



Highlights

Compare your performance to competitor areas
Data available for any region or city

Destination Reports



**The data you need to make
your destination a success**





Weekly and/or monthly performance data snapshots for your destination and competitive markets

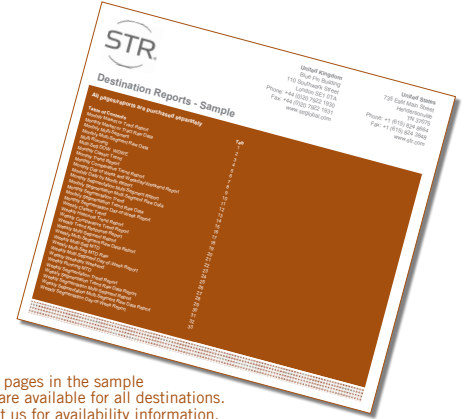
Destination Reports

Destination Reports provide accurate performance information on occupancy (occ), average daily rate (ADR) and revenue per available room (RevPAR) for any region, city, market or sub-market. Total room supply, room demand and room revenue are also available.

Reports may be ordered for small destinations, large markets and comparable destinations to effectively track competitors. Segmentation data, defined as transient, group and contract business, is available for many cities.

Destination Reports are customized page-by-page to include only the data you want for the destinations you select.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



Not all pages in the sample report are available for all destinations. Contact us for availability information.

Product highlights

- Your destination is compared to your chosen competitor markets
- Weekly and/or monthly performance data, as well as trends over time
- Data can be broken down into source of business: transient, group and contract

Primary users

- Destination marketing offices
- Chambers of commerce
- Convention & visitors' bureaus
- Lodging associations
- State tourism offices

Why STR works

- Whatever hotel data you need you can be sure to find it within one of our accurate, fast and flexible reports.
- Covering hotel markets worldwide, our data has proven invaluable to hoteliers and non-hoteliers alike by helping them make more informed decisions.

How to get the most out of the STR Destination Reports

- Review the effects of your marketing efforts on the local hotel community
- See the impact of local events on hotel performance
- Spot and understand market trends to quickly assist in sales and marketing strategies
- Challenge assumptions with facts and monitor the effect of business decisions you make with a clear financial picture
- Use the data to set targets and budgets for your departments and measure progress and bonuses
- See comparison between direct competitors and local market

Frequency and format

- Annual subscription, emailed monthly and/or weekly in Excel format

Cost

- Pricing varies, based on the amount and type of data selected

Buy now!

You can request more information online, or call us at **+1 615 824 8664 ext. 3504**. One of our representatives will be happy to assist you with your requirements.

[Request more information](#)

A global company with worldwide offices

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