How to benchmark 2021 performance against 2019
A guide for individual hotels

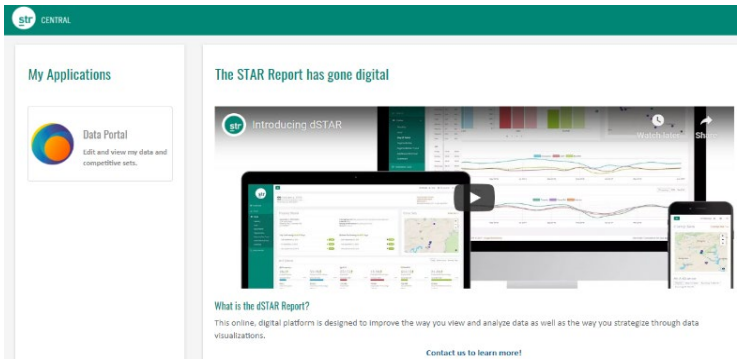
This guide has been created to help our clients benchmark 2021 performance versus 2019.

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.

Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc

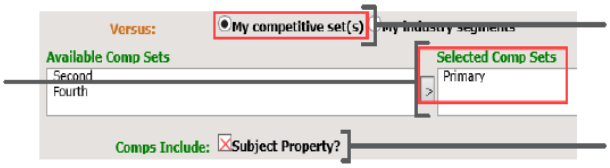
My Property vs. Competitive Set

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.



Step 2 continued

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

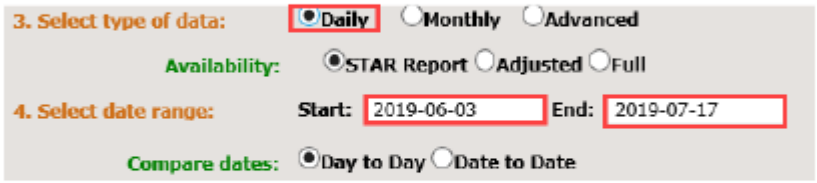
Ticking this box will include your property's data to the Compset data calculations.

Step 3

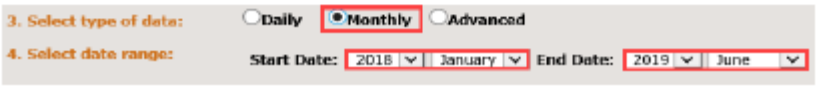
Choose a date range for your report. To compare 2019 versus 2021, for example, please choose 1 January 2019 (when running a daily report) or January 2019 (when running a monthly report) as a start date and as the end date please choose 31 January 2021 (when running a daily report) or January 2021 (when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



Monthly

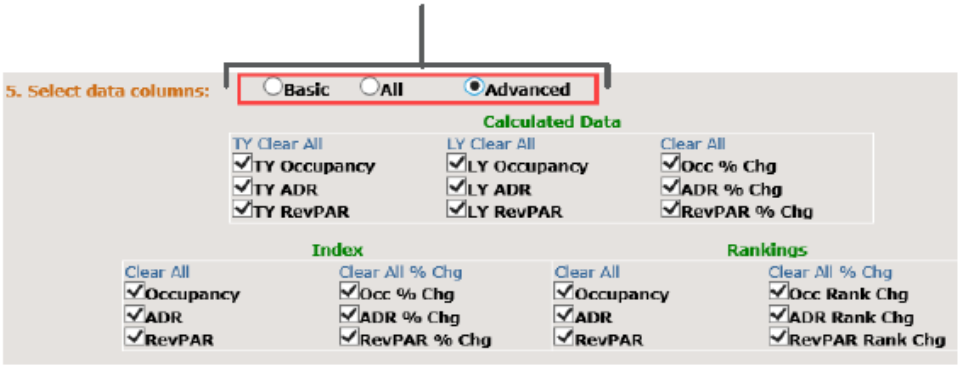


Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc

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.



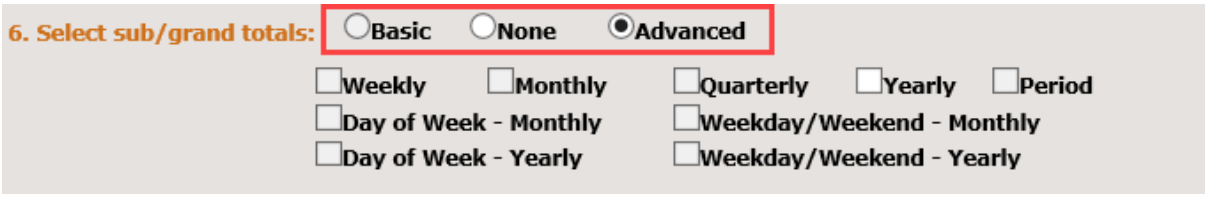
Note: TY=This Year and LY = Last Year

Step 5

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

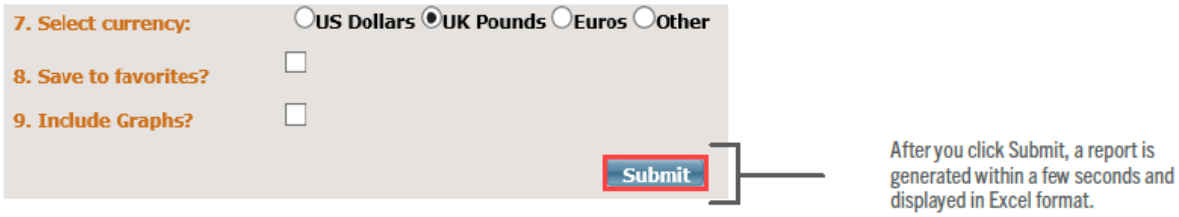
- Select Basic for the default subtotals.
- Select None to eliminate all subtotals.
- Select Advanced if you want to customize the subtotals in your report.

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.



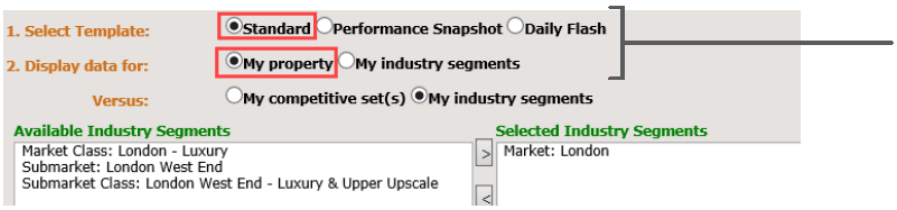
Step 6

The default currency will always be your local currency.



Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc

My Property vs. Industry Segments

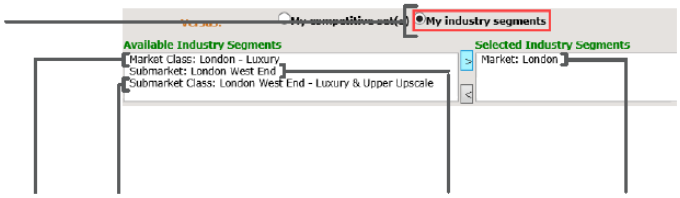


Steps 1 & 2

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.

Step 2 continued

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



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

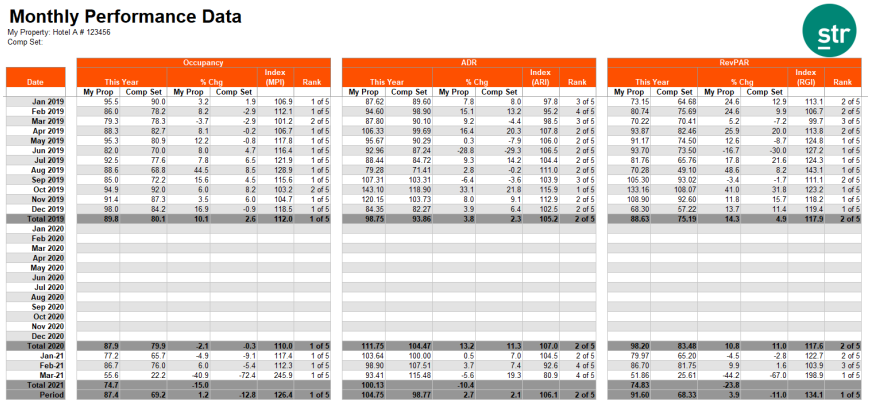
Outside of the U.S., a market can be defined as a city, region or country with at least 30 participating hotels. A market must contain a sufficient number of hotels to permit further subdivision into submarket and price segments.

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		% Chg		Index (MPI)	Rank	This Year		% Chg		Index (ARI)	Rank	This Year		% Chg		Index (RGI)	Rank
	My Prop	Comp Set	My Prop	Comp Set			My Prop	Comp Set	My Prop	Comp Set			My Prop	Comp Set	My Prop	Comp Set		
Jan 2019	95.5	90.0	3.2	1.9	106.9	1 of 5	87.62	89.60	7.8	8.0	97.8	3 of 5	73.15	54.68	24.6	12.9	113.1	2 of 5
Feb 2019	86.0	78.2	8.2	-2.9	112.1	1 of 5	94.60	98.90	15.1	13.2	95.2	4 of 5	80.74	75.69	24.6	9.9	106.7	2 of 5
Mar 2019	79.3	78.3	-3.7	-2.9	101.2	2 of 5	87.80	90.10	9.2	-4.4	98.5	3 of 5	70.22	70.41	5.2	7.2	99.7	3 of 5
Apr 2019	88.3	82.7	8.1	-0.2	106.7	1 of 5	106.33	99.69	16.4	20.3	107.8	2 of 5	93.87	82.46	25.9	20.0	113.8	2 of 5
May 2019	95.3	80.9	12.2	-0.8	117.8	1 of 5	95.67	90.29	0.3	-7.9	106.0	2 of 5	91.17	74.50	12.6	-8.7	124.8	1 of 5
Jun 2019	82.9	70.0	8.0	4.7	116.4	1 of 5	92.96	87.24	-28.8	-29.3	106.5	2 of 5	93.70	73.50	-16.7	-30.0	127.2	1 of 5
Jul 2019	92.5	77.6	7.8	6.5	121.9	1 of 5	88.44	84.72	9.3	14.2	104.4	2 of 5	81.76	65.76	17.8	21.6	124.3	1 of 5
Aug 2019	88.6	68.8	44.5	8.5	128.9	1 of 5	79.28	71.41	2.8	-0.2	111.0	2 of 5	70.28	49.10	48.6	8.2	143.1	1 of 5
Sep 2019	85.0	72.2	15.6	4.5	115.6	1 of 5	107.31	103.31	-6.4	-3.6	103.9	3 of 5	105.30	93.02	-3.4	-1.7	111.1	2 of 5
Oct 2019	94.9	92.0	6.0	8.2	103.2	2 of 5	143.10	118.90	33.1	21.8	115.9	1 of 5	133.16	108.07	41.0	31.8	123.2	1 of 5
Nov 2019	91.4	87.3	3.5	6.0	104.7	1 of 5	120.15	103.73	8.0	9.1	112.9	2 of 5	108.90	92.60	11.8	15.7	118.2	1 of 5
Dec 2019	98.0	84.2	16.9	-0.9	118.5	1 of 5	84.35	82.27	3.9	6.4	102.5	2 of 5	68.30	57.22	13.7	11.4	119.4	1 of 5
Total 2019	89.8	80.1	10.1	2.6	112.0	1 of 5	98.75	93.86	3.8	2.3	105.2	2 of 5	88.63	75.19	14.3	4.9	117.9	2 of 5
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	-0.3	110.0	1 of 5	111.75	104.47	13.2	11.3	107.0	2 of 5	98.20	83.48	10.8	11.0	117.6	2 of 5
Jan-21	77.2	65.7	-4.9	-9.1	117.4	1 of 5	103.64	100.00	0.5	7.0	104.5	2 of 5	79.97	65.20	-4.5	-2.8	122.7	2 of 5
Feb-21	86.7	76.0	6.0	-5.4	112.3	1 of 5	98.90	107.51	3.7	7.4	92.6	4 of 5	86.70	81.75	9.9	1.6	103.9	3 of 5
Mar-21	55.6	22.2	-40.9	-72.4	245.9	1 of 5	93.41	115.48	-5.6	19.3	80.9	4 of 5	51.86	25.61	-44.2	-67.0	198.9	1 of 5
Total 2021	74.7		-15.0				100.13		10.4				74.83		23.8			
Period	87.4	69.2	1.2	-12.8	126.4	1 of 5	104.75	98.77	2.7	2.1	106.1	2 of 5	91.60	68.33	3.9	-11.0	134.1	1 of 5

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.

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.

Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc

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 access to STR's Data Portal, but I cannot see a reporting option.
STR might need permission from your supervisors to grant this access to your login.
Please contact our client services team at hotelinfo@str.com and a member of the team will be able to help you.

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.

Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc