



STR HOSTEL DATA REPORTING GUIDELINES

The 2020 STR hostel data reporting guidelines (“the guidelines”) were developed with the spirit and intent to uphold benchmarking best practices and performance data consistency. If you have any questions or would like additional clarification on the guidelines, please contact us at hostels@str.com.

Definition

STR defines a “hostel” as an accommodation type that meets the following criteria:

- minimum of 30 beds;
- bookings available on a per-bed basis (with per-room bookings sometimes also available);
- provides guests the option to share a room/dormitory with a stranger;
- provides accommodation for guests 365 days a year, with some seasonal exclusions*; and
- social space provided by way of a designated lounges, restaurants or bars.

**See Reporting Beds Available (“Supply”) section below for seasonal exclusions.*

Census data

As a foundation on which to provide accurate performance benchmarking data, STR collects at a minimum four standardized units of measurement from participating hostels:

1. Beds
2. Total rooms/dormitories
3. Private rooms
4. The total Gross External Area (GEA)

Additional property attributes are captured in the Hostel Enrollment Form.

1. Beds

The total number of individual beds housed within the hostel.

2. Total rooms/dormitories

The total number of enclosed spaces that house beds. Inclusive of all room types (e.g. private rooms, dormitories).

3. Private rooms

The total number of enclosed spaces that can be booked on a per-room basis only as opposed to a per-bed basis. Private rooms are a subset of No. 2 (“Total number of bed rooms/dormitories”) above.

NOTES: Not all hostels have “private rooms.” Also, some operators can rent the same room on a per-bed or per-room basis based on market dynamics; in such instances, please provide an average number that most closely reflects the room usage. (e.g. While a total of five rooms in a given hostel could be rented on a per-room or per-bed basis, two rooms are most typically rented on a per-room basis and would be included in the “Number of private rooms.” The remaining three rooms would not be counted as such.)



4. The total Gross External Area (GEA)

GEA is a European investment and development concept used to calculate Total Revenue per Available Square Meter (TrevPASM), summarily adapted here to be defined as:

“The area of a building measured externally at each floor level including the perimeter wall thickness and areas occupied by internal walls and partitions, columns, piers, stairwells, lift-wells, and the like. Includes useable back-of-house and public space in lower ground and basement floors.”

If an exact measurement of GEA is not obtainable, provide your most accurate estimate of the property’s total square meterage.

Performance benchmarking data

To provide the hostel sector with meaningful benchmarking data, STR collects the following from hostel owners and operators on an ongoing (e.g. monthly) basis:

1. Beds Available (“Supply”)
2. Beds Sold (“Demand”)
3. Beds Revenue
4. Other Revenue

1. Reporting Beds Available (“Supply”)

Monthly bed availability (i.e. number of beds available at the property multiplied by the days in the period) should be reported for each hostel.

Beds Available (“Supply”) = number of beds · days in period

Beds may fluctuate from month to month as operators flex room configurations and available supply in response to shifts in market demand.

2. Reporting Beds Sold (“Demand”)

Only revenue-generating beds should be reported to STR as Beds Sold. Complimentary beds should be **excluded** in the Beds Sold figures. Specifics of what should be included and excluded from Beds Sold reported to STR are provided below.

Include in Beds Sold figures reported to STR:

- **Revenue-generating beds sold.**
- **Day-use and partial-day beds sold.** Beds sold to guests who do not occupy them for the full length of stay, typically overnight. (e.g. A backpacker looking for morning respite after a red-eye flight.) Thus, the same bed could be sold twice in one day.
- **Beds occupied without charge in connection with a promotion or contract** (e.g. “Stay two nights, get one night free,” or “Book a 50-bed group, get five beds free”).



- **Beds occupied without charge or with nominal charge in private room sold to persons travelling together** (e.g. Family occupies three beds in a four-bed room where fourth bed will not be sold.)

Exclude from Beds Sold figures reported to STR:

- **Complimentary beds** not associated with a promotion or contract (e.g. gratis bed provided to employees, owners and familiarization tours).
- **“No-shows.”** No beds sold are to be recorded for a no-show.

3. Reporting Beds Revenue

Only revenue generated from bed rental should be included in Beds Revenue figures reported to STR. Revenue produced from food and beverage or other sources should be excluded. Beds Revenue reported to STR should be *net* of rebates, refunds, allowances, overcharges and taxes. Specifics of what should be included and excluded from Beds Revenue reported to STR are provided below.

Include in Beds Revenue figures reported to STR:

- **“No-shows.”** Revenue derived from a guest who has individually guaranteed payment to reserve a bed but has failed either to occupy the bed or cancel the reservation within the prescribed timeframe. Revenue from group attrition (cancellation) and transient guest cancellation *after* the cutoff date are included in Other Revenue.
- **Partial day and “day use” revenue.** Beds Revenue from sources such as: hospitality suites, dressing rooms, employment interviews, movie auditions and wholesale distributors (for example, clothing, toys, other merchandise). No Food and Beverage services should be included.
- **Early/late departure fees.**
- **Rollaway bed/crib rental.**

Exclude from Beds Revenue figures reported to STR:

- **Commissions and Fees – Group.** Rebates or subsidies granted directly to a group should be recorded as contra revenue. Beds Revenue from group sales should be reported to STR as Beds Revenue less group rebates or subsidies issued back to the group.
- **Product- or service-related refunds.** Refunds due to product- or service-related issues are a reduction to Beds Revenue.
- **Group attrition or cancellation fees.** Fees received due to cancellations (generally advance deposits for meetings, conventions, groups, guest sleeping blocks, etc.) should be excluded from Beds Revenue reported to STR.



- **Food and Beverage and Other Revenues** (e.g. parking, locker rental, pet fees, city-tour commissions).

Additional Beds Revenue allocation/reporting notes:

- **Wholesalers, eChannel, online travel agencies (OTAs) and/or Internet rates:**

Net (not gross) Beds Revenue from wholesale and “pay when booked” Internet rates should be reported to STR.

Gross (not net) Beds Revenue should be reported to STR for “pay later” Internet rates, similar to traditional travel agencies.

4. Reporting Other Revenue

Revenue generated from areas excluding bed rental should be included in Other Revenue figures reported to STR. This includes revenue produced from food and beverage or other sources. It excludes Beds Revenue.

NOTE: Beds Revenue (No. 3 above) and Other Revenue are inclusive of all revenue streams; combined, the two categories form a hostel’s Total Revenue.

Other Revenue reported to STR should be **net** of rebates, refunds, allowances, overcharges and taxes. Specifics of what should be included and excluded from Other Revenue reported to STR are provided below.

Food and Beverage Revenue

- Revenues derived from the sale of food, including coffee, milk, tea and soft drinks.
- Revenues derived from the sale of beverages including, beer, wine, liquors and ale.
- Cover or service charges or other revenues within the Food and Beverage department. (Includes any food and drink led ‘events’ and service charges).

Miscellaneous Revenue

Includes all revenues collected by the property that are not defined above as Beds Revenue or Food and Beverage Revenue. Some examples include:

- Wi-Fi, telecommunications, etc.
- Meeting room rentals, audiovisual equipment rentals, etc.
- Parking, locker rental, etc.
- Game, recreational rentals (e.g. table tennis, billiards/pool), etc.
- Pet fees, etc.
- Tour and ticket sales, net of commissions



Other Data Reporting Notes:

- **Partial Month Data:** Monthly data for hostels new to a company's portfolio (i.e. new construction, acquisitions, conversions) should be reported to STR only if the property was open 15 or more days in the initial month of operation.
- **Hostel "Soft Openings":** Management of newly constructed hostels should provide STR the correct physical beds inventory at the time of opening and should report full bed availability based on the current beds count. As beds are opened and added to the property count, management should provide STR with updates on physical beds inventory count, including date of bed addition and number of beds added, until the hostel reaches full availability.

Outputs: Key Performance Indicators (KPIs)

Once collected, data is aggregated and then used to calculate the following key performance indicators:

1. Beds Occupancy
2. Beds Average Daily Rate ("ADR")
3. Revenue per Available Bed ("RevPAB")
4. Total Revenue per Available Bed ("TrevPAB")
5. Total Revenue per Available Square Metre

1. Beds Occupancy

Occupancy is the percentage of available beds that were sold in a given period. Occupancy is calculated by dividing Beds Sold ("Demand") by Beds Available ("Supply").

$$\text{Occupancy} = \text{Beds Sold} / \text{Beds Available}$$

2. Average Daily Rate ("ADR")

A measure of the average rate paid for Beds Sold ("Demand"), calculated by dividing Beds Revenue by Beds Sold in a given period.

$$\text{ADR} = \text{Beds Revenue} / \text{Beds Sold}$$

3. Revenue per Available Bed ("RevPAB")

Revenue per Available Bed (RevPAB) is Beds Revenue divided by Beds Available ("Supply") in a given period. RevPAB differs from ADR because RevPAB is affected by the amount of unoccupied available rooms, while ADR shows only the average rate of beds actually sold.

$$\text{RevPAB} = \text{Beds Revenue} / \text{Beds Available}$$

4. Total Revenue per Available Bed ("TrevPAB")

Total Revenue per Available Bed (TrevPAB) is Total Revenue (i.e. Beds Revenue + Other Revenue) divided by Beds Available ("Supply") in a given period. TRevPAB differs from RevPAB because TRevPAB comprises all revenues recorded by a property as opposed to revenue accrued from only beds.



$$TRevPAB = (Beds Revenue + Other Revenue) / Beds Available$$

5. Total Revenue per Available Square Meter (“TrevPASM”)

Total Revenue per Available Square Meter is Total Revenue (i.e. Beds Revenue + Other Revenue) divided by the total square meterage (Gross External Area x Days in Month). Note: As with Beds Available (“Supply”), GEA should be multiplied by the number of days in a given period.

$$Total Revenue per Available Square Meter = (Beds Revenue + Other Revenue) / (GEA \times Days in Month)$$

Should you have any questions about these reporting guidelines, please do not hesitate to contact us.

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hostels@str.com

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