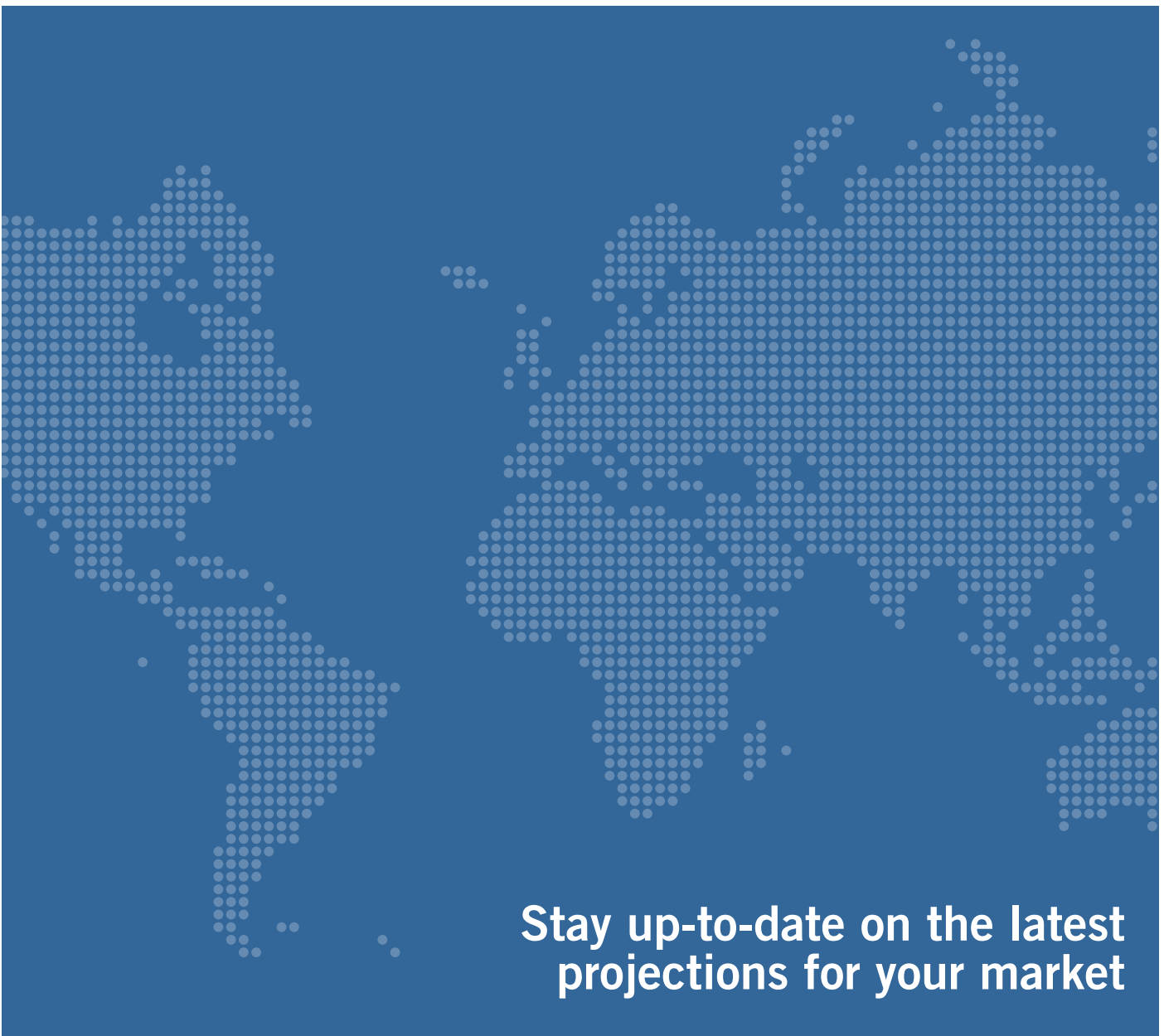




Highlights
Market-level editions
Updated forecast reports every month

Market Forecast



Market Forecast

STR Global Market Forecasts are the ultimate resource for anticipating the future performance of your market's key metrics – 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.

The model behind the STR Global Forecast, developed in conjunction with e-forecasting, integrates indicators comprising some major drivers such as Gross Domestic Product (GDP), oil price and currency exchange rates across countries and takes into account domestic and international policies as well as geopolitical events. In addition, the model uses several composite indicators of hundreds of less influential factors as their combined impact becomes key in explaining the dynamics of the hotel market.



Product highlights

- Forecasted occupancy, ADR, RevPAR performance at the market level
- Reports contain 18 months historical data and forecasted data for the next 2 years
- Reports include monthly, quarterly, and annual forecasts
- Reports are updated and delivered by the 15th of each month, 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

Cost

- 1-3 Markets: £2,000 per market
- 4-10 Markets: £1,850 per market
- 11-20 Markets: £1,700 per market
- 21-25 Markets: £1,650 per market
- All Markets: £50,000

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; 12 monthly issues emailed in Excel format

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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