STR: How We Do What We Do

Jan D. Freitag
Senior Vice President
The Center of the Hotel Industry Benchmarking Universe: Hendersonville, TN
• 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:

- **Supply**: rooms available
- **Demand**: rooms sold
- **Revenue**: rooms revenue

**OCC**: occupancy

**ADR**: average daily rate

**RevPAR**: revenue per available room
Who We Serve:

1. operators/chains
2. real estate investors/owners
other interested parties:

universities

wall street

press

consultants

CMOs/DMOs

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

### Any Hotel
- **Address:** 123 Any Street, Any City, Any State 99999
- **Phone:** (555) 555-5555
- **STR #:** 98765
- **ChainID:** 999999
- **MgtCo:** None
- **Owner:** None
- **Month:** February 2013
- **Date Created:** April 09, 2013
- **Monthly Competitive Set Data Excludes Subject Property**

#### Occupancy (%)

<table>
<thead>
<tr>
<th>Segment</th>
<th>Current Month</th>
<th>% Chg</th>
<th>Year to Date</th>
<th>% Chg</th>
<th>Running 3 Month</th>
<th>% Chg</th>
<th>Running 12 Month</th>
<th>% Chg</th>
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</thead>
<tbody>
<tr>
<td>Any Hotel</td>
<td>69.0</td>
<td>7.0</td>
<td>69.6</td>
<td>5.3</td>
<td>68.9</td>
<td>7.1</td>
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#### Average Daily Rate

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<th>Segment</th>
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<th>% Chg</th>
<th>Year to Date</th>
<th>% Chg</th>
<th>Running 3 Month</th>
<th>% Chg</th>
<th>Running 12 Month</th>
<th>% Chg</th>
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</table>
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
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.”