



**Highlights**

Competitor and market data  
Available monthly, weekly and daily

## STAR Reports

Monthly STAR Report

Weekly STAR Report

Daily STAR Report

The leader in global  
hotel benchmarking





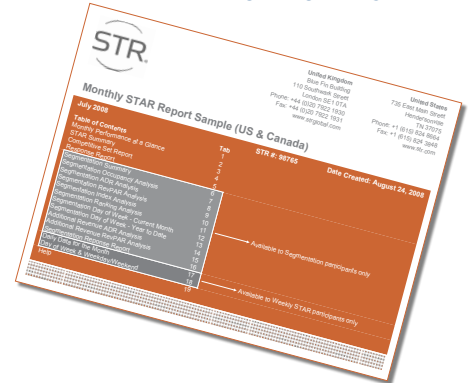
Essential market data  
Informative, easy to use format  
Delivered directly to your inbox

# STAR Reports

STAR Reports are the essential tool for successful hotels. These reports reveal the comparative data that matters: *your* hotel's performance compared against the competitors of your choice. Each report contains historical occupancy (occ), average daily rate (ADR) and revenue per available room (RevPAR) performance data that accurately reflects how your property measures up to your chosen competitive set and market.

Recognized as a vital management tool by the hotel industry worldwide for over 20 years, STAR Reports are presented in an informative, easy to use format delivered directly to your inbox.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



## Product highlights

- Benchmark your hotel against your chosen competitive set
- 18 months of historical occupancy, ADR and RevPAR data showing year over year percentage change and rolling 3 & 12 month overview
- Centrally manage multiple hotels' STAR accounts, competitive sets, reporting profiles and user access
- Your individual data is always kept confidential and never distributed to any third parties

## Primary users

- General Managers
- Revenue management
- Sales and marketing
- Finance
- Business development

## Cost

- Monthly: \$650
- Weekly: \$650
- Daily: \$350 (w/Monthly & Weekly)
- Daily: \$650 (w/Monthly only)

Costs in US dollars only, per year, per hotel.  
Contact us for pricing on multiple hotels and additional competitive sets.

## How to get the most out of the STAR STAR Reports

- Use the reports to accurately track and manage performance against competitors according to the real conditions in your marketplace
- Identify precisely where you are gaining or losing market share and drive revenue to your business
- Gain a reliable basis for sales, marketing and revenue management decisions
- 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 your direct competitors and local market

## Frequency and format

- Emailed monthly, weekly and/or daily in Excel format

## A global company with worldwide offices

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

**Company Headquarters:**  
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Hendersonville, TN 37075, USA  
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[www.str.com](http://www.str.com)

## How the system works

- Call us at the number below or use an online form
- Discuss your requirements with your sales contact
- Download, complete and submit the [enrollment form](#).

[Download Enrollment Form](#)

- Log in at [www.str.com](http://www.str.com)
- **Submit current performance data for your hotel(s)**
- Start receiving valuable reports

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With first access to data from the STR family of companies, **HotelNewsNow.com** provides vital information in a timely manner for today's busy hotel executive.

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LODGING MARKET DATA BOOK • DIRECTORY OF HOTEL & LODGING COMPANIES • HOST STUDY • PIPELINE REPORTS

