



COVID-19 Data Reporting FAQs

Updated: 7 October 2020

1. How do I report no-show revenue and cancellation fees for my property?

The current approach for the inclusion/exclusion of no-show revenue is set forth by the USALI Revised 11th Edition. STR's Data Reporting Guidelines also reflect this guidance as below.

"No-shows" - Revenue derived from a transient or group guest who has individually guaranteed payment to reserve a room, but has failed either to occupy the room or cancel the reservation within the prescribed time frame **should be included** in room revenue figures and reported for the stay dates impacted.

Working example: If a hotel guest due to arrive on 9 March (for 3 nights) fails to occupy the room, this revenue should be evenly split across the 3 nights (9-11 March).

*Please note that STR does not accept revenues where zero rooms sold is reported. Please contact us for further guidance.

Group attrition or cancellation fees - Fees received due to cancellations (generally advance deposits for meetings, conventions, groups, guest sleeping room blocks, etc.) **should be excluded** from rooms revenue reported to STR. Revenue of this nature is credited to the Miscellaneous Income section of the property's financial statement (Schedule 4).

STR's full Data Reporting Guidelines can be found [here](#).

2. What if my hotel is open, but we have no rooms sold/demand?

Your hotel should report your normal supply, 0 (zero) rooms sold and 0 (zero) revenue. **If for any reason you are unable to report data, you will continue to have access to and receive reports during this time.** In the case of no-shows, please refer to no-show and cancellation guidance.

3. My hotel is temporarily closed.

Please contact STR (census@str.com) to advise us of any closures—including the date of closure and expected reopening date if available.

1. My hotel is closed for an entire calendar month or more:

Hotels closed for at least a calendar month due to COVID-19 are to be marked as Closed (with "Under Renovation" status) with an anticipated reopening date when available. To be reopened in our system, hotels need to reconfirm to STR (census@str.com) their reopening date 3 days prior. Hotels marked as "Under Renovation" assume closed status, have no available inventory during the renovation period, and therefore have no impact on the performance of competitive sets or industry segments.

2. My hotel closed for less than a calendar month

If your hotel is closed for less than a calendar month, your hotel will remain 'open' in our systems. You will continue to have access to and receive reports during this time.



4. My hotel is partially closed.

There is no change to STR’s Data Reporting Guidelines for partial closures. If a hotel reports less than full availability inventory, this will be reflected in reporting but will be ‘forced’ to full availability when included in competitive set and industry data.

5. Working Scenarios and Treatments:

1. Scenario: My property has been open less than 5 days this month.

Treatment: For any property open less than 5 days in the month, daily data will remain, but it will not be rolled up into a monthly figure. For all hotels with 5 days or more of daily data, figures will be rolled up into monthly numbers, or alternatively, hotels can submit final monthly figures directly through the STR website.

2. Scenario: How do I report monthly data if my property has closed for several days in the month?

Treatment: For monthly data submission, available rooms should be based on the full hotel inventory (per STR data reporting guidelines, monthly data cannot be adjusted). Number of rooms sold and revenue should be based on the hotel’s actual performance. Please consult with your corporate office for further reporting guidance. STR will use full inventory for all comp set and industry calculations.

3. Scenario: My competitor has closed, how does it impact my daily/monthly competitive set performance?

Treatment: A hotel is considered a “Temporary/Renovation Closure” when it is closed for a full month or longer during the COVID-19 pandemic. If a property has not informed us about its closure, and does not submit data, it will be treated as a “non-reporting” property during the closure period for methodology purposes.

Reporting methodology: Closed hotels are excluded from competitive set calculations. (see below)

A Temporary/Renovation Closure affects monthly and daily reports.

Table 1: Comp set calculation sample for Temporary/Renovation Closure

Hotel	Date	Census	Rooms Available	Rooms Sold	Room Revenue
Hotel A	March	150	4,650	2,852	1,550,000
Hotel B	March	175	5,425	2,728	1,705,000
Hotel C	March	133	4,123	2,449	1,395,000
Hotel D	March	165	5,115	2,976	1,643,000
Hotel E – Closed	March	125	0	0	0
Total			19,313	11,005	6,293,000

Occupancy	ADR	RevPAR
57.0%	\$571.83	\$325.84



4. Scenario: My competitor is missing data, how will it impact my daily/monthly comp set performance?

Treatment: If a property has not submitted data and does not fall into any of our closed properties categories, it is considered a “non-reporting property” for the periods without data. Note: This methodology also applies to properties that are closed for less than a month, as they are considered a non-participant.

Report methodology: The rooms of the non-reporting hotel are included in report calculations. The non-reporting property’s available rooms are calculated by multiplying the census room count by the period (e.g. 31 days). The rooms sold are calculated by multiplying the supply by the comp set occupancy. The revenue is calculated by multiplying the demand by the comp set ADR. The addition of the non-reporting hotel does not change the aggregate Occupancy, ADR or RevPAR of the competitive set.

Table 2: Comp set calculation sample with a non-reporting property

Hotel	Date	Census Rooms	Rooms Available	Rooms Sold	Room Revenue	Occupancy	ADR	RevPAR
Hotel A	March	165	5,115	3,250	550,000	63.5%	\$169.23	\$107.53
Hotel B	March	135	4,185	3,100	705,000	74.1%	\$227.42	\$168.46
Hotel C	March	145	4,495	3,325	595,000	74.0%	\$178.80	\$132.37
Hotel D	March	150	4,650	2,900	643,000	62.4%	\$221.72	\$138.28
Total: Hotels w/ Data			18,445	12,575	2,493,000	68.2%	\$198.25	\$135.16
Hotel E – No Data	March	125	3,875	2,641	523,739	68.2%	\$198.25	\$135.16
Total Comp Set			22,320	15,216	3,016,739	68.2%	\$198.25	\$135.16

5. Scenario: My competitor is missing data, how will it impact my MTD/YTD comp set performance?

Treatment: The non-reporting properties are included in the period totals (e.g. MTD, YTD). On the next page are two YTD calculation examples: one shows the STR methodology by including a non-reporting property while the other shows the potential effects if you exclude a non-reporting property.

Report methodology: YTD totals as well as other period totals are calculated by adding the individual month’s supply, demand, and revenue, which then are used to calculate YTD Occupancy, ADR and RevPAR. Including a non-reporting property gives each month an ‘equal’ YTD share, as can be seen in the table below, while the individual month’s Occupancy, ADR or RevPAR remain the same in both versions.

*Note: a property has to show greater than 50% of the time period to receive the multi-year/day data set, and a comp set or industry segment must be sufficient for more than 50% of the time period to receive the multi-year/day data set.



Table 3: Calculations including non-reporting properties

Example: Comp Set Total including non-reporting property
(This is current STR methodology)

Hotel	Supply	YTD Share	Rooms Demand	Room Revenue	Occupancy	ADR	RevPAR
Jan*	28,303	17%	14,576	\$ 1,197,562	51.5%	\$ 82.16	\$ 42.31
Feb*	25,564	15%	12,568	\$ 999,895	49.2%	\$ 79.56	\$ 39.11
Mar*	28,303	17%	15,235	\$ 1,255,685	53.8%	\$ 82.42	\$ 44.37
Apr	27,390	17%	10,589	\$ 894,256	38.7%	\$ 84.45	\$ 32.65
May	28,303	17%	12,230	\$ 1,012,356	43.2%	\$ 82.78	\$ 35.77
Jun	27,390	17%	13,200	\$ 1,058,975	48.2%	\$ 80.23	\$ 38.66
YTD	165,253	100%	78,398	\$ 6,418,729	47.4%	\$ 81.87	\$ 38.84

*Missing property 150 rooms

Table 3: Calculations excluding non-reporting properties

Example: Comp Set Total excluding non-reporting property
(This is NOT used by STR)

Hotel	Supply	YTD Share	Rooms Demand	Room Revenue	Occupancy	ADR	RevPAR
Jan*	23,653	16%	12,181	\$ 1,000,810	51.5%	\$ 82.16	\$ 42.31
Feb*	21,364	14%	10,503	\$ 835,619	49.2%	\$ 79.56	\$ 39.11
Mar*	23,653	16%	12,732	\$ 1,049,385	53.8%	\$ 82.42	\$ 44.37
Apr	27,390	18%	10,589	\$ 894,256	38.7%	\$ 84.45	\$ 32.65
May	28,303	19%	12,230	\$ 1,012,356	43.2%	\$ 82.78	\$ 35.77
Jun	27,390	18%	13,200	\$ 1,058,975	48.2%	\$ 80.23	\$ 38.66
YTD	151,753	100%	71,435	\$ 5,851,400	47.1%	\$ 81.91	\$ 38.56

*Missing property 150 rooms

When not accounting for a non-reporting property, months with a non-reporting property show a lower YTD share ('weight') because their monthly supply, demand and revenue numbers are lower than months with all hotels reporting. Again, STR does **NOT** use this methodology.

6. **Scenario:** How will hotel closures impact industry data?

Treatment: Hotels marked as "Under Renovation" assume closed status, have no available inventory during the renovation period, and therefore have no impact on the performance of competitive sets or industry segments. Hotels that are closed for less than a month are considered as Open and treated as non-participant in Comp Set and Industry calculations.

If you have questions, please do not hesitate to [contact us](#).



COVID-19 Pipeline Project Status

Treatment & Guidance

1. **Scenario:** If a project has **no** confirmed open date with bookable/rentable rooms and construction has halted:
Treatment: Deferred status and removed open date.
2. **Scenario:** Project **has** confirmed bookable/rentable rooms with an open date which has been extended by 1+ month due to COVID-19:
Treatment: In Construction status and extension to confirmed open date.
3. **Scenario:** Project **had** confirmed bookable/rentable rooms and an open date which is no longer available, with no further open date available, or has extended 3+ months:
Treatment: Deferred status and no change to open date.
4. **Scenario:** Project **has** a confirmed open date which is being extended by a week with no confirmation this is due to COVID-19:
Treatment: In Construction status and extend open date.
5. **Scenario:** If a project **has** been marked on hold and information has not been confirmed as COVID-19 related:
Treatment: Deferred status and removed open date (standard STR treatment).
6. **Scenario:** If a project's expected completion date **has** been extended by 1+ month/s:
Treatment: Do not mark deferred and continue to extend open date (standard STR treatment).

For additional question or support contact [pipeline](#).



Reporting Rooms Data vs. Lease Operation – Guidance and Treatment

STR has fielded several inquiries regarding the revenue treatment and reporting of rooms sold/room revenue versus a “lease operation” due to COVID-19. To ensure consistency across the industry, we point to the guidance and scenarios below from the USALI 11th edition.

As always, please do not hesitate to reach out to info@str.com with additional questions or needs.

1. pp. 85 Space Rental & Concessions

Rental revenue earned from commercial leases not directly associated with the operation of hotel and not managed or maintained by hotel management should be allocated to Non-Operating Income and Expenses—Schedule 11.

2. pp. 121-122

These pages are more expense-related vs. revenue but speak directly to land and building lease. This guidance specifically calls out operating leases.

Additionally, other considerations and/or qualifying scenarios exist that can color lease vs. rooms sold/room revenue reporting treatment and allocations. The evaluation of the scenarios below may not result in a clear yes or no answer; however, the scenarios may be partially satisfied based upon the circumstances of the arrangement. None of the scenarios should be considered presumptive or determinative, as such, the relative strength of each indicator should be considered in the overall treatment.

1. **Scenario:** Is the operator still “operating” or servicing the hotel?

Treatment: If yes, group block or contract rooms sold/room rev treatment.

2. **Scenario:** Is the hotel staffed? If no or skeleton crew (e.g. only Engineer, General Manager, Property Ops).

Treatment: Lease treatment (Non-Operating I/E).

3. **Scenario:** Has the hotel/asset been commandeered by city/state, federal organization/s with allowances for payment “revenue considerations for commandeered rooms”?

Treatment: Lease Treatment (Non-Operating I/E).

*Note: it may be possible a hotel or portion of the hotel is being utilized or occupied (commandeered) by an organization w/out a lease agreement. Therefore, treatment is rooms sold with appropriate room revenue/ADR (contract/group).



4. **Scenario:** Is an agreement to “rent or sell” hotels rooms/entire asset to an organization on a more near/long-term basis which are no longer available for “rent” on an overnight basis to the public?

Treatment: If yes, lease treatment. If no, treatment as group room block or contract rooms.

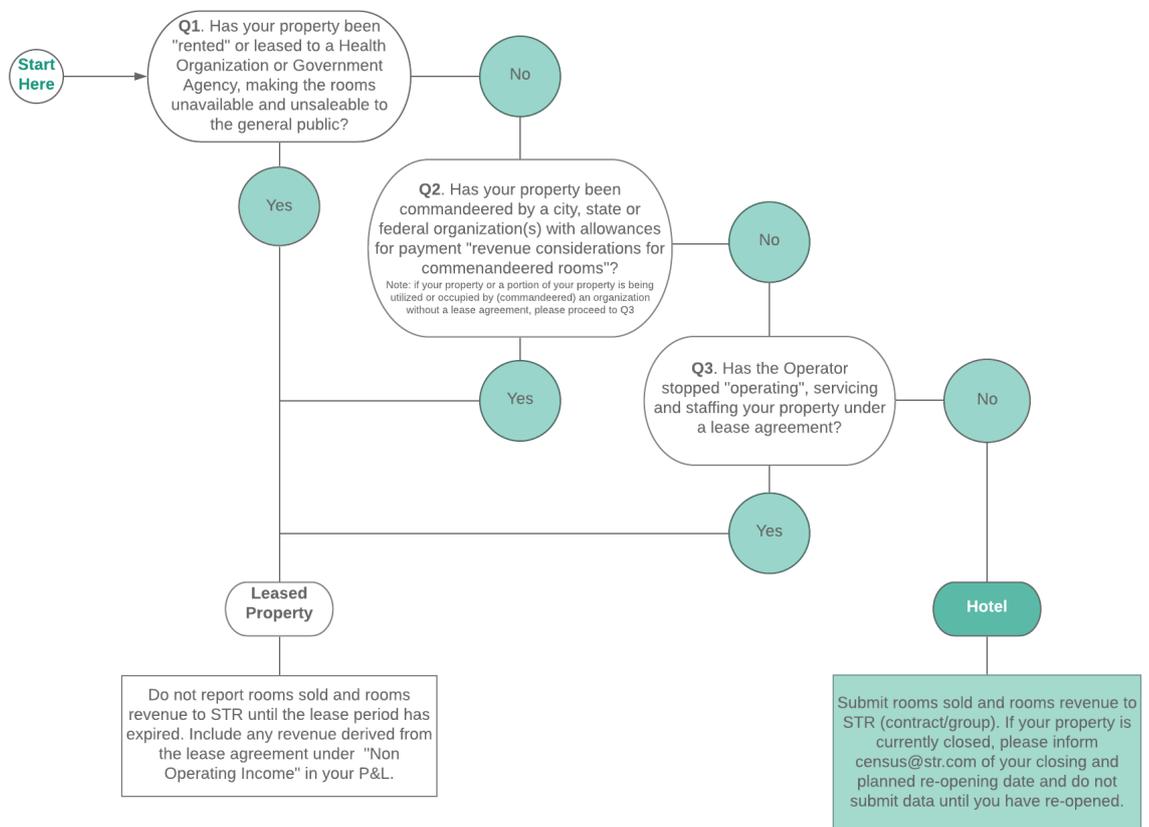
Note: is it possible the “hotel” may still be staffed and serviced set forth under a lease agreement. Further, the hotel is **no longer operating as “a hotel” with rooms available rentable/saleable to the public and has in fact “leased” the entire asset/hotel as “facility”.*

5. **Scenario:** Is the hotel paying occupancy tax, franchise fees, booking fees on rooms sold/room revenue?

Treatment: If no, lease treatment (Non-Operating I/E)

**Note: occupancy taxes are imposed at the discretion of taxation jurisdictions (local, city, state, municipality, province, federal) and may not necessarily be considered in the determination.*

Hotel vs. Leased Property – Decision Tree Guidance



**Note: if only part of your inventory is leased, please exclude that part of the inventory from your reporting to STR (rooms sold/room rev) until the lease period has expired.*