



Highlights

Comprehensive market supply and demand data
Available within 24 hours

Historical Trend Reports

Historical Trend
Comparative Trend
Weekday/Weekend Trend
Daily Trend
Segmentation Trend

**Tailor-made to your
precise specifications**





Comprehensive, customized reports designed for researching lodging market performance

Historical Trend Reports

Historical Trend Reports are the ultimate benchmarking tools that focus on the precise hotel sample you specify. Historical Trend Reports draw upon data from the past six years, tracking occupancy (occ), average daily rate (ADR), revenue per available room (RevPAR), supply, demand and revenue.

These detailed reports include raw absolute values, year over year percentage changes and rolling 12 month analyses. Weekday/weekend analysis, daily and segmentation data are optional additions to your Trend Report.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



Product highlights

- Entirely customized hotel sample, choose from 4 hotels to entire markets
- Standard reports contain data from the past six years, and full reports are available with data back to 1987
- Details absolutes as well as percent change, rolling 12 month and day of week data
- Highlights highs and lows showing the complete performance cycle
- Reports are delivered within 48 hours, but a 24 hour rush option is available
- Standard Historical Market Trend Reports are available online for immediate delivery

Primary users

- Brokers
- Investors & financial institutions
- Hotel company executives
- Business analysts
- Real estate consultants

How to get the most out of the STR Historical Trend Reports

- See the effects of new supply to a market's hotel demand and rate
- Assist with strategic decisions relating to hotel acquisition, sales, rebranding, repositioning, opening and investment
- Use the data for feasibility studies, merger and acquisition work; Historical Trend Reports are an ideal tool for long-term projects such as renovations and re-launches

Frequency and format

- One-time report emailed in Excel format

Cost

- \$475 and up, depending on location and timeframe

Buy now!

You can place your order online, or call us at **+1 615 824 8664 ext. 3501**. One of our representatives will be happy to assist you with your requirements.

Order online at www.str.com

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