



Highlights
Global market results
Occupancy, ADR and RevPAR

Hotel Survey





The STR Global Hotel Survey is the market leader for global hotel performance and has provided hoteliers around the world with an independent and trusted source of information for over 10 years

Hotel Survey

STR Global Hotel Surveys contain the comprehensive, up-to-date market data which is of value to *you*. Simply provide your hotel's own relevant data – available rooms, occupied rooms and room revenue – and in return receive aggregated figures for Occupancy, Average Daily Rate (ADR) and RevPAR in your market.

STR Global has strict quality control processes in place to ensure that your data remains both secure and confidential, and to maintain the accuracy and integrity of the STR Global suite of benchmarking products.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



Product highlights

- Easy to read and quick to review
- Shows clearly the performance of your hotel versus the market
- The perfect stepping stone to more specific STR Global reports such as the STAR package that uses a direct competitive set – chosen by you
- Access identical information to that used by the major global hotel chains
- Flexible online reporting – choose report type, currency and time frame
- 24/7 access also available via www.strglobal.com

Primary users

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

How to get the most out of the STR Global Hotel Survey?

- Using a respected data source that offers a trustworthy overview of market conditions means that you can make better business decisions, and plan strategies with confidence
- Spotting and understanding market trends quickly assists in sales and marketing strategies
- Gaining a better understanding of how your market performs provides valuable assistance with budgeting
- Comparing your hotel performance over a timeframe of your choosing enables the flexibility to analyse specific periods: months, weeks, weekends or weekdays
- Hotel Surveys provide global market data consolidated and presented in one regular report
- This worldwide coverage provides senior management with accurate performance comparisons upon which to base strategic and planning decisions

Frequency

- Daily or monthly
- Tailored to your demands online

Enrol now!

Download the enrolment form or call us on **+44 (0)20 7922 1930**. One of our representatives will be happy to assist you with your requirements.



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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