

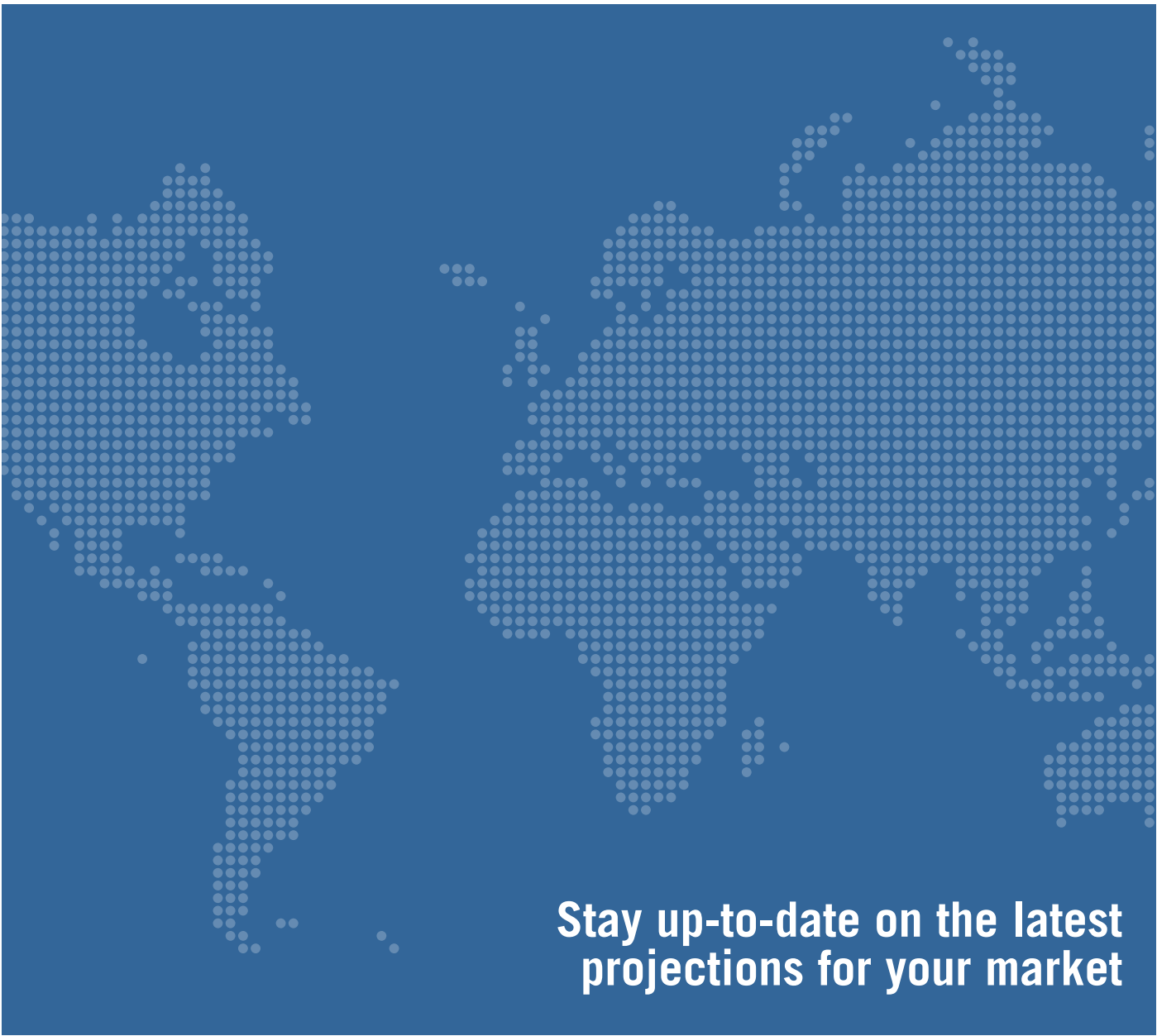


Highlights

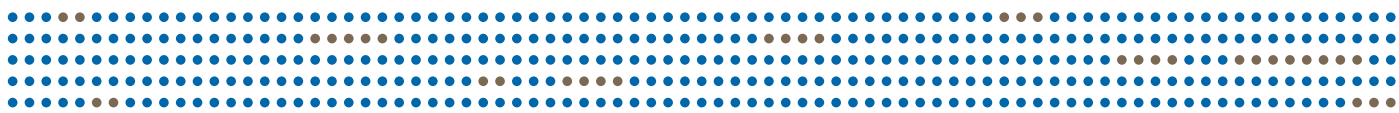
Market-level editions
Quarterly reports

Market Forecast

in partnership with  **TOURISM
ECONOMICS**
AN OXFORD ECONOMICS COMPANY



**Stay up-to-date on the latest
projections for your market**



Market Forecast

STR Global Market Forecasts are the ultimate resource for anticipating the future performance of your market's key metrics – supply, demand, revenue, occupancy, ADR, and RevPAR. Market Forecasts draw upon historical data and key hotel demand drivers and indicators at both the market, domestic and international level to predict future performance.

STR Global and Tourism Economics, an Oxford Economics company, have developed a suite of models to accurately track and forecast hotel performance across a number of markets worldwide. Robust equations have been econometrically estimated that closely follow past movements in hotel performance as measured by STR Global data. These equations are used to forecast hotel performance using economic forecasts from Oxford Economics' global macroeconomic database as well as Oxford Economics' global city and region forecasts. Economic forecasts are augmented with specific intelligence to determine the additional effect on hotel demand and ADR of any events hosted within that market.

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Product highlights

- Forecasted supply, demand, revenue, occupancy, ADR and RevPAR performance at market level
- Reports contain monthly and quarterly historical data for the prior year
- Reports include monthly (at least 18 months), quarterly (6 quarters) and annual (5 years) forecasts
- Reports are updated and delivered each quarter, providing up-to-date insight on the industry
- An overview of current economic conditions provides insight into industry drivers and market-specific trends

Primary users

- Investors
- Management companies and hotel owners
- Business analysts
- Financial institutions
- Hotel developers

How to get the most out of the STR Global Market Forecasts?

- Understand how current economic conditions will impact key performance metrics
- Anticipate changes in the business environment and respond proactively
- Gain knowledge of market trends and make decisions with greater confidence
- Learn the direction of key market drivers and indicators both domestically and internationally

Frequency

- Annual subscription; 4 quarterly issues emailed in Excel format
- Ad hoc reports also available

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.

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