Full

4. Select date range: Start: End:

Compare dates: ☒ Day to Day ☐ Date to Date

Monthly

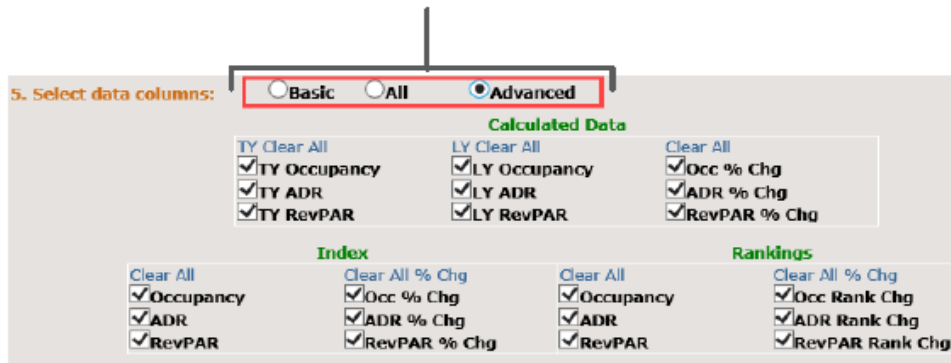
3. Select type of data: ☐ Daily ☒ Monthly ☐ Advanced

4. Select date range: Start Date: End Date:

Step 4

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

- The columns included in the **Basic** option for single property reports are selected in the screenshot below.
- 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.



5. Select data columns:

☐ Basic ☐ All ☒ Advanced

Calculated Data

TY Clear All LY Clear All Clear All

☒ TY Occupancy ☒ LY Occupancy ☒ Occ % Chg

☒ TY ADR ☒ LY ADR ☒ ADR % Chg

☒ TY RevPAR ☒ LY RevPAR ☒ RevPAR % Chg

Index

Clear All Clear All % Chg Clear All

☒ Occupancy ☒ Occ % Chg ☒ Occupancy

☒ ADR ☒ ADR % Chg ☒ ADR

☒ RevPAR ☒ RevPAR % Chg ☒ RevPAR

Rankings

Clear All Clear All % Chg Clear All

☒ Occupancy ☒ Occ Rank Chg

☒ ADR ☒ ADR Rank Chg

☒ RevPAR ☒ RevPAR Rank Chg

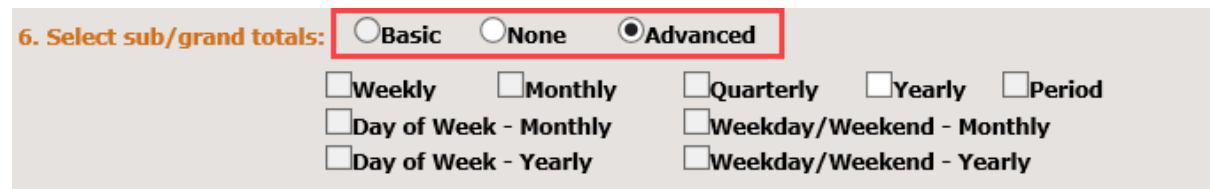
Note: TY=This Year and LY = Last Year

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.



6. Select sub/grand totals:

☐ Basic ☐ None ☒ Advanced

☐ Weekly ☐ Monthly ☐ Quarterly ☐ Yearly ☐ Period

☐ Day of Week - Monthly ☐ Weekday/Weekend - Monthly

☐ Day of Week - Yearly ☐ Weekday/Weekend - Yearly

Step 6

The default currency will always be your local currency.



7. Select currency: ☐ US Dollars ☒ UK Pounds ☐ Euros ☐ Other

8. Save to favorites? ☐

9. Include Graphs? ☐

Submit

After you click Submit, a report is generated within a few seconds and displayed in Excel format.

My Property vs. Industry Segments

1. Select Template: ☒ Standard ☐ Performance Snapshot ☐ Daily Flash

2. Display data for: ☒ My property ☐ My industry segments

Versus: ☐ My competitive set(s) ☒ My industry segments

Available Industry Segments
Market Class: London - Luxury
Submarket: London West End
Submarket Class: London West End - Luxury & Upper Upscale

Selected Industry Segments
Market: London

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.

Step 2 continued

Next, you will choose what group your property will be compared to: **My industry segments**.

Versus: ☐ My competitive set(s) ☒ My industry segments

Available Industry Segments
Market Class: London - Luxury
Submarket: London West End
Submarket Class: London West End - Luxury & Upper Upscale

Selected Industry Segments
Market: London

Choose from the list of available segments on the left, and add one segment to the selected list on the right. Use the left and right arrow buttons to move a segment between the two lists. Only one industry segment can be selected at a time.

Market Class

The class of a hotel/hotel chain is based on its ADR. The class for a chain-affiliated hotel is the same as its chain scale. An independent hotel is assigned a class based on its ADR, relative to that of the chain-affiliated hotels in its geographic proximity. There are six class segments: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale and Economy.

Submarket Class

This designation is similar to market class with the following exceptions: The Luxury and Upper Upscale Classes are collapsed to form a single class. The Upscale and Upper Midscale classes are collapsed to form a single class. The Midscale and Economy classes are collapsed to form a single class.

Submarket

A geographic area which is a subset of a market. A market is made up of one or more submarkets.

Market

Outside of the U.S., a market can be defined as a city, region or country with at least 30 participating hotels. A market must contain a sufficient number of hotels to permit further subdivision into submarket and price segments.

In the U.S., a market is defined as a geographic area composed of a Metropolitan Statistical Area (i.e. Atlanta, GA), a group of Metropolitan Statistical Areas (i.e. South Central Pennsylvania) or a group of counties (i.e. Texas North).

Steps 3 – 6

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

Standard report calculations

Monthly Performance Data

My Property: Hotel A # 123456
Comp Set:

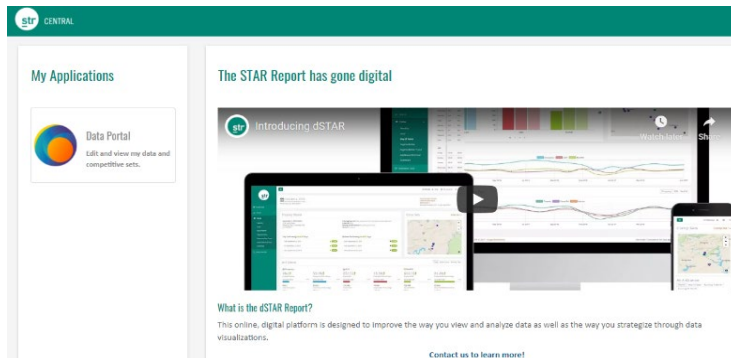
Date	Occupancy					ADR					RevPAR				
	This Year	Comp Set	My Prop.	% Chg	Index (MPI)	This Year	Comp Set	My Prop.	% Chg	Index (ARI)	This Year	Comp Set	My Prop.	% Chg	Index (RPI)
Jan 2019	95.5	90.0	3.2	1.9	105.9	87.62	89.60	7.8	8.0	97.8	73.15	64.68	24.6	12.9	113.1
Feb 2019	96.6	78.2	8.2	-2.8	112.1	84.60	86.90	15.1	13.2	86.2	80.74	75.68	24.6	5.8	100.7
Mar 2019	79.3	78.3	-3.7	-2.9	101.2	87.80	90.10	9.2	-4.4	88.5	70.22	70.41	5.2	-7.2	99.7
Apr 2019	88.3	82.7	8.1	-0.2	106.7	106.33	99.89	16.4	20.3	107.8	93.87	82.46	25.9	28.0	113.8
May 2019	95.3	80.9	12.2	-8.8	117.8	95.67	90.29	6.3	-7.8	106.0	91.17	74.50	12.6	-8.7	124.8
Jun 2019	82.0	70.0	8.0	4.7	116.4	92.96	87.24	-28.9	-29.3	106.5	93.70	73.50	-16.7	-30.0	127.2
Jul 2019	92.5	77.6	7.8	6.5	121.9	88.40	84.72	9.3	14.2	104.4	81.76	66.76	17.8	21.6	124.3
Aug 2019	88.6	68.8	44.5	8.5	128.9	79.28	71.41	2.8	-0.2	111.0	70.28	49.10	48.6	9.2	143.1
Sep 2019	85.0	72.2	15.6	4.5	115.6	107.31	103.31	-6.4	-3.6	103.9	105.30	93.02	-3.4	-1.7	111.1
Oct 2019	94.9	92.0	8.8	8.2	103.2	143.10	118.90	30.1	21.8	115.9	133.16	108.07	41.0	31.8	122.2
Nov 2019	91.4	87.3	3.5	6.0	104.7	120.15	103.73	8.0	9.1	112.9	108.90	92.60	11.8	15.7	118.2
Dec 2019	98.0	94.2	16.9	-0.9	118.5	84.30	82.27	2.9	6.4	102.5	68.30	57.22	13.7	11.4	119.4
Total 2019	89.8	80.1	10.1	2.6	112.8	98.75	93.86	3.8	2.3	105.2	88.63	75.19	14.3	4.9	117.9
Jan 2020															
Feb 2020															
Mar 2020															
Apr 2020															
May 2020															
Jun 2020															
Jul 2020															
Aug 2020															
Sep 2020															
Oct 2020															
Nov 2020															
Dec 2020															
Total 2020	87.9	79.9	-2.1	-6.3	110.8	111.75	104.47	-13.2	-11.3	107.8	96.20	85.68	-10.8	-11.8	117.6
Jan 21	77.2	65.7	-4.9	-9.1	117.4	103.64	100.00	0.5	7.0	104.5	79.97	65.20	-4.5	-2.8	122.7
Feb 21	86.7	76.0	6.0	-6.4	112.3	88.90	107.51	3.7	7.4	92.6	86.70	81.75	5.9	1.6	103.9
Mar 21	55.6	22.2	-40.9	-72.4	245.9	93.41	115.48	-6.6	19.3	80.9	51.86	25.61	-44.2	-67.0	198.9
Total 2021	74.2	69.2	-15.0	-12.8	126.4	104.75	98.77	-2.7	-2.1	106.1	74.83	68.33	-3.9	-11.8	134.1
Period	87.4	69.2	-1.2	-12.8	126.4										

To calculate % chg over Occ, ADR, RevPAR and Index, please apply this formula: $((2021-2019)/2019) * 100$

To calculate % points over Occ, ADR, RevPAR and Index, please apply this formula: $(2021-2019)$

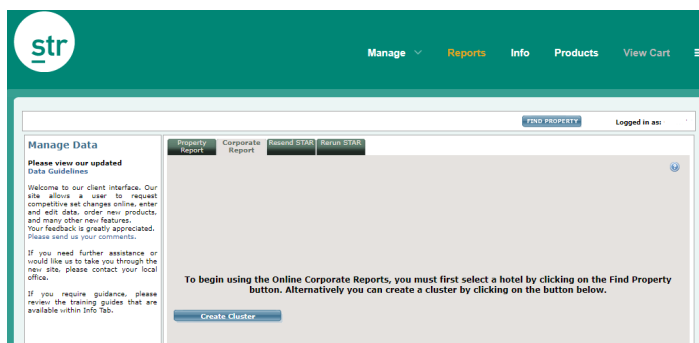
As % chg columns will by default use 2020 data in the calculations, please use the above formulas to overwrite 2021 % chg vs. 2020.

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.

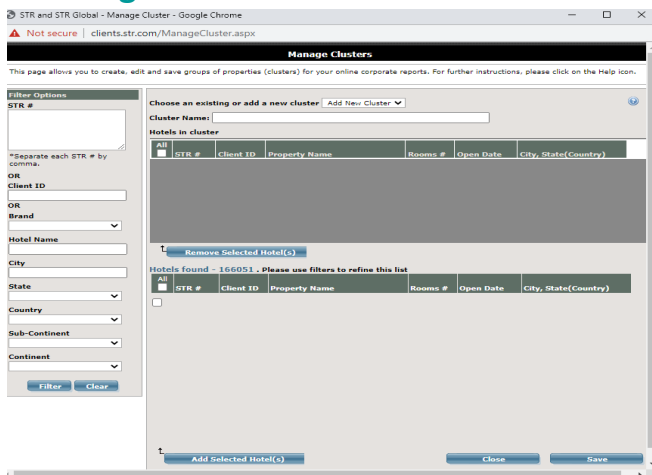
Under “My Applications”, on the left hand side of the screen, you should see a Data Portal app. Click there.



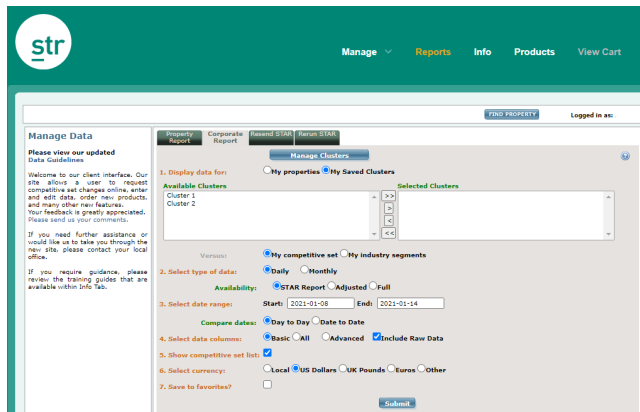
The Reports tab allows you to create ad-hoc reports. The second tab displayed is the Corporate Report. Currently, this tab is only available outside of the United States and Canada.

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](#)”.



Manage Data

Please view our updated Data Guidelines

Welcome to our client interface. Our site allows a user to request competitive set changes online, enter and edit data, order new products, and many other new features. Your feedback is greatly appreciated. Please send us your comments.

If you need further assistance or would like us to take you through the new site, please contact your local office.

If you require guidance, please review the training guides that are available within this site.

1. Display data for: ☐ My properties ☒ My Saved Clusters

Available Clusters: Cluster 1, Cluster 2

Selected Clusters:

Versus: ☒ My competitive set ☐ My industry segments

2. Select type of data: ☒ Daily ☐ Monthly

Availability: ☒ STAR Report ☐ Adjusted ☐ Full

3. Select date range: Start: 2021-01-08 End: 2021-01-14

Compare dates: ☒ Day to Day ☐ Date to Date

4. Select data columns: ☒ Basic ☐ All ☐ Advanced ☒ Include Raw Data

5. Show competitive set list: ☒

6. Select currency: ☐ Local ☒ US Dollars ☐ UK Pounds ☐ Euros ☐ Other

7. Save to favorites? ☐

Submit

Versus: ☒ My competitive set ☐ My industry segments

Available Comp Sets: Primary, Secondary, Third, Forth

Selected Comp Set:

Versus: ☐ My competitive set ☒ My industry segments

Available Industry Segments: Market, Market Class, Submarket, Submarket Class

Selected Industry Segment:

2. Select type of data: ☒ Daily ☐ Monthly

Availability: ☒ STAR Report ☐ Full

3. Select date range: Start: 2021-01-08 End: 2021-01-14

Compare dates: ☒ Day to Day ☐ Date to Date

4. Select data columns: ☒ Basic ☐ All ☐ Advanced ☒ Include Raw Data

5. Show industry segment list: ☒

6. Select currency: ☐ Local ☒ US Dollars ☐ UK Pounds ☐ Euros ☐ Other

7. Save to favorites? ☐

Submit

1. Display data for

- My properties* (choose from the list of properties you have previously chosen under “Find Property” tab).
- 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

- 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).
- 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

- 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.**
- 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

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

Corporate report calculations

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

4. Select data columns: ☒ Basic ☐ All ☐ Advanced ☒ Include Raw Data

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.



Online Corporate Index Report - Monthly

Comparative Segment: Primary Competitive Set (Excluding Subject Property)
Period: 201901 to 201901
Currency: USD - US Dollars

		Hotel This Year						Compset This Year						Index This Year		
Census ID	Hotel Name	Supply	Demand	Revenue	Occupancy	ADR	RevPAR	Supply	Demand	Revenue	Occupancy	ADR	RevPAR	Occupancy (MP)	ADR (AR)	RevPAR (RG)
Cluster A																
111111	Hotel A	15,069	9,955	552,895	66.1	55.54	36.70	48,701	25,965	1,640,081	53.3	63.17	33.68	123.9	87.9	109.0
222222	Hotel B	4,190	2,596	120,578	60.4	47.73	28.81	23,312	13,091	829,278	56.2	63.35	35.57	107.5	75.4	81.0
333333	Hotel C	3,670	2,450	215,584	60.3	97.73	58.94	28,520	17,388	2,091,655	61.0	120.29	73.34	98.9	81.2	80.4
444444	Hotel D	4,659	1,893	85,314	40.6	45.07	18.31	No Competitive Set								
555555	Hotel E															
Cluster A Total		27,588	16,894	974,371	64.1	60.53	38.81	100,533	56,444	4,561,014	56.1	80.81	45.37	114.2	74.9	85.5
Grand Total		27,588	16,894	974,371	64.1	60.53	38.81	100,533	56,444	4,561,014	56.1	80.81	45.37	114.2	74.9	85.5

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:

$$\text{Percent \% Chg} = ((2021-2019)/2019) * 100$$

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.

CensusID	DateTY	PropSupplyTY	PropDem	PropUSDR	PropReve	PropSupp	PropDem	PropUSDR	PropReve	CompSupp
111111	201901	9362	7822	2675786	2675786	9362	7920	2558760	2558760	40610
111111	201902	9060	8250	2886107	2886107	9060	8333	2810845	2810845	39300
111111	201903	9362	8357	3356606	3356606	9362	8467	3249408	3249408	40610
111111	201904	9362	8671	3704411	3704411	9362	8535	3309647	3309647	40610
111111	201905	9060	7761	2585102	2585102	9060	7884	2681069	2681069	39300
111111	201906	18321	15799	4425422	4425422	18321	16124	4328108	4328108	164207
111111	201907	17730	16173	4750468	4750468	17730	16391	4274992	4274992	158910
111111	201908	18321	16125	4773590	4773590	18321	16635	4294008	4294008	164207
111111	201909	18321	16598	5233557	5233557	18321	16696	4524142	4524142	164207
111111	201910	17730	16101	6063916	6063916	17730	16374	4794511	4794511	158910
111111	201911	16895	11159	1966082	1966082	16895	9416	1503226	1503226	159867
111111	201912	16350	9826	1475756	1475756	16350	9918	1508034	1508034	154710
111111	202001	16895	7842	1130661	1130661	16895	8971	1198808	1198808	159867
111111	202002	16933	9622	1352401	1352401	16895	10812	1529021	1529021	159867
111111	202003	16312	10209	1741774	1741774	16350	11439	1779041	1779041	154710
111111	202004	13950	11607	2486835	2486835	13950	11143	2288300	2288300	84289
111111	202005	13500	12560	2811386	2811386	13500	12329	2645366	2645366	81570
111111	202006	13950	12613	3042653	3042653	13950	12949	2965057	2965057	84289
111111	202007	13950	13387	3331350	3331350	13950	13223	2893072	2893072	84289
111111	202008	13500	12217	2691940	2691940	13500	12148	2602902	2602902	81570
111111	202009	13764	9882	1379707	1379707	13764	10367	1306161	1306161	137795
111111	202010	13320	11583	1638606	1638606	13320	11024	1537477	1537477	133380
111111	202011	13764	12330	1821082	1821082	13764	11365	1658972	1658972	137795
111111	202012	13764	11661	1821467	1821467	13764	11524	1623863	1623863	137795
111111	202101	13320	8987	1277365	1277365	13320	9730	1293444	1293444	133350
111111	202102	8742	7267	5608786	5608786	8742	6548	4500058	4500058	51832
111111	202103	8460	7090	5243505	5243505	8460	7396	5471448	5471448	50160
111112	201901	8742	6902	4831365	4831365	8742	6956	4601360	4601360	51832
111112	201902	8742	6834	4420969	4420969	8742	6607	4089910	4089910	51832
111112	201903	8460	6120	5914303	5914303	8460	5761	5353488	5353488	50190
111112	201904	12865	9751	2776184	2776184	12865	9522	2852886	2852886	107260
111112	201905	12450	9624	2586732	2586732	12450	9594	2596199	2596199	103800
111112	201906	12865	8946	1997050	1997050	12865	10670	2466258	2466258	107260
111112	201907	12865	6932	1398838	1398838	12865	7337	1426450	1426450	107260
111112	201908	12450	8178	2477864	2477864	12450	8767	2344603	2344603	103800



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?

Yes. STR's Data Portal offers an option for corporate reporting "Online Corporate Tool".

Please refer to STR's Data Portal – Corporate Access in page 5 for a step-by-step guide.

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.