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Sample Hotel RevPAR Positioning Matrix - Competitive Set Share

For the Month of: August 2010

STR #: XXXXX

Date Created: September 2010

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sample

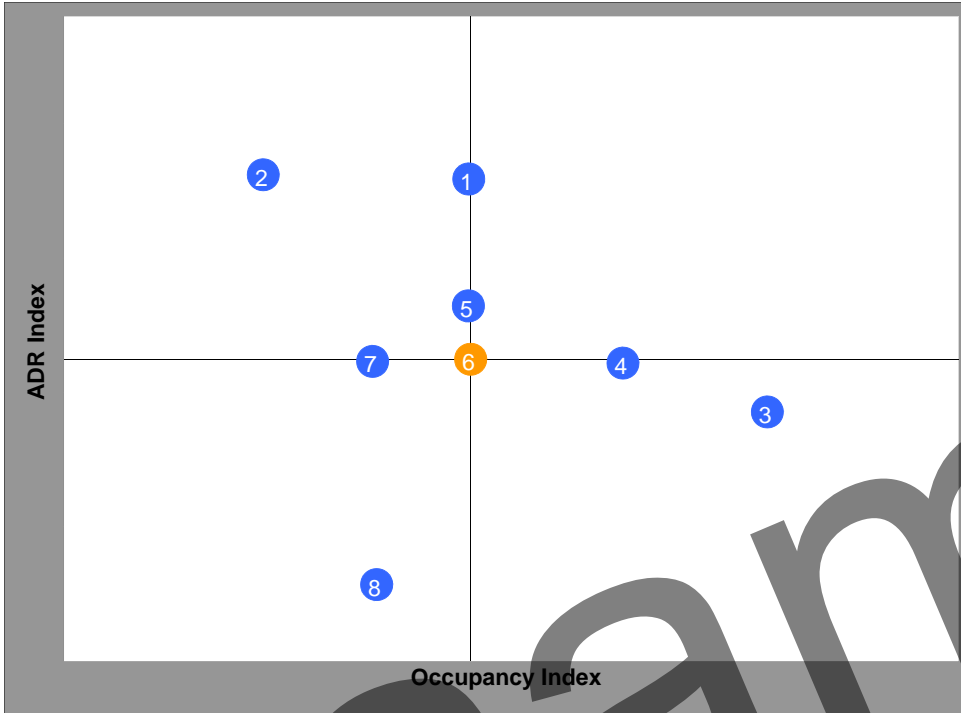


Tab 2 - RevPAR Positioning Matrix: Current Month

Sample Hotel 100 Main St. Cincinnati, OH 01234 Phone: (123) 456-7890
 STR # XXXXX ChainID: None MgtCo: None Owner: None
 For the Month of: August 2010 Date Created: September 20, 2010 Monthly Competitive Set Data Includes Subject

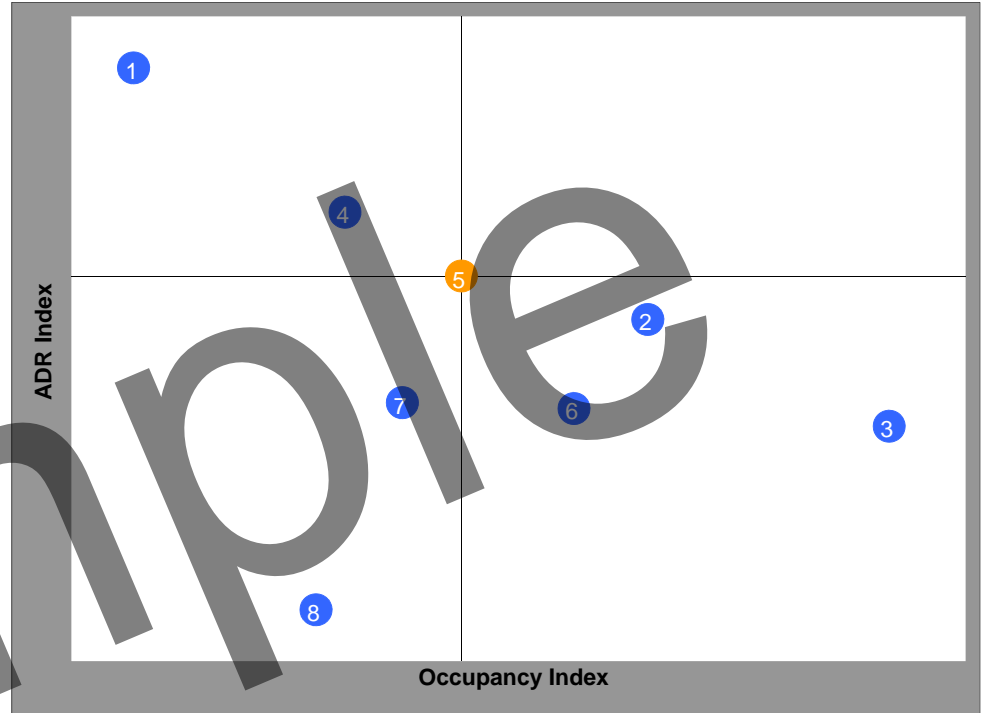
For the Month Ending: August 2010

Axes Intersect at Subject Property's Average



For the Month Ending: August 2009

Axes Intersect at Subject Property's Average



- Subject Property
- Individual Property within Subject's Competitive Set
- 1 Corresponding Number is Property's RevPAR ranking with Competitive Set

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Tab 3 - RevPAR Positioning Matrix: Running 3 Months

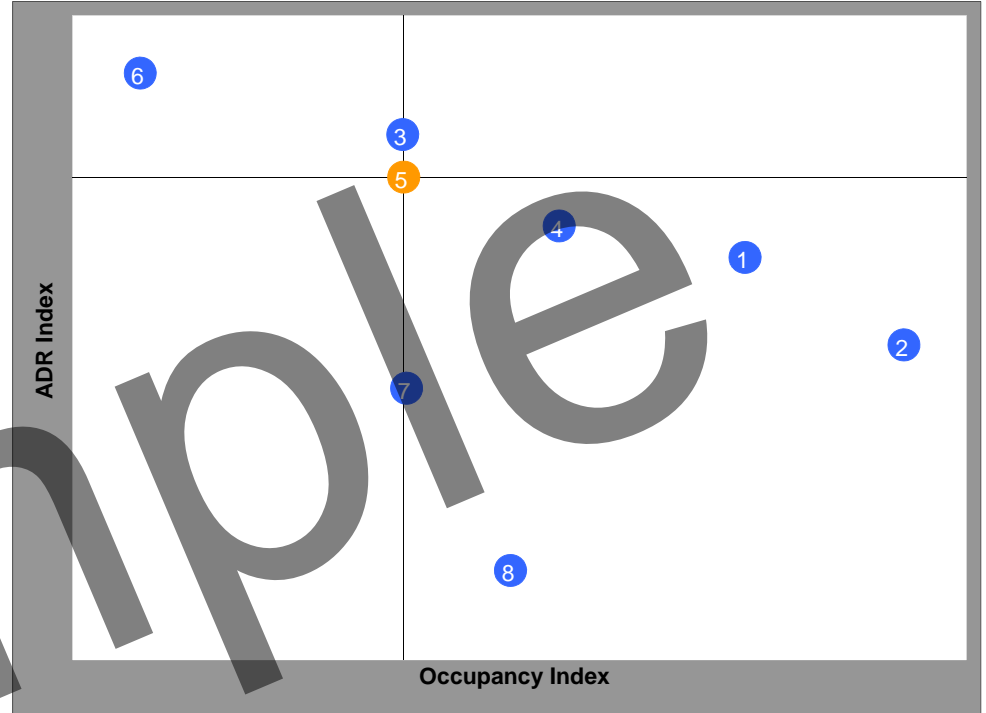
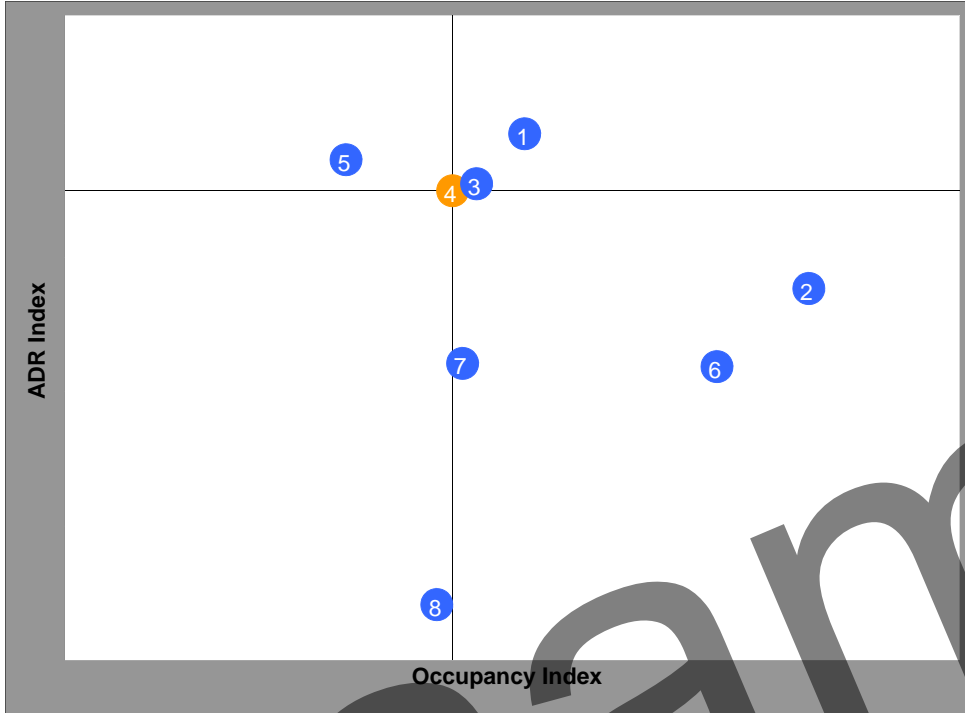
Sample Hotel 100 Main St. Cincinnati, OH 01234 Phone: (123) 456-7890
 STR # XXXXX ChainID: None MgtCo: None Owner: None
 For the Month of: August 2010 Date Created: September 20, 2010 Monthly Competitive Set Data Includes Subject

For the Running 3 Months Ending: August 2010

For the Running 3 Months Ending: August 2009

Axes Intersect at Subject Property's Average

Axes Intersect at Subject Property's Average



- Subject Property
- Individual Property within Subject's Competitive Set
- 1 Corresponding Number is Property's RevPAR ranking with Competitive Set

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Tab 4 - Response Report

Sample Hotel 100 Main St. Cincinnati, OH 01234 Phone: (123) 456-7890
 STR # 12345 ChainID: None MgtCo: None Owner: None
 For the Month of: August 2010 Date Created: September 20, 2010 Monthly Competitive Set Data Includes Subject

This Year

Aug 11th - First Day of Ramadan

August 2010 (This Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August 2009 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

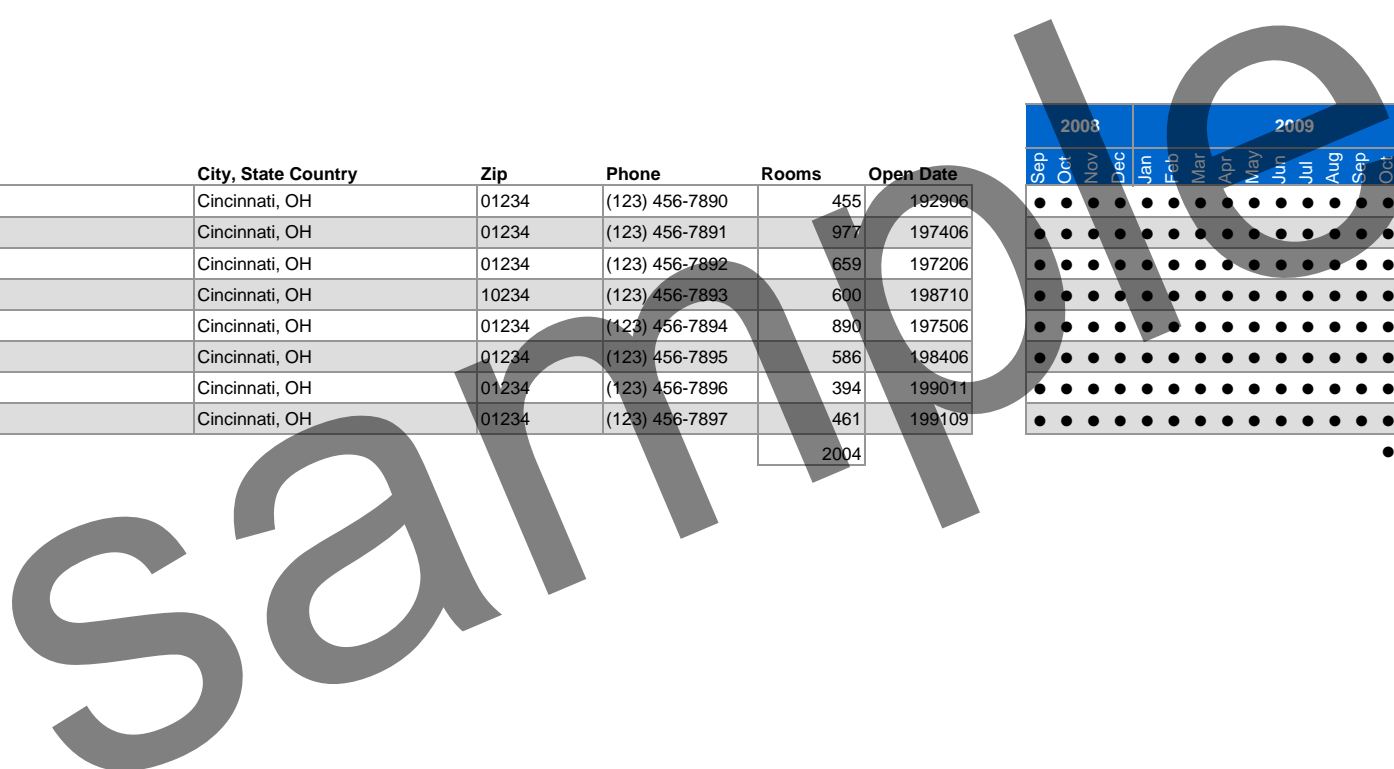
Last Year

Aug 22nd - First Day of Ramadan

STR#	Name	City, State Country	Zip	Phone	Rooms	Open Date
105159	Sample Hotel	Cincinnati, OH	01234	(123) 456-7890	455	192906
100240	Comp 1	Cincinnati, OH	01234	(123) 456-7891	977	197406
100279	Comp 2	Cincinnati, OH	01234	(123) 456-7892	659	197206
105097	Comp 3	Cincinnati, OH	10234	(123) 456-7893	600	198710
105100	Comp 4	Cincinnati, OH	01234	(123) 456-7894	890	197506
105104	Comp 5	Cincinnati, OH	01234	(123) 456-7895	586	198406
106948	Comp 6	Cincinnati, OH	01234	(123) 456-7896	394	199011
107577	Comp 7	Cincinnati, OH	01234	(123) 456-7897	461	199109

2008				2009								2010												
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
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● : Monthly Data Received



Tab 5 - Help

Glossary of Terms

Definitions

ADR (Average Daily Rate) -

Room revenue divided by rooms sold.

ADR Index -

A property's individual ADR divided by the market average ADR

Competitive (Comp) Set -

A peer group of competitive hotels selected by hotel management to benchmark the subject property's performance.

Exchange Rate -

The factor used to convert revenue from US Dollars to the local currency. Reports display the daily exchange rates for each day shown. STR obtains exchange rate data from Oanda.com. Any aggregated number in the report (MTD, Running 28 Day, Current Week) uses the exchange rate of each relative day when calculating the data.

TY -

This Year.

LY -

Last Year.

Occupancy -

Rooms sold divided by rooms available multiplied by 100.

Occ Index -

A property's individual occupancy divided by the market average occupancy

RevPAR (Revenue per Available Room) -

Room revenue divided by rooms available.

RevPAR Index -

A property's individual RevPAR divided by the market average RevPAR

RevPAR Positioning Matrix (RPM)

A matrix that details the relative performance of the subject hotel's RevPAR penetration versus its competitors, over a period of time

FAQ

How do I read the RPM report?

The RPM charts two data points: ADR Index on the vertical axis and Occupancy Index on the horizontal axis. The "crosshairs" of the two axes are centered on the subject hotel's performance for each time period. Each property in the comp set is charted, but their names are not shown to ensure confidentiality. Each property is labeled with a number; this number represents that property's overall RevPAR ranking for that period.

Are my hotel's data included in the competitive numbers?

Yes, your hotel's data are included from the competitive set performance, regardless of whether it is included or excluded in your STAR report. Because the RPM focuses on index levels for each property in the comp set, every property must be included in comp set totals.

How does STR determine currency and exchange rates?

Currency is user-defined and is displayed at the top of the report. STR obtains exchange rate data from Oanda.com.

Will I ever receive an "insufficient" report?

No. The RPM report uses monthly, and not daily, data, so as long as your comp set is sufficient for monthly STAR reports it will be sufficient for RPM reports.

How are the scales of the charts determined?

To protect the confidentiality of the data, STR does not disclose the scales used in the RPM charts. However, we have ensured that the scales used for both charts on Tab 2 are equal, as are the scales used on both charts in Tab 3. All scales will vary from report to report.

What if a property falls outside the scales?

The RPM Report is coded to ensure all properties will be displayed on the charts for each time period.

Who can I contact if I have more questions?

Check out the glossary and FAQ at www.str.com or e-mail info@str.com.

