



**Highlights**

Annual recap of lodging industry profitability  
Benchmark your property's revenues and expenses

## HOST Study

HOST Study  
Custom HOST Report  
Comparative HOST Report

**Definitive database on lodging  
industry revenues and expenses**





The financial statement of the U.S. lodging industry as a whole

# HOST Study

The Hotel Operating Statistics (HOST) Study is the most extensive and definitive report on U.S. hotel industry revenues and expenses. The operating statements of thousands of hotels have been entered into this database, giving STR the capability to produce custom reports tailored to a variety of client needs.

The HOST Study contains information on hotel revenues and expenses by department, including rooms, food and beverage, marketing, utility costs, property and maintenance, administrative and general, as well as selected fixed charges.

### Product highlights

- Total U.S. results as well as segmented data: geographic region, location type, price category and room count
- Lodging industry overview and outlook, plus special reports on current industry topics
- Custom HOST Reports can be ordered for entire states, metropolitan areas, or for competitive sets of individually selected hotels
- Participating hotels receive a complimentary report

### Primary users

- Consultants
- Brokers
- Lenders
- Property-level executives
- Hotel company executives
- Developers

### Cost

- HOST Study: \$350
- Custom HOST: \$375
- Comparative HOST: \$500

### How to get the most out of the STR HOST Study

- Compare your revenues and expenses, department by department, to the industry average
- Find out where you need to tighten up operations and where you are outperforming the industry
- Order a Custom HOST Report to compare your operations with a competitive set of four or more hotels that you select
- Make realistic cash-flow projections with the HOST Study and the revenue data in a Trend Report

### Frequency and format

- Annual; emailed as a PDF and delivered as a printed book

### 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.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



### Buy now!

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

Order online at [www.strglobal.com](http://www.strglobal.com)

### A global company with worldwide offices

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HOTEL CENSUS DATABASE • DESTINATION REPORTS • LODGING MARKET DATA BOOK • DIRECTORY OF HOTEL & LODGING COMPANIES  
HOST STUDY • MARKET PIPELINE REPORT • COMPREHENSIVE PIPELINE OUTLOOK • HOTEL PIPELINE OUTLOOK

