



# Competitive Set/ Trend Report Guidelines

All competitive set/trend guidelines must be met  
in order to create a property competitive set or  
ad-hoc trend grouping



# Sufficiency



## Property Minimum

A trend or competitive set must include a minimum of four participating<sup>1</sup> properties, not including the subject property if selecting a competitive set<sup>2</sup>. Of the four, there must be a minimum of three properties not affiliated with the subject property (parent, management, owner, and/or asset manager). The minimum number of properties must report data before performance data will be released.

## Company Minimum

A trend or competitive set must include a minimum of two companies not affiliated with the requestor or the subject property (parent, management, owner, and/or asset manager).

<sup>1</sup> A participating property is defined as a property that has provided data for any one of the last three months.

<sup>2</sup> All comp set changes will follow the new guidelines of four properties excluding the subject.



# Composition



## Property

No single property can account for more than 50% of the total participating<sup>1</sup> room supply of a competitive set, excluding the rooms of the subject property and other properties from the same company as the subject (parent, management, owner, and/or asset manager).

## Brand

No single brand (e.g. Holiday Inn, Comfort Inn) can account for more than 50% of the total participating<sup>1</sup> room supply of a competitive set, excluding the rooms of the subject and other properties from the same company as the subject (parent, management, owner, and/or asset manager).

## Company

No single company (e.g. Hilton Worldwide, Host Hotels & Resorts) can account for more than 70% of the total participating<sup>1</sup> room supply of a competitive set, excluding the rooms of the subject and other properties from the same company as the subject (parent, management, owner, and/or asset manager).

<sup>1</sup>A participating property is defined as a property that has provided data for any one of the last three months.



# Competitive Set or Trend Changes



## **New Construction Hotels**

One or more newly constructed properties may be added alone if no more than five months of property data has been reported.

## **Non-Participating Hotel Removal**

If a property stops reporting data for three consecutive months or more, the property may be deleted from the set if all other conditions (sufficiency and composition) are still met.

## **Closed Hotels**

One or more closed properties may be deleted from the set if the property has not reported data for three consecutive months or more and/or the status is “Closed” in the STR database. When the closed property reopens, it may be added back to the competitive set on its own if it was closed for a minimum of 12 months AND it has no more than five months of property data reported.

## **Minimum of Two**

A trend or competitive set change must include a minimum of two consistently reporting<sup>1</sup> properties. The two consistently reporting<sup>1</sup> properties must be affiliated with a company different from the requestor or the subject property and cannot be affiliated with the same brand.

<sup>1</sup> A consistently reporting property is defined as a property that has provided data for at least 4 of the last 6 months.



# Competitive Set or Trend Changes

(continued)

## Isolation Checks

Isolation checks against **ALL** reports processed (ordered) in the last 18 months for a specific subject property are performed and include:

- Current comp set
- Additional comp sets (2nd, 3rd, 4th, 5th)
- Comp sets of properties in the comp set related to the subject
- Historical Trend Reports
- Custom HOST reports
- One-time STAR report runs

Checks are in place for multiple reports generated to ensure individual property data from being isolated from report to report. Importantly, reports processed and ordered by any company related to the subject property are taken into consideration and can include: parent, management, owner, asset manager, and/or any agent(s) acting on behalf of a specific property.

For example, when a member of the competitive set is also under the same parent, management, owner, or asset manager as the subject property, then all reports that competitor receives will be compared to the reports the subject property receives.

A change may not be made if data of a single property is isolated in any way.



# Multiple Competitive Sets

If a property has more than one competitive set, the composition of each set must differ by at least two consistently reporting<sup>1</sup> properties. The two consistently reporting<sup>1</sup> properties must be affiliated with a company different from the subject property and cannot be affiliated with the same brand.

<sup>1</sup> A consistently reporting property is defined as a property that has provided data for at least 4 of the last 6 months.



## Other

### **Vicinity Minimum**

Properties located in different states must be evenly distributed and within the vicinity of other properties to avoid isolation. Exceptions may be made on a case-by-case basis. This does not apply outside of the United States.



# Composite Comp Set Guidelines

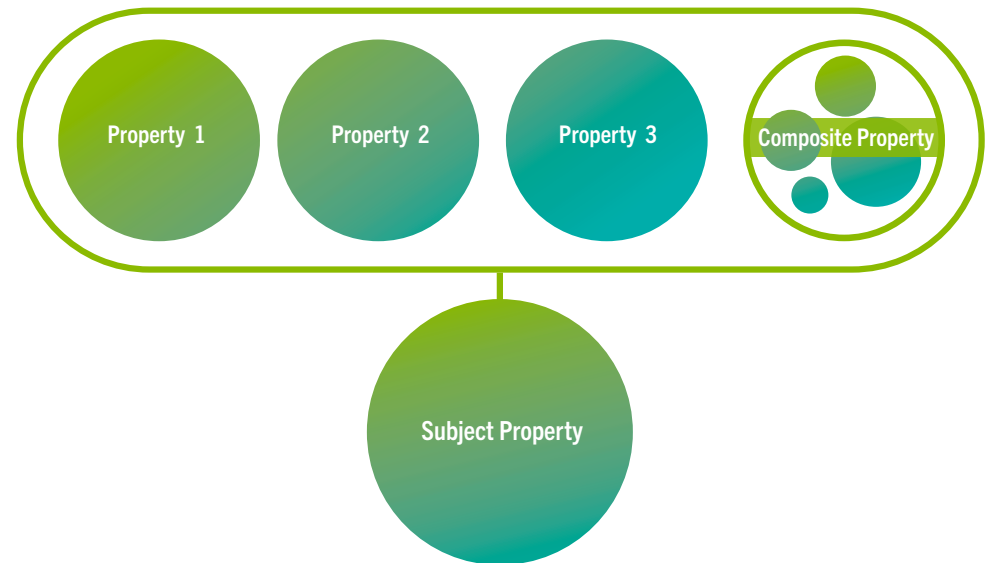




# Composite Comp Set Overview

All Composite Comp Sets must follow the Competitive Set/Trend Report Guidelines. A comp set change may not be made if data of a single named hotel is isolated in any way.

A Composite Comp Set is different from a traditional comp set because it includes a Composite Property, which is an aggregate of multiple, anonymous properties and acts as one individual property. Because of the anonymity, the data that makes up the Composite Property cannot be isolated.



*Note: This image does not reflect actual number or size of hotels in the Composite Property*



# Composite Comp Set Changes



## **Adding a Composite Property**

A competitive set can only have one Composite Property.

A Composite Property can be added to a competitive set at any time<sup>1</sup>.

## **Removing a Composite Property**

To avoid potential isolations, all competitive set/trend report guidelines must be followed before removing a Composite Property.

If a Composite Property was added to a competitive set by itself, it can be removed by itself at any time<sup>1</sup>.

If a Composite Property was added to a comp set in conjunction with the addition or removal of one named hotel, the Composite Property cannot be removed by itself for 18 months. The removal would isolate the named hotel that was added to or removed from the competitive set. However, to avoid this isolation, the Composite Property could be removed in conjunction with the addition or removal of any named hotel.

<sup>1</sup> STR's "Minimum of Two" rule does not apply here because the data that makes up the Composite Property cannot be isolated.



# Composite Comp Set Changes

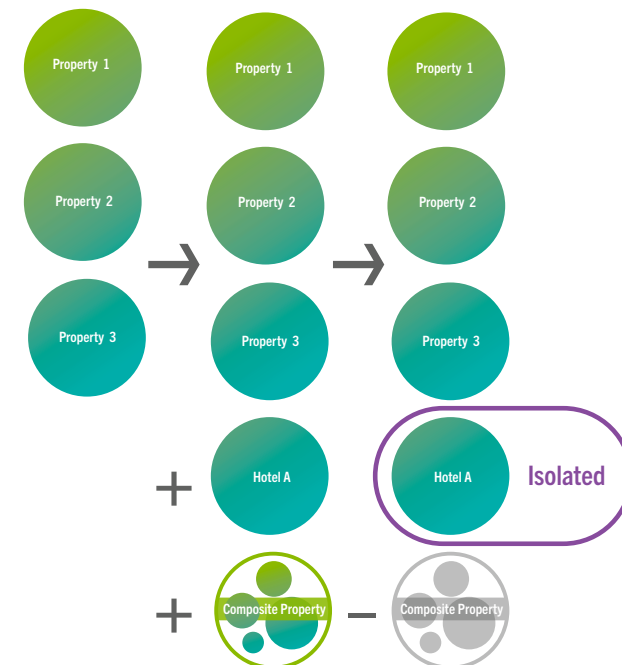
## Removing a Composite Property (continued)

### Potential Isolation Example #1

The following scenario would not be allowed per STR's guidelines:

A Composite Property cannot be added in conjunction with the addition of another named hotel and then removed by itself.

1. Add Named Hotel A and a Composite Property to a comp set
2. Drop the Composite Property
3. Named Hotel A data is now isolated





# Composite Comp Set Changes

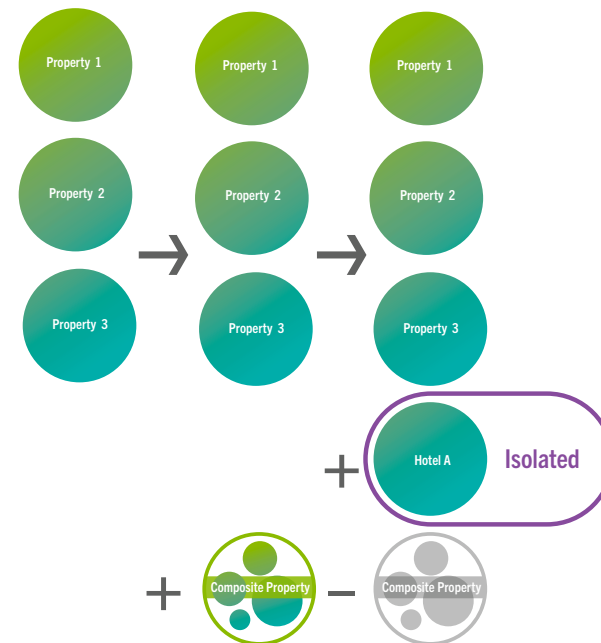
## Removing a Composite Property (continued)

### Potential Isolation Example #2

The following scenario would not be allowed per STR's guidelines:

A Composite Property cannot be added by itself and then removed in conjunction with the addition of another named hotel.

1. Add a Composite Property to a comp set
2. Drop the Composite Property and adds Named Hotel A
3. Named Hotel A data is now isolated





## Get in touch

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

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For additional information on the Uniform System of Accounts for the Lodging Industry, Eleventh Revised Edition please visit the HFTP: [https://www.hftp.org/hospitality\\_resources/usali\\_guide/](https://www.hftp.org/hospitality_resources/usali_guide/)

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