



**Highlights**

Compare your performance to competitor areas  
Data available for any region, market or district

## Destination Reports



The data you need to make  
your destination a success





See weekly or monthly performance data snapshots and trends over time in your area and competitor markets

# Destination Reports

Destination Reports provide accurate performance information on occupancy, ADR and RevPAR for any region, market or district. Total room supply, room demand and room revenue are also available.

Reports may be ordered for small destinations, large metro markets and comparable destinations to effectively track competitors. Segmentation data, defined as group, contract or transient business, is available for many cities.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



### Product highlights

- Compare your destination against your chosen competitor markets
- Information provided monthly and weekly
- See a snapshot of weekly or monthly performance, or view trends over time

### Primary users

- Chambers of commerce
- Convention & visitors' bureaus
- Lodging associations
- State tourism offices

### 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.

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

- Find out how your marketing efforts have affected the local hotel community
- See the impact of local events on hotel performance
- 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 direct competitors and local market

### Frequency

- Annual subscription, emailed monthly and/or weekly

### 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.

#### Global Headquarters:

The Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
United Kingdom  
T: +44 (0)20 7922 1930  
E: [info@strglobal.com](mailto:info@strglobal.com)  
[www.strglobal.com](http://www.strglobal.com)

**STR GLOBAL PRODUCTS:** HOTEL SURVEY • STAR REPORTS • TREND REPORTS • GLOBAL HOTEL REVIEWS • CENSUS DATABASE  
ONLINE SUBSCRIPTIONS • PROFITABILITY REPORTS • CORPORATE REPORTS • PIPELINE REPORTS • MARKET FORECASTS

