



Highlights

View your costs and financial performance against hotels worldwide
Covers over 2,500 hotels in Europe, the Middle East and Asia

Profitability Reports





STR Global Profitability Reports
essential tools for accurate financial
analysis within the hotel industry

Profitability Reports

An *ad hoc* Annual Profitability Report from STR Global is a unique and valuable tool, offering an opportunity to view your costs and financial performance against hotels worldwide.

Your Profitability Report will cover two years of P&L data detailing revenues and costs down to Income Before Fixed Charges, and providing data per occupied room, per available room and your ratios to revenue, along with year on year percentage change.

The STR Global Annual Profitability Survey monitors the performance of over 2,500 hotels across Europe, the Middle East and Asia and ensures its unique market position and value by drawing upon the STR Global database of hotel profitability metrics – the largest outside North America.

CLICK ON THUMBNAIL TO VIEW
AND DOWNLOAD A SAMPLE



Product highlights

- Two years of profitability data
- Details revenues and costs down to Income before Fixed Charges
- Provides data per occupied room, per available room and your ratios to revenue, along with year on year percentage change
- Compliments other STR Global hotel products
- Over 2,500 hotels to choose from globally
- Choose your sample of hotels

Primary users

- Finance teams
- Hotel development teams
- Consultants
- Banks
- Real estate developers
- Real estate owners
- Analysts

How to get the most out of the STR Global Profitability Reports?

- Compare your costs and ratios against similar hotels to see if you are competitive in your marketplace
- To identify your profit making departments and areas and set targets for improvement
- Help with the setting of best practices and use the data to help set budgets
- See how the fast rise of energy costs is affecting your business
- Chart the effect business and investment decisions are having on your bottom line

Frequency

- On request

Why STR Global 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 place your order online, or call us on **+44 (0)20 7922 1930**. One of our representatives will be happy to assist you with your requirements.

Order online at
www.strglobal.com

A global company with worldwide offices

STR Global has offices in Asia, Europe and North America. If you have any questions please contact your local office.

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