

# SHARE center

Supporting Hotel-related  
Academic Research & Education

Thorough and timely hotel data for academic research  
Comprehensive and relevant training materials for the classroom

A global partnership between



There are nearly 150 schools involved around the world

## HOTEL DATA

### Trends

- Historic monthly & daily performance (occupancy, ADR, RevPAR, supply, demand, revenue)
- You can select a group of hotels anywhere in the world

### HOST/Profitability

- Actual Profit and Loss accounting data for real hotels
- Detailed info on Revenues, Expenses and Profits

### Pipeline

- Historic supply data for any market in the world
- Info about projects under construction and in planning

### User-Defined Destination Report

- Set up report on industry segments or group of hotels they wish to study
- Receive weekly or monthly performance updates throughout the semester

## MORE DATA

- **Property and Room Counts** - size & structure info with multiple subtotals
- **Census Database** - 100 fields of attribute info for 150,000 hotels around the world
- **Hotel Company Database** - comprehensive info for different types of hotel companies
- **Forecasts** - projected performance data for markets all over the world
- **Sales Transaction Data** - valuable info on hotel sales
- **Industry Data Files** - wealth of industry data available for research
- **Research Assistance** - we can help professors or PhD candidates with special data needs
- **Access to Past Articles and Industry Presentations** - via our sister company HotelNewsNow.com
- **Hotel industry Reference Info** - scales, chains, parent companies, countries, markets, maps

## TRAINING PROGRAMS

- **Hotel Industry Analytical Foundations** - affiliations, categorizations, benchmarking
- **Hotel Math Fundamentals, The Metrics Used By The Hotel Industry** - definitions, formulas, hints
- **Property Level Benchmarking with the STAR Reports** - each page, types of data, how to use
- **Hotel Industry Performance Reports** - each report, how to interpret, case scenarios
- **Other Training Programs Available**

## "PROJECT IN A BOX"

- Large quantity of Hospitality and Tourism projects with steps, suggestions, and data required
- Comprehensive Application Exercises to reinforce training and solicit student interaction
- Students can obtain hands-on research experience working with live data
- Enable relevant analytical group projects and presentations

## CERTIFICATION IN HOTEL INDUSTRY ANALYTICS

- Leading certification for undergraduate and graduate students in Hospitality and Tourism
- The student cost is \$75; recipients obtain a certificate and the “CHIA” designation
- Train the Trainer sessions available to prepare professors to present training to students
- Jointly offered by EI, ICHRIE, and STR; more information is available



## HOW TO JOIN THE SHARE CENTER?

There are different membership levels depending upon the size of the university. We are sensitive to budget challenges and never want a school to miss out due to financial issues. We are glad to offer initial complimentary memberships to schools to get started and learn about the resources. There is a simple agreement to fill out with school, primary contact, and professor info.

## STR & STR GLOBAL

STR and STR Global provide hotel industry performance, forecasts, annual profitability, pipeline and census information. STR covers the United States, Canada, Mexico and the Caribbean. STR Global covers Europe, Middle East, Africa, Asia Pacific, Central and South America.

## ADDITIONAL RESOURCES AVAILABLE

- STR publications – monthly and weekly Hotel Reviews for countries and continents
- Sample reports – comprehensive set of all industry reports
- “Dean and Director Speaker Support” – local hotel performance data for you to include in presentations
- Webinars, communications, newsletters, educator forums, campus visits

## TESTIMONIALS

“The ShareCenter has been a superb resource for course content and applied market research activities. The newly created analytics certification is a keen way to integrate student learning with industry practice.”

Thomas A. Maier  
Assistant Professor of Hospitality Leadership  
School of Hospitality Leadership  
Driehaus College of Business  
DePaul University

“I had the pleasure of working with the STR data and STAR reports as teaching tools in my hospitality-tourism courses. STR Reports and data are the most useful analytical tools I ever used in hospitality-tourism classes. The BEST part of using STR data is the technical support and ongoing help one gets from the STR Office staff. They are truly incredible partners in hospitality education and hotel analytics. The hotel data they provide is worldwide in reach and it is unparalleled in quality and timeliness. I even used STR data for in my recent travels for research in Hungary, Serbia and several other countries.”

H.G. Parsa  
Professor, Hospitality Mgmt  
Daniels College of Business  
University of Denver

“The SHARE Center is invaluable to our faculty. Having access to timely, relevant industry information is critical for us as we prepare the next generation of leaders. In addition to the continually updated content STR Global provides us for incorporation into our classrooms, they are incredibly accessible and helpful in fulfilling ad hoc requests for data for the purposes of illustration or research. I cannot imagine a Hospitality program not using the SHARE Center and engaging with the professionals at STR Global!”

Rex Warren  
Assistant Professor  
The International Hotel College  
Johnson and Wales University

“The SHARE Center breathed life into the information I provide every class period. We built the CHIA into our Hospitality Analytics Course. Students are so excited to earn the certification and then use what they learn.”

Justin Taillon  
Assistant Professor  
School of Hospitality & Tourism  
Management  
University of Guelph

## FOR MORE INFORMATION

Contact :  
**Steve Hood** steve@str.com +1 615-824-8664, ext. 3315  
**Duane Vinson** duane@str.com +1 615-824-8664, ext. 3329  
Or sharecenter@str.com

We would be glad to conduct a webinar for your faculty to introduce them to all of the resources that are available. Check out the SHARE Center on YouTube: <http://www.youtube.com/watch?v=gSpWu0-4UNg>