



STR: How We Do What We Do

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The Center of the
Hotel Industry Benchmarking Universe:
Hendersonville, TN

A map of the United States with a blue text box overlaid in the upper center. The text box contains the title. A black arrow points from the text box down to Hendersonville, TN, on the map. The map shows state boundaries, major cities, and the names of states and countries. The text box is semi-transparent, allowing some map details to be seen through it.



- **The recognized leader in hotel benchmarking**
- **Founded 1985**
- **100% Market Penetration**
- **Impartial, timely, confidential**



STR provides monthly,
weekly and daily reports
to more than

47,000

worldwide hotels, which
represents more than

6 million rooms.



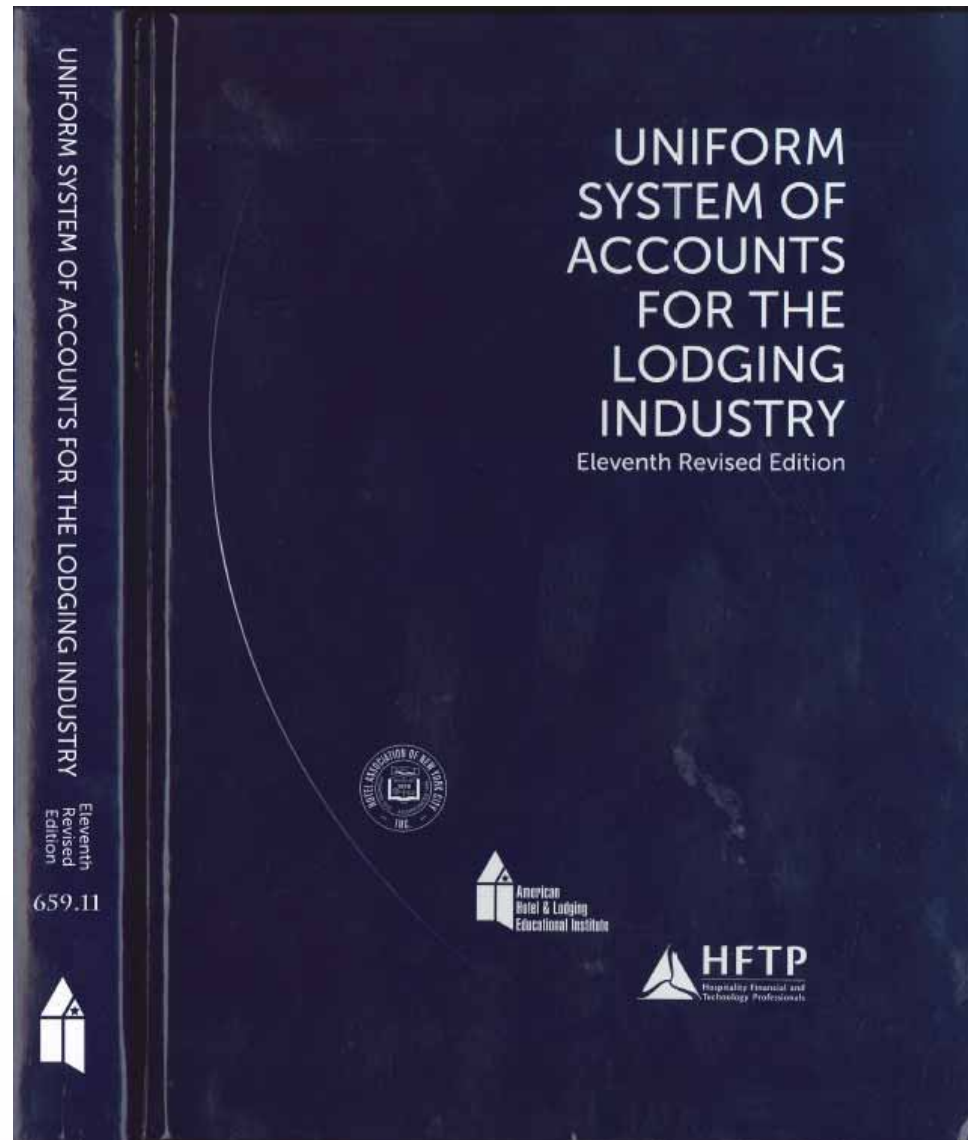


72%

of U.S. rooms
participate with STR



Why Benchmarking Works:



How Benchmarking Works:

supply

rooms available

demand

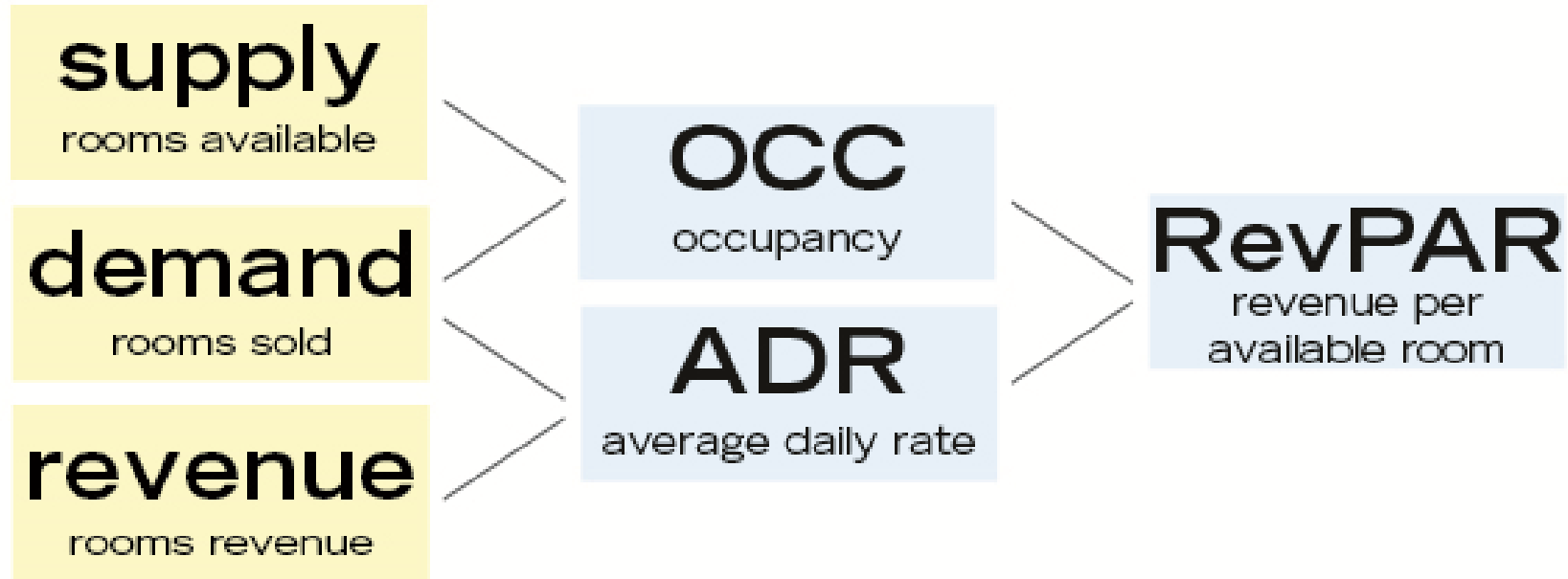
rooms sold

revenue

rooms revenue



How Benchmarking Works:



Who We Serve:

1



**operators/
chains**

2



**real
estate
investors/
owners**



universities



wall street



press

other interested parties:



consultants



CMOs/DMOs



government



Tab 3 - STAR Summary - My Property vs. Comp Set and Industry Segments

Any Hotel 123 Any Street Any City, Any State 99999 (555) 555-5555

STR # 98765 ChainID: 999999 MgtCo: None Owner: None

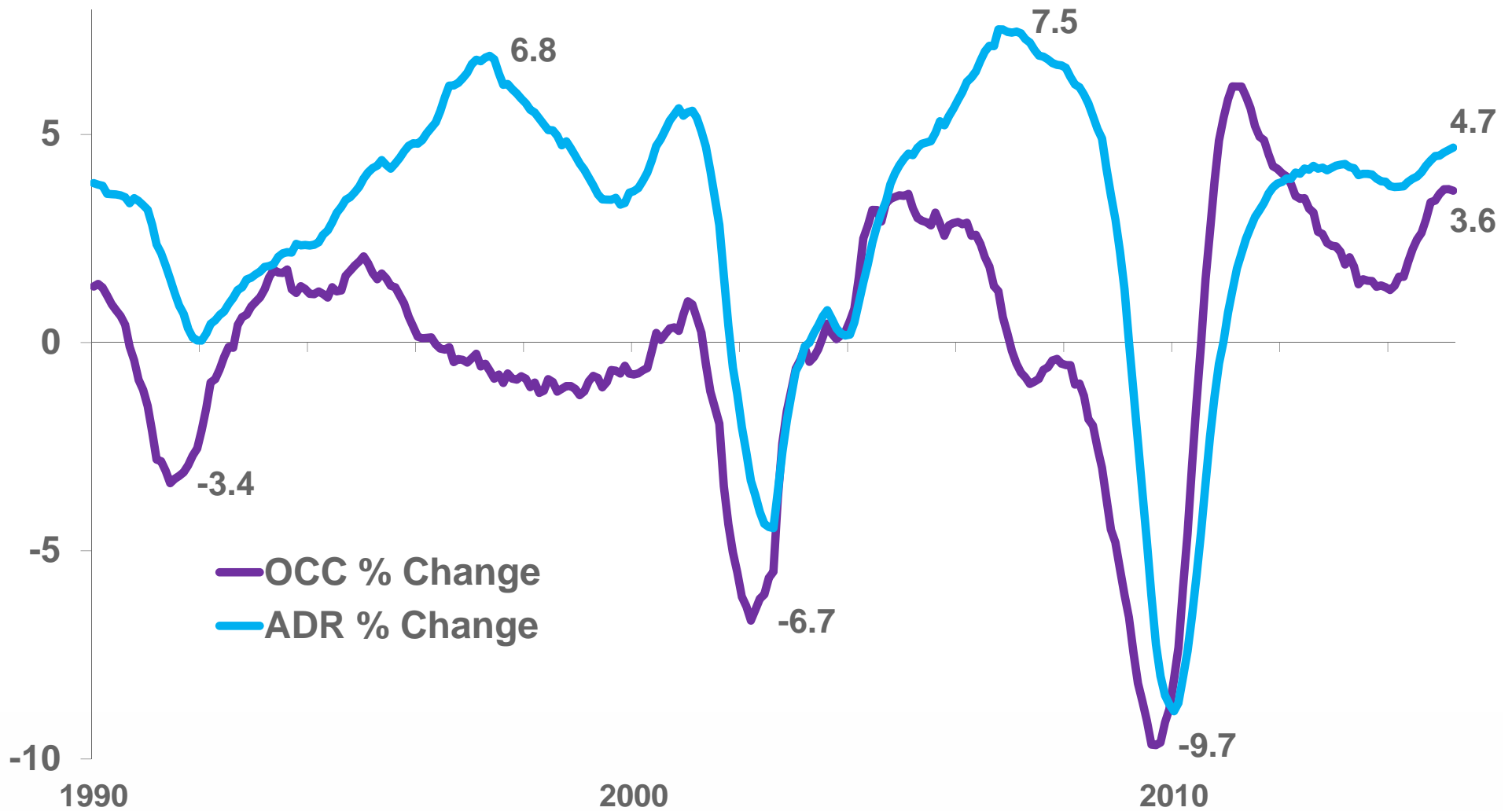
For the Month of: February 2013 Date Created: April 09, 2013 Monthly Competitive Set Data Excludes Subject Property

	Occupancy (%)							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Any Hotel	69.0	7.0	69.6	5.3	68.9	7.1	72.5	5.5
Market: Any Market	71.2	5.8	67.0	3.5	66.6	3.3	73.4	2.7
Market Class: Any Class	73.4	3.4	68.0	2.1	66.7	2.6	74.1	3.1
Tract: Any Tract	73.7	5.1	68.8	3.2	70.5	2.8	76.7	2.7
Tract Scale: Any Chain Scale	74.9	4.9	69.4	2.2	70.2	2.4	75.7	3.7
Competitive Set: Competitors	68.9	6.5	63.1	6.9	62.9	5.1	71.2	4.6

	Average Daily Rate							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Any Hotel	164.65	3.7	160.04	3.5	144.43	5.5	139.09	0.4
Market: Any Market	120.70	5.5	119.25	5.2	118.31	5.9	121.12	6.0
Market Class: Any Class	151.34	3.1	149.35	3.3	141.95	4.0	144.16	2.7
Tract: Any Tract	143.25	10.2	142.89	9.3	145.13	9.6	140.42	8.4
Tract Scale: Any Chain Scale	198.13	7.6	195.52	7.7	201.10	8.6	194.74	7.4
Competitive Set: Competitors	147.37	3.2	145.90	3.3	136.25	5.8	127.51	2.5



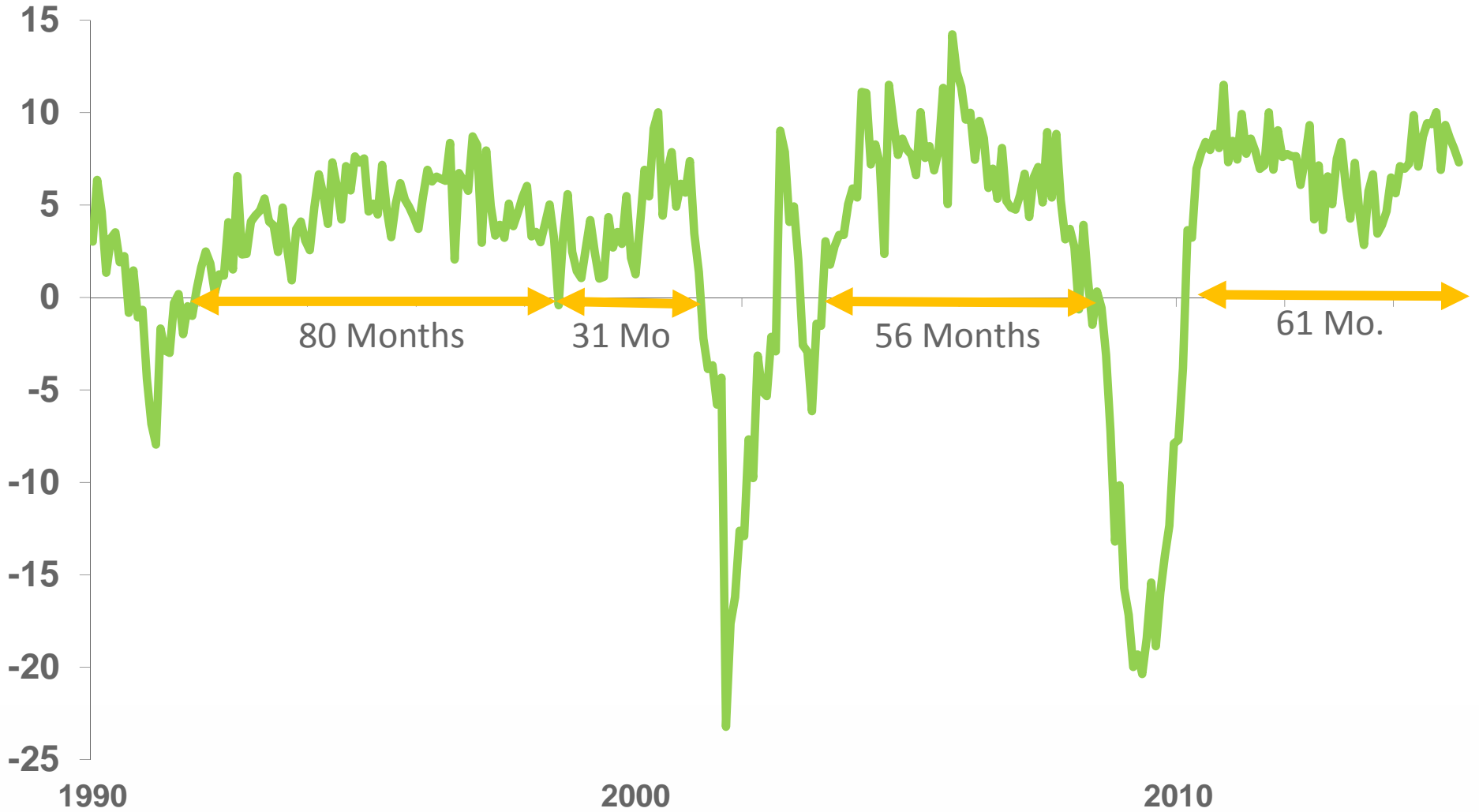
2015 Growth Rates Are Healthy. OCC continues to climb.



Total U.S., ADR & OCC % Change, 12 MMA 1/1990 – 03/2015

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Expect More Of The Same: Positive Growth!



Total U.S., RevPAR % Change, 1/1990 – 03/2015

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Questions?

Presentation is available for download.

To view this presentation, go to the "Data" drop-down menu on www.HotelNewsNow.com and click "Data Presentations."



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