



**Highlights**

Market-level editions  
Quarterly reports

# Market Forecasts

in partnership with  **TOURISM  
ECONOMICS**  
AN OXFORD ECONOMICS COMPANY



**Stay up-to-date on the latest  
projections for your market**





Reliable hotel industry forecasts, helping you make confident business decisions

# Market Forecasts

STR Market Forecasts are the ultimate resource for anticipating the future performance of your market's key metrics – supply, demand, revenue, occupancy, ADR, and RevPAR. Market Forecasts draw upon historical data and key hotel demand drivers and indicators at both the market, domestic and international level to predict future performance.

STR and Tourism Economics, an Oxford Economics company, have developed a suite of models to accurately track and forecast hotel performance across a number of markets worldwide. Robust equations have been econometrically estimated that closely follow past movements in hotel performance as measured by STR data. These equations are used to forecast hotel performance using economic forecasts from Oxford Economics' global macroeconomic database as well as Oxford Economics' global city and region forecasts. Economic forecasts are augmented with specific intelligence to determine the additional effect on hotel demand and ADR of any events hosted within that market.

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### Product highlights

- Forecasted supply, demand, revenue, occupancy, ADR and RevPAR performance at market level
- Reports contain monthly and quarterly historical data for the prior year
- Reports include monthly (at least 18 months), quarterly (6 quarters) and annual (5 years) forecasts
- Reports are updated and delivered each quarter, providing up-to-date insight on the industry
- An overview of current economic conditions provides insight into industry drivers and market-specific trends

### Primary users

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

### How to get the most out of the STR Market Forecasts

- Understand how current economic conditions will impact key performance metrics
- Anticipate changes in the business environment and respond proactively
- Gain knowledge of market trends and make decisions with greater confidence
- Learn the direction of key market drivers and indicators both domestically and internationally

### Frequency

- Annual subscription; 4 quarterly issues emailed in Excel format
- Ad hoc; single issue emailed in Excel format

### Cost

- Annual Subscription (4 issues): \$1595 per market
- Single Issue: \$750 per market

#### Volume discounts on multiple subscriptions

4-10 Editions: 5% off  
 11-20 Editions: 10% off  
 21-30 Editions: 15% off  
 31+ Editions: 20% off

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Call us at **+1 615 824 8664 ext. 3504** to order or find out more. Or, email us by clicking the button below. One of our representatives will be happy to assist you with your requirements.

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### A global company with worldwide offices

Our offices are located in U.S., Europe and Asia. If you have any questions please contact below:

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#### Looking for a more custom forecast?

With **DataCast**, powered by STR Analytics, you have the ability to modify and better devise a practical forecast including fluctuations in economy. **DataCast** Reports are available for competitive sets, individual property level and custom selected properties. To find out more, visit [www.STRanalytics.com](http://www.STRanalytics.com).

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