



Highlights

Comprehensive portrait of a lodging market
Perfect for annual marketing plans and feasibility studies

Lodging Market Data Book



**Convenient and
comprehensive
market study**





Multiple data sources combined into one easy package you can use in your own reports

Lodging Market Data Book

Jumpstart your marketing analysis with a Lodging Market Data Book. Market Data Books combine data from multiple sources to provide a comprehensive portrait of a lodging market. Data from our Trend Reports, economic and demographic data, new hotel construction data from TWR/Dodge Construction and airport deplanements form a total picture of a particular market.

The color charts and graphs in a Data Book are presentation-ready. Cut and paste them into your own reports and studies for a highly professional look in a fraction of time. You choose the market you would like to research, and STR does the rest.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



Product highlights

- Contains a Historical Trend Report detailing your market or customized segment's performance for the past 6 years
- Includes a complete Market Pipeline Report with information on hotels under construction
- Demographic information from multiple sources including the U.S. Census Department
- Nearly 30 pages of charts and graphs for easy cutting and pasting

Primary users

- Hotel managers preparing annual marketing plans
- Lenders
- Brokers
- Consultants writing feasibility studies

Cost

- \$500 + Trend Report price

How to get the most out of the STR Lodging Market Data Book

- Use the presentation-ready charts and graphs in your own reports
- Get the latest and most accurate information for your marketing plans and feasibility studies
- Specify the market or customized segment you need for in-depth analysis

Frequency and format

- Emailed in Excel format on request
- Currently available in the U.S. only

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.

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.

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A global company with worldwide offices

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