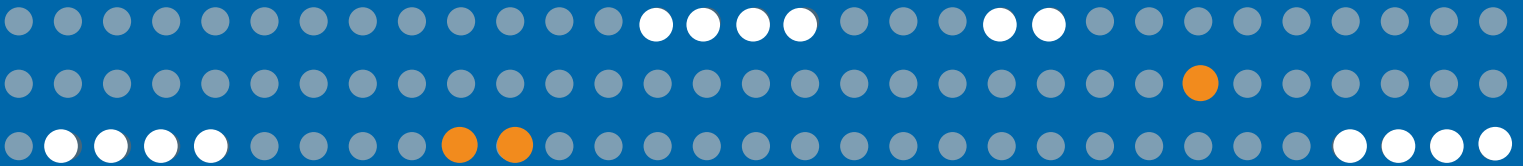
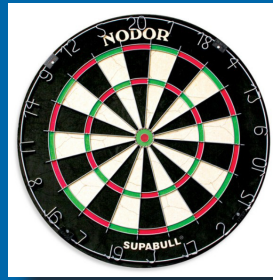


Who do you trust to do your forecasting?





Altering the landscape of hotel forecasting methodology

DataCast

Infused with parameters formulated from STR's comprehensive database, DataCast provides the guidance you need to make informed decisions. Driven by years of hotel performance metrics, it allows you to adjust the forecasts to better evaluate market potential.

Click image to view sample.



Product Highlights

- Ability to modify and better devise a practical forecast including fluctuations in the economy
- Allows you to alter specific parameters of the projections to improve assessment of market risk and volatility
- Evaluates each metric and simplifies the ratings into a unique visual readout
- Adjustable RevPAR Positioning Matrix permits data-driven modifications to the occupancy and average rate indexes

Primary Uses

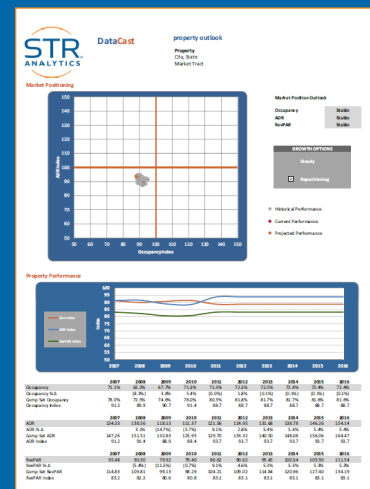
- Budgeting & Business Planning
- Risk Assessment
- Hold/Sell Analysis
- Transaction Underwriting & Due Diligence
- Appraisals, Market Studies, and Feasibility Studies

Benefits

- Custom & Flexible
Built-in tools allow you to adjust the forecasts to suit your individual perspective
- Fast & Efficient
Find all of the key market data points simplified for evaluations by clients and colleagues
- Long Term & Short Term
Projections delineate month by month performance for the next 24 months as well as annual forecasts for the next 5-year and 10-year periods

Pricing

- \$1,200 for a competitive set and individual property level
- \$950 for a competitive set or custom selected properties



Want to know more?

Visit www.STRanalytics.com

For more information on STR Analytics products, please contact the STR Analytics Team at concierge@stranalytics.com or US +1 303.449.6558.

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