



COMPETITIVE SET/TREND REPORT GUIDELINES

Sufficiency

- **Property Minimum** — Competitive sets must include a minimum of four participating¹ properties, excluding the subject property. The minimum number of properties must report data before performance data will be released.
- **Company Minimum** — Competitive sets must include a minimum of two companies other than that of the subject property (brand, parent, management, ownership and/or asset manager).

Composition

- **Property** — No single property can account for more than 50% of the total participating¹ room supply of a competitive set, excluding the rooms of the subject property and other properties from the same company as the subject (parent, management, ownership and/or asset manager).
- **Brand** — No single brand (e.g. Holiday Inn, Comfort Inn) can account for more than 50% of the total participating¹ room supply of a competitive set, excluding the rooms of the subject and other properties from the same brand as the subject.
- **Company** — No single company (e.g. Hilton Worldwide, Interstate Hotels & Resorts, Host Hotels & Resorts) can account for more than 70% of the total participating¹ room supply of a competitive set, excluding the rooms of the subject property and other properties from the same company as the subject (parent, management, ownership and/or asset manager).

¹ A participating property is defined as a property that has provided data for any one of the last three months.

² A consistently reporting property is defined as a property that has provided data for at least 4 of the last 6 months.



Other

- **Vicinity Minimum** — Properties located in different states must be evenly distributed and within the vicinity of other properties to avoid isolation. Exceptions may be made on a case-by-case basis. Does not apply outside of the United States.

Competitive Set Changes

- **Minimum of Two** — Competitive set changes must include a minimum of two consistently reporting² properties. The two consistently reporting² properties must be affiliated with a company different from the subject property and cannot be affiliated with the same brand.
- **New Construction Hotels** — One or more newly constructed properties may be added alone if no more than five months of property data have been reported.
- **Non-Participating Hotel Removal** — If a property stops reporting data for three consecutive months or more, the property may be deleted from the set if all other conditions (sufficiency and composition) are still met.
- **Closed Hotels** — One or more closed properties may be deleted from the set if the property has not reported data for three consecutive months or more and/or the status is “Closed” in the STR database. When the closed property re-opens, it may be added back to the comp set on its own if it was closed for a minimum of 12 months AND it has no more than five months of property data reported.

A CHANGE MAY NOT BE MADE IF DATA OF A SINGLE PROPERTY IS ISOLATED IN ANY WAY.

Multiple Competitive Sets

- **Minimum of Two** — If a property has more than one competitive set, the composition of each set must differ by at least two consistently reporting² properties. The two consistently reporting² properties must be affiliated with a company different from the subject property and cannot be affiliated with the same brand.

All competitive set/trend guidelines must be met in order to create a property competitive set or ad-hoc trend grouping.

¹ A participating property is defined as a property that has provided data for any one of the last three months.

² A consistently reporting property is defined as a property that has provided data for at least 4 of the last 6 months.