



**Highlights**  
Performance reports for hotel portfolios  
Flexible and comprehensive

# Corporate Reports





A suite of performance benchmarking tools tailored to the needs of the corporate hotelier, owners and investors

# Corporate Reports

STR Global's Corporate Reports accurately assess the performance of a portfolio of hotels, detailing individual hotels against their chosen competition.

Tracking Occupancy, Average Daily Rate (ADR) and RevPAR on a monthly or weekly basis against the hotel's Competitor Set and market class, our Corporate Reports can split hotels by brand or geographic location.

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## Product highlights

- Head office and senior management benefit from receiving all results in one easy to use document
- Eliminates time spent 'pulling' each report separately
- Easily identify which hotels are performing well or badly
- Analysis segmented by brand or region
- Data easily integrated into internal reporting documents and processes
- Assists identification of market trends
- Vital for budgeting, sales and marketing strategies

## Primary users

- Management companies
- Hotel owners
- Corporate head offices

## How to get the most out of the STR Global Corporate Reports?

- As all the vital information you need is delivered to you in one, clear report you can invest more time in its analysis rather than its collection
- Gain a clear and accessible overview of your portfolio, allowing you to allocate your resources to where they are most needed
- Identify and plan future strategy for the stronger or weaker performing properties

## Frequency

- Monthly and/or weekly, depending on type of contract

## Why STR Global works

- You can easily manage your portfolio online at [www.strglobal.com](http://www.strglobal.com).
- 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!

Call us on **+44 (0)20 7922 1930** or request more information through our website. One of our representatives will be happy to assist you with your requirements.

**Request more information at [www.strglobal.com](http://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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