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.
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).
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.

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 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: \((2021 - 2019)/2019\) * 100
To calculate the 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.
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.