



## Custom Forecast FAQ

Effective September 2020

### **What is the methodology behind Custom Forecasts?**

A Custom Forecast Report from STR combines statistical modeling with current macro level hotel industry forecasts to drive performance projections for your selected set of properties or market. Our business analysts investigate and review all Custom Forecast data - accounting for new supply, historical trends and local market dynamics. We conduct and produce each report without site visits, interviews or other forms of primary research.

### **How has COVID-19 impacted our approach to forecasting?**

COVID-19 has impacted travel to a degree that is without precedent in our industry. As the crisis continues to evolve each day, we are consistently refining our approach in tandem. All forecasts are completed with the latest and most up-to-date information available as of the time the order is placed (i.e. stay-at-home status, gov't mandates, etc). Our pipeline team is continuously working to maximize the accuracy of the status of hotels under development, as development timelines continue to shift as a result of COVID. All Custom Forecasts are prepared using the Total Room Inventory (TRI) approach to supply, meaning that temporary closures are not considered, and the market/comp set is otherwise assumed to be operating with the full gamut of supply. This is done to avoid what might be interpreted as artificially elevated occupancy levels due to reduced supply. The historical data included in your Custom Forecast for months impacted by temporary COVID closures will be converted to the TRI Methodology for consistency with projections. As such, please note that if you receive a STAR Report for the comp set for which you are ordering a Custom Forecast, the historical occupancy (and therefore RevPAR) data might not sync up due to the historical data being converted to the TRI approach to supply. For mor information on the TRI Methodology, please click [here](#). If you are interested in a demand/supply/occupancy forecast which takes into consideration temporary closures of hotels, STR does have a separate product available for such a forecast. Please contact [customforecast@str.com](mailto:customforecast@str.com) to inquire.

### **Do Custom Forecasts include specific assumptions that drive projections?**

Custom Forecast Reports do not include specific assumptions or commentary.

### **May I discuss my forecast results with you?**

Individual discussions about your results are beyond the scope of the Custom Forecast product.



### **What is the Custom Forecast Report period?**

A standard Custom Forecast Report includes a month by month forecast of Occupancy, ADR and RevPAR for an 18-month period. A standard Custom Forecast is available as a one-time report or quarterly subscription.

We also offer 5-year forecasts, which feature annualized (versus monthly) projections for your selected set. Year-end forecasts for 2020-2024 are included. Other periods are not available at this time.

### **Are Custom Forecasts available for any market or location?**

Custom Forecasts are available for North American markets, top 25 market subsets (versus not available for macro overviews) and select international markets. Requested markets or property sets must meet STR Trend Reporting Guidelines.

### **How will I receive my Custom Forecast?**

Custom Forecasts are produced in an Excel format and delivered to the email address provided in your order form.

### **What if I disagree with the forecast?**

Because a Custom Forecast Report is an estimate of future performance, there may be questions or disagreements regarding the projections. Each largely statistically generated forecast serves as a supplementary decision making tool and does not include primary research about hotels in the forecast or operating environment nuances. A Custom Forecast Report does not supersede or replace direct market knowledge. Please be advised that once your forecast is delivered, we cannot offer refunds.

### **How long does it take to receive a forecast?**

Turnaround time for a Custom Forecast will vary based on the time of year that an order is placed, with the summer and fall representing our peak seasons. Upon placing an order, someone from the Custom Forecast team will confirm what the prevailing delivery time frame is. Effective May 2020, standard completion for a Custom Forecast is **12-15 business days** from payment receipt. Rush delivery is available for an additional fee, with rush orders being delivered within 3 business days from payment receipt. Rush pricing is set at double the standard pricing for an order.

### **Does the forecast include the projected performance of the subject property?**

The forecast is for the set of properties included in the historical trend data. If you request that the historical trend data set include the subject property's performance, this will be factored into the



forecast. However, STR does not forecast individual property performance.

### **Can raw data projections be added to a Custom Forecast?**

There is an add-on option available to include raw data projections, including supply, demand and revenue projections. It should be noted that, consistent with STR's Leap Year Methodology, such raw data projections for February during any applicable leap years have been "grossed down" to reflect 28 days instead of 29.

### **What is new supply noted under Pipeline in the Overview Tab of the Custom Forecast Report?**

Custom Forecast Reports include basic information about new supply as tracked by the STR supply database and deemed competitive with the selected set. The Overview Tab notes the number of projects and estimated total room count addition for the projection period, by year. Providing details - including brand, room count and estimated opening dates of pipeline properties - is beyond the scope of the Custom Forecast product. Pipeline reports may be ordered separately from STR.

### **How can I get additional information?**

To place an order or for additional questions, contact [customforecast@str.com](mailto:customforecast@str.com).