



Highlights

Bespoke hotel reports
Comprehensive market supply and demand data
Available within 24 hours

Trend Reports





STR Global Trend Reports offer comprehensive bespoke reports for specific uses

Trend Reports

The ultimate in *ad hoc* reports created solely for you and focusing on the precise hotel sample you specify. Drawing upon data from January 2002, Trend Reports track Occupancy, Average Daily Rate (ADR) and RevPAR. These detailed reports include raw absolute values, in addition to year on year percentage changes, rolling 12 analysis on a monthly basis, along with day of the week analysis wherever possible.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



Product highlights

- Trend Reports track Occupancy, Average Daily Rate (ADR) and RevPAR
- Entirely bespoke to requirements, choose from 4 hotels to entire markets
- Data back to 2002 wherever possible
- Details absolutes as well as ratios, rolling 12 month and daily data
- Highlights market highs and lows showing the full spread of the business cycle
- Fast turnaround from receipt of your order to delivery, 48 hours as standard but 24 hour option available as well
- Emailed directly to your inbox

Primary users

- Brokers
- Investors & financial institutions
- Hotel company executives
- Business analysts
- Real estate consultants

How to get the most out of the STR Global Trend Reports?

- In-depth analysis on a sample of hotels of your choosing
- Excellent for seeing the affects of new supply into a market
- Assist with strategic decisions relating to hotel acquisition, sales, rebranding, repositioning, opening and investment
- Easily adaptable for feasibility studies, and merger and acquisition work, Trend Reports provide an ideal tool for aiding decisions to be made concerning long-term projects such as refurbishment and re-launches
- Unrivalled global coverage on both a monthly and daily basis giving you a wider choice of hotels to choose from

Frequency

- On request

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.

Buy now!

You can place your order online, or call us on **+44 (0)20 7922 1930**. One of our representatives will be happy to assist you with your requirements.

Order online at 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
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

