



STR DATA REPORTING GUIDELINES

The STR data reporting guidelines (“the guidelines”) were developed to align with the Uniform System of Accounts for the Lodging Industry, Eleventh Revised Edition (“USALI”). The guidelines conform to USALI, where possible, with the spirit and intent to uphold benchmarking best practices and performance data consistency. Additionally definitions and key performance indicators have been noted to conform to the Short-Term Rental Benchmarking Pilot. If you have any questions or would like additional clarification on the guidelines, please contact Jessica Haywood at jhaywood@str.com.

Reporting Units / Apartments Revenue

Only revenue generated from unit / apartment rental should be included in Units / Apartments Revenue figures reported to STR. Revenue produced from food and beverage or other sources, including the “non-unit / apartment revenue” components of package rates, should be excluded from Units / Apartments Revenue reported to STR. Units / Apartments Revenue reported to STR should be net of rebates, refunds, allowances, overcharges and taxes. Specifics of what should be included and excluded from Units / Apartments Revenue reported to STR are provided below.

Include in Units / Apartments Revenue figures reported to STR:

- **“No-shows.”** Revenue derived from a transient or group guest who has individually guaranteed payment to reserve a unit / apartment, but has failed either to occupy the unit / apartment or cancel the reservation within the prescribed timeframe.
- Revenue from group attrition (cancellation) and transient guest cancellation after the cutoff date are considered Attrition Fees and Cancellation Fees and should not be reported to STR as Units / Apartments Revenue. (See “Group attrition or cancellation fees” item under in the next section.)
- **Surcharges and service charges.** These charges generally include any mandatory, customary, non-discretionary or other charges automatically added to a customer account in respect of the service or use of an amenity in which a customer has no discretion or the ability to “opt-out” (particularly common in the Middle East and Asia Pacific regions). These charges typically include a compulsory service charge or a guest room/ apartment cleaning charge. For reporting and benchmarking consistency, the entire service charge amount in the respective currency should be included in Units / Apartments Revenue reported to STR.
- **Partial day and “day use” revenue.** Units / Apartments 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 Units / Apartments Revenue figures reported to STR:

- **Resort Fees.** Resort Fees are **not** part of Units / Apartments Revenue service charges and are not to be included in Units / Apartments /Other Units / Apartments Revenue figures reported to STR.
- **Commissions and Fees - Group.** Rebates or subsidies granted directly to a group should be recorded as contra revenue, per USALI. Group Units / Apartments Revenue reported to STR should be reported as Group Units / Apartments 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 Units / Apartments Revenue.



- **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 Units / Apartments Revenue reported to STR.
- **Food and Beverage and ancillary fees** (e.g. parking, transportation, internet or golf/spa) included in package rates or at all-inclusive properties.

Additional Units / Apartments Revenue allocation/reporting notes

Revenue allocation by unit type:

- Units / Apartment Revenues are to be allocated to the unit type in which they were generated. Unit types are defined as:
 - Studio: Apartment in which a single room comprises both living and bed spaces.
 - 1 bedroom: One bedroom that is separate from living space.
 - 2 bedroom: Two bedrooms separate from living space.
 - 3+ bedroom: Three or more bedrooms separate from living space.
- **Wholesalers, eChannel, online travel agencies (OTAs) and/or internet rates:**

Net (not gross) Units / Apartments Revenue from wholesale and “pay when booked” internet rates should be reported to STR. For example, a rate offered to an OTA or Wholesaler might be marked up through the selling process or included in an exclusive package. The net rate offered is to be submitted to STR.

Gross (not net) Units / Apartments Revenue should be reported to STR for “pay later” internet rates, similar to traditional travel agencies. Commissions on these gross revenues are recorded as an expense to the Units / Apartments department. For example, a rate offered to an OTA which will then be displayed and sold at the same rate offered by the serviced apartment operator is to be submitted to STR at the selling price (excluding VAT) i.e. the price that the guest will pay.
- Commissions on these gross revenues are recorded as an expense to the rooms department and are not deducted in advance.
- In practice, commissions should not be deducted unless the unusual practice of sales being marked up by an OTA or wholesaler occurs
- **Package rates:** Only the Unit / Apartment revenue portion of package rates should be reported to STR. To identify the Unit / Apartment revenue component in package rates, the Fair Market Value (FMV) of each package item should be determined. The FMV unit / apartment revenue percentage should then be applied to the package rate to determine the Units / Apartments Revenue figure reported to STR.

Example: A spa package consisting of a unit / apartment for one night, four meals and the use of the property’s spa facilities at an inclusive price of \$240, not including taxes, gratuities or service charges. Despite the fact that the FMV of the package is \$320, only the \$240 total amount will show on the guest account, plus sales, excise and transient taxes as applicable to each revenue category.
- **Loyalty program redemptions and rewards:**
 - The conservative average of prevailing rates for similar accommodations in the property or as set forth by rate standards established by brand/chain.
 - Two best practices options exist for recording loyalty redemption or rewards:
 - 1. Only record redemption/reward revenue in the month end total (e.g. January monthly total).
 - 2. Care should be given when reporting weekly and daily redemption/reward revenue. Revenue should not be reported on one day of the week but spread/allocated over each day of the week (i.e. day 1-7).



Reporting Units / Apartments Sold

Units / Apartments sold represents the total number of nights a unit was sold in a given period.

Example: A property has five studio apartments. Those five studios were sold for a total of 67 nights in a month. The number of studio Units / Apartments sold for the month is 67.

Only revenue generating Units / Apartments should be reported to STR as Units / Apartments sold. Complimentary Units / Apartments should be **excluded** in the Units / Apartments sold figures. Specifics of what should be included and excluded from Units / Apartments sold reported to STR are provided below.

Include in Units / Apartments sold figures reported to STR:

- **Revenue generating Units / Apartments sold**
- **Day use and partial day Unit / Apartment sold.**
- Units / Apartments sold 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. It is possible for the sources particularly at resort, airport and highway locations to achieve higher than 100% occupancy.
- Units / Apartments occupied without charge in connection with a promotion or contract (e.g. stay two nights, get one free; book a 50 room group, get one room free).

Exclude from Units / Apartments sold figures reported to STR:

- **Complimentary rooms** Units / Apartments not associated with a promotion or contract (e.g. gratis Units / Apartments provided to employees, owners and familiarization tours).
- **"No-shows."** No Units / Apartments nights sold are to be recorded for a no-show.
- **Owner occupied** condominiums. Owner occupied rooms should be treated as complimentary rooms.

Additional Units / Apartments sold reporting notes:

Units / Apartments sold by unit type:

Units / Apartments sold are to be reported by unit type, defined as:

- **Studio:** Apartment in which a single room comprises both living and bed spaces.
- **1 bedroom:** One bedroom that is separate from living space.
- **2 bedroom:** Two bedrooms separate from living space.
- **3+ bedroom:** Three or more bedrooms separate from living space.

Cleaning Fee Revenue

Total Cleaning Fee Revenue is a non-refundable fee that is set by the host and / or property manager that is charged at the time of reservation to cover the cost of cleaning the rental unit when the guests depart. The fee may vary by unit type.

Example: A property has two studio apartments and each was rented for a single stay (a two night, Friday and Saturday night stay) during a single month. Each studio unit was charged the cleaning fee of \$100 per unit, per stay. So the 'Cleaning Fee Revenue' would be \$200 for the Studio unit type and \$200 total.

Include in Cleaning Fee Revenue reported to STR:

This includes fees that are charged at time of reservation and is not returned to the guest at the end of the stay. Fees are charged for any housekeeping or cleaning tasks (done by a professional service, by the host or property



manager) that may include removal of garbage, changing of linens / towels and other basic cleaning services, such as sweeping, mopping, vacuuming and doing dishes.

Exclude in Cleaning Fee Revenue reported to STR:

This fee should not include any charges that are above the cleaning fee that is charged at the time of reservation. Please DO NOT include discretionary amounts that are charged for any additional deep-cleaning or repairs needed for excessive / extraordinary use, damages, or for smoking in a non-smoking unit.

Arrivals

Report the total number of new check-ins in a given period when reporting **Arrivals** to STR. This figure should not exceed number of Sold Apartments because a sold apartment will always be occupied for at least 1 night.

Ideally, Arrivals should be reported by unit type (e.g. Studio, 1 bedroom) to ensure most accurate reporting. If Arrivals cannot be reported by unit type, report a single monthly number for total arrivals.

Arrivals refer to bookings, not person count.

Extended Stay Demand

Within the Short-Term Rental Benchmarking Pilot, STR defines “extended stay” demand as a stay of 29 or more consecutive nights.

Report the total number of unit nights sold in the month that are part of a stay comprising 29 or more nights.

Reporting Extended Stay Units / Apartments Available

- Full Unit / Apartment room night availability (i.e. number of Units / Apartments at the property multiplied by the days in the period) must be reported for each property.
- There should be **NO** adjustment in Unit / Apartment availability reported to STR if Units / Apartments are temporarily out of service for renovation. If a property removes all Units / Apartments from inventory for renovation (complete closure), STR should be notified so that the property may be marked as “Renovation Closed.” If Units / Apartments are permanently removed from inventory, property management should contact STR to adjust the property’s Unit / Apartment count. Additionally, if Units / Apartments are closed for an extended period of time (typically over six months), “Extended Closed Units / Apartments”, due to natural or man-made disaster (hurricane, earthquake, fire, oil-spill, etc.) please notify STR for proper handling of a Unit / Apartment inventory reduction.
- **Units / Apartments sold by unit type:**
Units / Apartments sold are to be reported by unit type, defined as:
 - Studio: Apartment in which a single room comprises both living and bed spaces.
 - 1 bedroom: One bedroom that is separate from living space.
 - 2 bedroom: Two bedrooms separate from living space.
 - 3+ bedroom: Three or more bedrooms separate from living space.
- **Clustering:** One census record will be permitted for a cluster of apartments in separate buildings, but only if these buildings fall within the boundaries of STR’s pre-defined submarkets. These submarkets are divided based on postcodes and can be provided upon request.
 - For example, if you have three properties in Central London, which are each 0.5 miles apart from each other, and each one’s location is in a different submarket (based on postcode) then they would need to be reported as three separate properties and cannot be clustered together as one property. If however, you have three properties that are each 0.5 miles apart but are located in the same submarket, they can be reported as one property.



- **Inventory:** There should be no adjustment to inventory available. The only exceptions are when inventory is permanently added or removed – long-term residential leases will remain in inventory reported. If operators are taking on inventory for a period of more than six months, and do so at the consistently at the same time every year, that inventory can also be included in inventory available. Inventory taken on for less than six months will not be included in inventory available.
- **Units / Apartments Seasonally Closed:** When all operations of a property are closed for a minimum of 30 consecutive days due to seasonal demand patterns, then the Units / Apartments for this period should be removed from the annual salable inventory. The property must be seasonally closed consistently at the same time each year. STR should be notified so that the property may be identified as “Seasonally Closed” for the applicable period.

Other Data Reporting Notes

- **Partial Month Data:** Monthly data for properties 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.
- **“Soft Openings”:** Management of newly constructed properties should provide STR the correct physical unit / apartment inventory at the time of opening and should report full unit / apartment night availability based on the current unit / apartment count. As units / apartments are opened and added to the property count, management should provide STR with updates on physical unit / apartment inventory count, including date of unit / apartment addition and number of units / apartments added, until the property reaches full availability.