



STAR Report Add-ons

Want more from your STAR Report?

Check out our great add-ons:

Segmentation (free to add): Details the impact of transient, group and contract guests for your property as well as your competitive set. It also breaks down your revenues into room revenue, food and beverage revenue, and other sources. Segmentation can be added to your Monthly and/or Weekly STAR reports.

Bandwidth: Understand the breadth in performance of your nightly comp set, your position in it and the potential of it. Your hotel's daily performance is overlaid onto the full range of your competitive set's performance. Available for Monthly, Weekly and/or Daily STAR participants. Segmentation Bandwidth is also available.

RPM: Understand your exact RevPAR Positioning among each hotel in your competitive set in this Matrix of occupancy and ADR Indexes. Gives you an instant visual display of RevPAR ranking relative to ADR and occupancy, and shows you monthly changes so you can see whose campaigns are working and whose are not. Available for Monthly, Weekly and/or Daily STAR participants.

To sign up: contact info@strglobal.com or call +44 (0) 207 922 1930.



Tab 10 - Segmentation at a Glance - My Property vs. Competitive Set

Currency: US Dollar

Sample Hotel City, State, Postal Code, Country Phone:
 STR # 999999 ChainID: MgtCo: None Owner: None
 For the Month of: September 2012 Date Created: April 08, 2013

Monthly Competitive Set Data Excludes Subject Property

September 2012

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
Occupancy (%)	My Property	64.2	51.5	My Property	21.3	-48.6	My Property	4.2	18.9	My Property	89.8	2.7
	Comp set	60.6	10.4	Comp set	28.2	-13.8	Comp set	1.7	-26.0	Comp set	90.5	0.7
	Index	106.0	37.2	Index	75.6	-40.3	Index	254.1	60.6	Index	99.3	2.0
ADR	My Property	235.63	0.7	My Property	232.92	17.2	My Property	233.65	62.8	My Property	234.89	10.0
	Comp set	243.95	7.1	Comp set	203.06	7.4	Comp set	173.25	30.2	Comp set	229.88	8.8
	Index	96.6	-6.0	Index	114.7	9.1	Index	134.9	25.0	Index	102.2	1.1
RevPAR	My Property	151.28	52.5	My Property	49.71	-39.8	My Property	9.90	93.5	My Property	210.89	12.9
	Comp set	147.71	18.2	Comp set	57.33	-7.5	Comp set	2.89	-3.6	Comp set	207.93	9.5
	Index	102.4	29.0	Index	86.7	-34.9	Index	342.7	100.8	Index	101.4	3.1

Year To Date

	Transient			Group			Contract			Total		
			% Chg			% Chg			% Chg			% Chg
Occupancy (%)	My Property	53.8	20.5	My Property	23.7	-41.4	My Property	3.4	2.2	My Property	80.9	-8.5
	Comp set	58.8	11.1	Comp set	26.2	-4.5	Comp set	1.6	-54.9	Comp set	86.5	3.2
	Index	91.5	8.4	Index	90.5	-38.6	Index	210.6	126.4	Index	93.4	-11.3
ADR	My Property	258.47	7.4	My Property	233.07	17.7	My Property	199.05	40.8	My Property	248.55	14.3
	Comp set	250.17	8.0	Comp set	224.98	12.0	Comp set	167.55	20.1	Comp set	241.02	10.8
	Index	103.3	-0.6	Index	103.6	5.0	Index	118.8	17.2	Index	103.1	3.2
RevPAR	My Property	139.04	29.4	My Property	55.26	-31.0	My Property	6.71	43.9	My Property	201.01	4.6
	Comp set	147.01	20.1	Comp set	58.90	6.9	Comp set	2.68	-45.8	Comp set	208.60	14.3
	Index	94.6	7.8	Index	93.8	-35.5	Index	250.2	165.5	Index	96.4	-8.5

ADDITIONAL REVENUE ADR ANALYSIS (TREVPAR)

Tab 19 - Additional Revenue RevPAR Analysis (TrevPAR)

Currency: US Dollar

Sample Hotel City, State, Postal Code, Country Phone:

STR # 999999 ChainID: MgtCo: None Owner: None

SubMarket Class*: Luxury & Upper Upscale Classes

For the Month of: September 2012 Date Created: April 08, 2013 Monthly Competitive Set Data Excludes Subject Property

Revenue Per Rooms Available														Percent Change (%)												Ranking							
Current Month	Room			F&B			Other			Total (TrevPAR**)			Room			F&B			Other			Total (TrevPAR**)			My Prop vs. Comp Set								
	My Prop	Comp Set	Submkt Class	My Prop	Comp Set	Submkt Class	My Prop	Comp Set	Submkt Class	My Prop	Comp Set	Submkt Class	My Prop	Comp Set	Submkt Class	My Prop	Comp Set	Submkt Class	My Prop	Comp Set	Submkt Class	My Prop	Comp Set	Submkt Class	Room	F&B	Other	Total					
	2011	Apr	164.38	151.21	162.82	62.04	56.68	52.66	33.57	8.97	11.39	260.00	216.86	226.88	18.1	14.3	17.2	51.1	-1.5	10.5	30.6	4.7	7.1	26.2	9.3	15.1	2	of 7	3	of 7	1	of 7	2
	May	197.68	178.06	186.38	50.85	69.59	60.65	36.34	7.48	15.78	284.87	255.13	262.81	14.1	12.5	11.4	-12.4	-2.8	0.0	21.6	-23.8	19.5	9.1	6.4	9.0	2	of 7	3	of 7	1	of 7	3	of 7
	Jun	210.94	196.34	202.78	69.77	80.85	74.10	32.91	8.63	12.88	313.63	285.83	289.75	17.3	18.2	18.1	32.6	14.4	21.1	54.2	-2.3	33.5	23.5	16.4	19.5	2	of 7	3	of 7	1	of 7	3	of 7
	Jul	221.07	211.53	214.01	69.37	91.96	77.76	33.38	9.84	11.97	323.81	313.33	303.73	13.9	16.6	15.4	2.2	24.7	17.5	-0.3	9.4	3.4	9.6	18.6	15.4	2	of 7	4	of 7	1	of 7	3	of 7
	Aug	224.01	219.51	221.70	59.42	90.04	79.88	54.00	11.39	17.07	337.44	320.95	318.66	30.8	17.3	17.8	43.9	23.4	24.8	17.8	31.4	22.3	30.6	19.4	19.7	2	of 7	4	of 7	1	of 7	3	of 7
	Sep	186.83	189.89	188.72	39.75	51.68	49.87	22.00	8.54	10.85	248.57	250.12	249.44	9.1	16.8	16.1	-7.6	18.6	26.1	33.9	6.2	42.5	7.7	16.7	18.9	2	of 7	3	of 7	1	of 7	3	of 7
	Oct	178.09	182.70	184.06	43.90	44.20	46.51	27.47	9.33	12.41	249.45	236.23	242.98	7.6	14.1	14.4	53.0	6.6	25.7	34.9	2.8	44.3	16.2	12.2	17.6	3	of 7	2	of 6	1	of 6	2	of 6
	Nov	247.59	247.16	256.54	62.47	81.33	83.05	32.44	11.32	15.06	342.50	339.81	354.65	20.5	26.2	28.5	15.5	29.1	47.0	17.6	-7.7	33.5	19.3	25.4	32.6	4	of 7	3	of 6	1	of 6	2	of 6
	Dec	256.27	243.55	254.60	62.54	88.52	86.83	34.43	7.92	14.81	353.23	339.99	356.24	14.1	14.6	17.9	-6.7	5.8	20.6	23.5	-17.8	28.8	10.6	11.1	19.0	2	of 7	3	of 6	1	of 6	2	of 6
2012	Jan	286.01	269.01	274.11	78.58	105.26	98.70	38.99	10.21	16.42	403.58	384.48	389.23	19.2	22.1	24.5	-10.2	14.7	30.5	-1.0	6.5	26.0	10.0	19.5	26.0	2	of 7	3	of 6	1	of 6	2	of 6
	Feb	274.51	272.41	271.19	82.36	103.73	95.26	34.09	9.38	14.82	390.96	385.52	381.27	7.9	19.6	21.4	-6.1	12.7	26.7	-70.1	-17.9	-43.7	-14.3	16.4	17.3	3	of 7	2	of 6	1	of 6	2	of 6
	Mar	164.53	166.12	170.31	46.16	71.57	67.42	25.27	8.43	12.35	235.96	246.11	250.07	18.2	28.4	20.8	-8.9	31.8	34.9	-2.7	-0.1	13.7	9.3	28.1	23.9	4	of 7	4	of 7	1	of 7	3	of 7
	Apr	167.96	165.68	174.00	36.54	65.27	60.01	14.00	8.59	9.92	218.50	239.54	243.93	2.2	9.6	6.9	-41.1	15.2	14.0	-58.3	-4.2	-12.9	-16.0	10.5	7.5	3	of 7	4	of 7	2	of 7	3	of 7
	May	196.43	199.80	203.81	45.92	83.75	75.42	42.42	8.57	14.92	284.77	292.12	294.16	-0.6	12.2	9.4	-9.7	20.3	24.4	16.7	14.6	-5.4	0.0	14.5	11.9	4	of 7	6	of 7	1	of 7	3	of 7
	Jun	219.91	225.29	226.47	61.87	85.57	79.54	29.06	7.94	11.90	310.84	318.80	317.90	4.2	14.7	11.7	-11.3	5.8	7.3	-11.7	-8.0	-7.6	-0.9	11.5	9.7	5	of 7	4	of 7	1	of 7	3	of 7
	Jul	210.46	242.33	238.43	67.15	98.99	91.82	32.39	9.12	13.06	310.00	350.44	343.31	-4.8	14.6	11.4	-3.2	7.6	18.1	-3.0	-7.3	9.1	-4.3	11.8	13.0	7	of 7	3	of 7	1	of 7	3	of 7
	Aug	235.42	250.80	250.38	60.01	98.97	88.42	41.21	11.67	15.13	336.63	361.43	353.93	5.1	14.3	12.9	1.0	9.9	10.7	-23.7	2.4	-11.4	-0.2	12.6	11.1	4	of 7	4	of 7	1	of 7	3	of 7
	Sep	210.89	207.93	204.96	26.85	53.78	45.62	26.31	17.97	10.76	264.06	279.68	261.35	12.9	9.5	8.6	-32.4	4.1	-8.5	19.6	110.4	-0.9	6.2	11.8	4.8	2	of 7	5	of 7	2	of 7	4	of 7
Year To Date																																	
2010		165.25	159.02	163.00	49.37	63.98	55.59	27.63	8.79	10.84	242.25	231.79	229.44	12.3	22.5	21.2	10.9	25.6	26.7	-11.4	55.1	11.6	8.7	24.4	22.0	2	of 7	3	of 6	1	of 6	2	of 6
2011		192.16	182.47	188.18	57.28	70.79	63.54	33.94	9.03	12.96	283.39	262.30	264.68	16.3	14.7	15.4	16.0	10.6	14.3	22.9	2.8	19.6	17.0	13.2	15.4	2	of 7	3	of 7	1	of 7	3	of 7
2012		201.01	208.60	209.38	49.28	79.78	72.53	30.28	10.36	12.59	280.57	298.74	294.50	4.6	14.3	11.3	-14.0	12.7	14.1	-10.8	14.7	-2.9	-1.0	13.9	11.3	3	of 7	4	of 7	1	of 7	3	of 7
Running 3 Month																																	
2010		178.95	176.92	178.61	50.82	63.33	56.51	31.76	8.57	11.02	261.52	248.81	246.14	13.5	21.9	21.9	11.5	5.8	20.6	-9.9	10.4	-0.2	9.7	16.9	20.4	2	of 7	3	of 6	1	of 6	2	of 6
2011		210.49	206.84	207.98	56.14	77.76	69.06	36.27	9.91	13.24	302.90	294.52	290.29	17.6	16.9	16.4	10.5	22.8	22.2	14.2	15.6	20.1	15.8	18.4	17.9	2	of 7	4	of 7	1	of 7	3	of 7
2012		218.75	233.50	230.89	51.24	83.75	74.96	33.22	12.94	12.94	303.20	330.18	318.79	3.9	12.9	11.0	-8.7	7.7	8.5	-8.4	30.6	-2.2	0.1	12.1	9.8	5	of 7	5	of 7	2	of 7	4	of 7
Running 12 Month																																	
2010		172.84	162.61	167.15	51.32	65.34	54.31	28.02	9.35	10.40	252.18	237.30	231.85	6.5	12.6	13.1	3.5	33.3	17.4	-4.8	68.2	8.6	4.5	19.3	13.8	2	of 7	3	of 6	1	of 6	2	of 6
2011		202.97	191.31	194.83	60.48	72.41	63.48	39.01	9.61	13.51	302.45	273.33	271.82	17.4	17.7	16.6	17.9	10.8	16.9	39.2	2.8	29.9	19.9	15.2	17.2	2	of 7	2	of 7	1	of 7	2	of 7
2012		220.81	222.92	226.40	56.25	81.76	76.69	31.61	10.05	13.52	308.67	314.73	316.61	8.8	16.5	16.2	-7.0	12.9	20.8	-19.0	4.6	0.1	2.1	15.1	16.5	3	of 7	4	of 7	1	of 7	3	of 7

** TrevPAR = Total revenue per available room (sum of Room, F&B, and Other revenue divided by total available rooms).

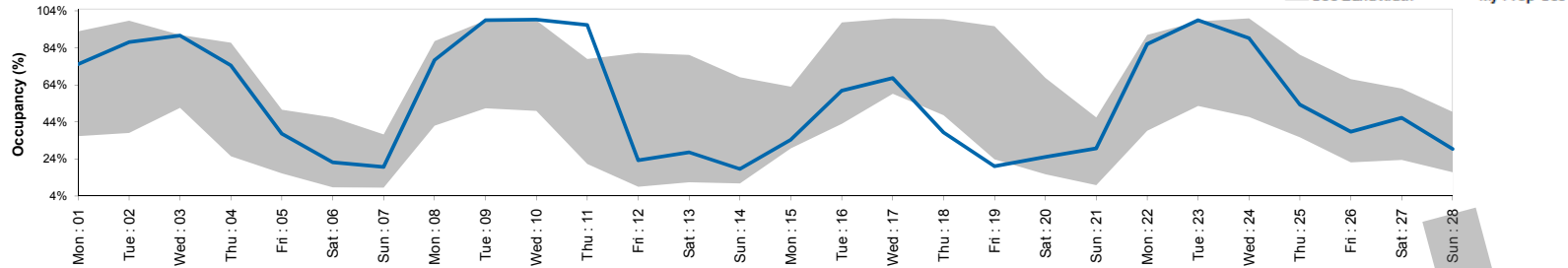
Tab 2 - Bandwidth Analysis: February 2010

Sample Hotel

STR # XXXXXX

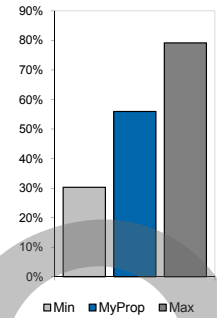
For the Month of: February 2010 Monthly Competitive Set Data Excludes Subject

Occupancy (%) Bandwidth

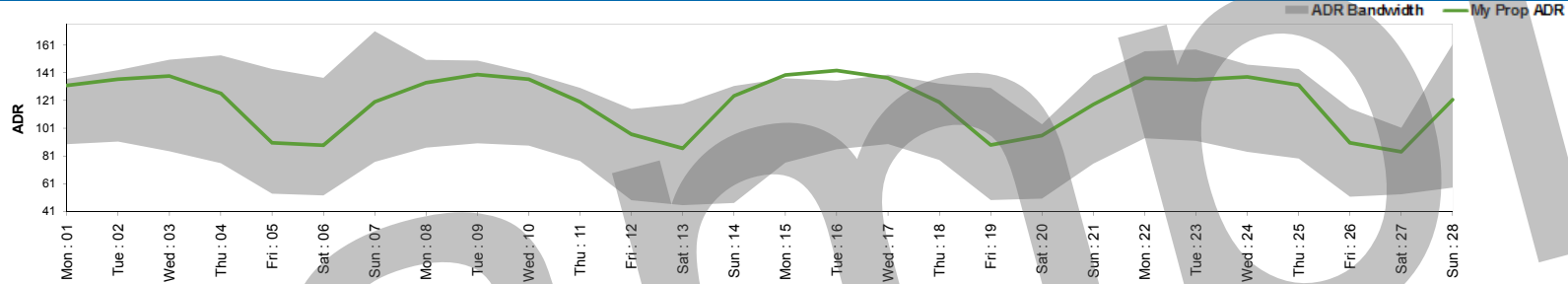


My Prop Occ Rank:	2 of 9	2 of 9	2 of 9	2 of 9	4 of 9	5 of 9	7 of 9	3 of 9	1 of 9	1 of 9	1 of 9	7 of 9	7 of 9	6 of 9	8 of 9	6 of 9	5 of 9	9 of 9	9 of 9	8 of 9	5 of 9	3 of 9	1 of 9	3 of 9	6 of 9	4 of 9	4 of 9	6 of 9
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Feb Occ Roll Up

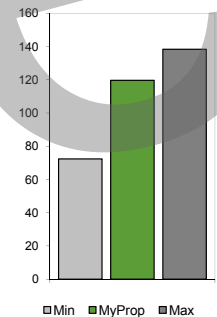


ADR Bandwidth

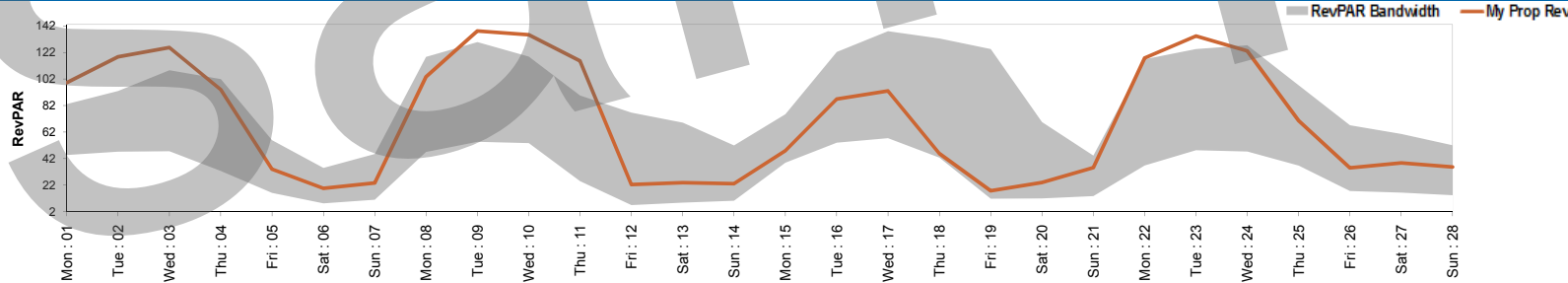


My Prop ADR Rank:	3 of 9	2 of 9	2 of 9	3 of 9	6 of 9	5 of 9	3 of 9	3 of 9	2 of 9	2 of 9	3 of 9	2 of 9	3 of 9	2 of 9	1 of 9	1 of 9	2 of 9	3 of 9	6 of 9	3 of 9	3 of 9	2 of 9	2 of 9	2 of 9	3 of 9	4 of 9	3 of 9	4 of 9
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Feb ADR Roll Up

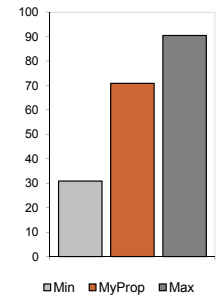


RevPAR Bandwidth



My Prop RevPAR Rank:	1 of 9	1 of 9	1 of 9	2 of 9	4 of 9	5 of 9	4 of 9	2 of 9	1 of 9	1 of 9	1 of 9	6 of 9	7 of 9	5 of 9	4 of 9	3 of 9	4 of 9	7 of 9	8 of 9	7 of 9	4 of 9	1 of 9	1 of 9	3 of 9	4 of 9	4 of 9	3 of 9	5 of 9
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Feb RevPAR Roll Up



* Days when the rankings are Shaded are designated as "Weekends" (Friday and Saturday)

Potential Revenue Gain*
186,500.00

Potential Revenue Loss*
315,135.38

*Calculated room revenue gain or loss had my property been the daily RevPAR leader or laggard for entire month.

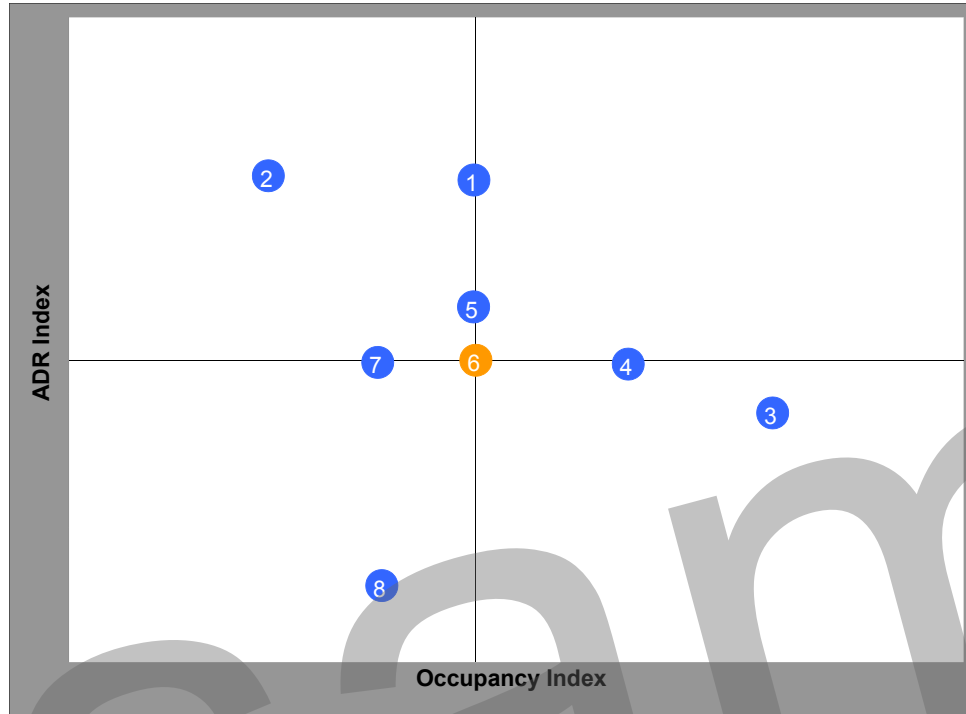
STR Analytics

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

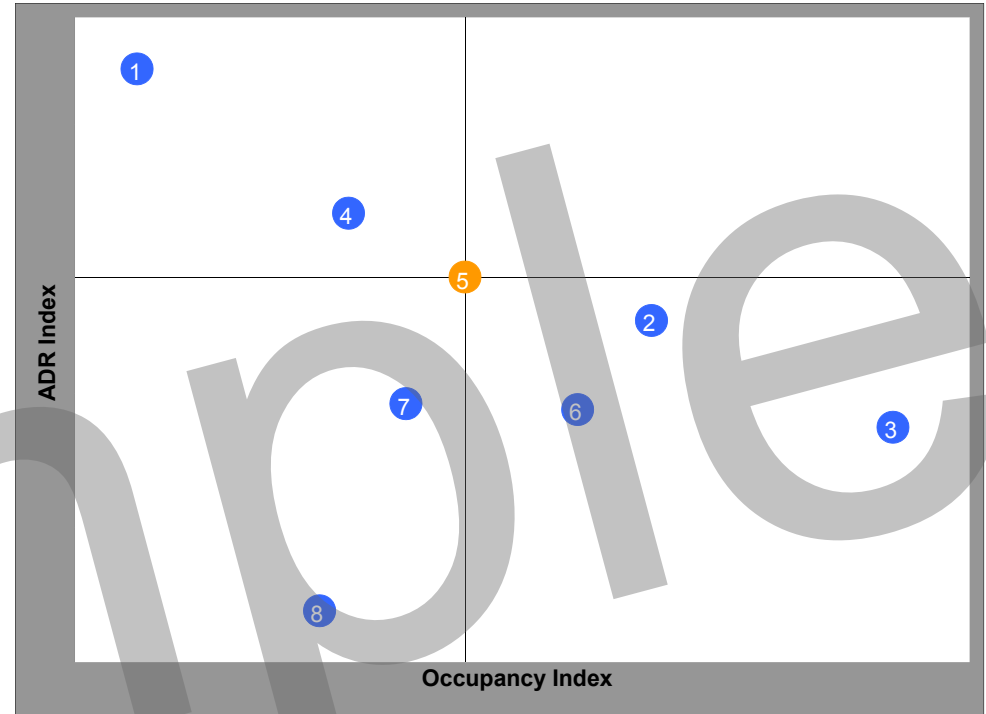
For the Month Ending: August 2010

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

STR Analytics