



## COMPETITIVE SET/TREND REPORT GUIDELINES

### Property/Brand/Company Guidelines

**Percent Check** — No single property or brand (e.g. Holiday Inn, Comfort Inn, etc.) can account for more than 40% (North America) or 50% (Non-North America) of the total participating<sup>1</sup> room supply of a competitive set, excluding the rooms of the subject property.

**Company Check** — No single company (e.g. Hilton, Starwood, etc.) can account for more than 60% of the total participating<sup>1</sup> room supply of a competitive set, excluding the rooms of the subject property.

**Property Minimum** — In North America, competitive sets must include a minimum of three participating<sup>1</sup> properties. The three properties **exclude** the subject property **and other properties from the same company as the subject**. Outside North America, competitive sets must include at least four participating properties. The minimum number of properties must report data before competitive set performance data will be released. **Trend reports require a minimum of four participating<sup>1</sup> properties.**

**Company Minimum** — Competitive sets must include a minimum of two companies other than that of the subject property.

### Competitive Set Changes

**Minimum of Two** — Competitive set changes must include a minimum of two consistently reporting<sup>2</sup> properties. The two consistently reporting<sup>2</sup> 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, the property may be deleted from the set if all other conditions (percentages & isolations) are still met.

**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 reporting<sup>2</sup> properties. The two consistently reporting<sup>2</sup> 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.**

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

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