This preview shows a “hidden” version of each regional section to give you a better idea of what’s included in the report.

To purchase the full 107-page report or any of the individual regions, click here.
In our commitment to helping further advance the hotel industry's growth through providing the sector's most comprehensive and accurate data and analytics, we are pleased to bring you our third annual Global Hotel Study.

Last year, STR set out to produce the largest annual report ever conducted on global hotel trends. The results were overwhelmingly positive. We received numerous commendations across the industry for not only the depth of our research, but for the way we evaluated this research, which provided actionable insights that helped teams around the world plan for the year ahead. This reflects the levels of expertise and care our people display across 15 countries each day.

This year, we were determined to maintain the same magnitude of information while shaping our insights around the most essential factor: you, the person reading this report. We focused our research and analysis to identify and interpret the most important takeaways that will help you prepare for what’s next based on current and projected market conditions.

At the end of the day, it’s our job to help you do your job through making sense of the information we provide. This report raises and seeks to answer a wide range of questions from global, regional and market-level perspectives, and no matter where in the world you operate, we’re confident that this is your road map for setting strategies in 2019 and beyond.

Regards,
Amanda Hite & Robin Rossmann
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Overview

STR’s Global Hotel Study 2018 provides an in-depth analysis of the international hotel landscape, both at a continent level and a market level.

The study covers over 100 markets around the world, delving into occupancy, ADR and RevPAR levels and their percentage changes over 2017, along with detailed analyses walking you through the factors shaping these performances.

We’ve broken each region into four separate categories, highlighting how ups and downs vary throughout different parts of the world. We also take a look into the future, with regional insights from STR’s forecast experts, and have focused in on a number of key markets to explore several industry topics in greater depth. Forecast insights are also included for several markets in their individual analyses, highlighting key trends on the horizon.

Furthermore, we’re pleased to present feature articles from STR’s experts around the world, bringing you localized industry knowledge on a number of key topics.
Key Findings by Region & Markets Included

U.S. & Canada
- U.S. & Canada produce positive year-end results
- Nothing cold about Canada’s performance
- International travel grows but U.S. is losing share
- Labor cost headaches
- Muted ADR growth in the U.S.
- Market volatility/U.S. Government shutdown

Markets in this report:
- Toronto, ON
- Montreal, QC
- Vancouver, BC
- Jacksonville, FL
- Nashville, TN
- New York, NY
- San Diego, CA
- San Francisco/San Mateo, CA
- San Jose/Santa Cruz, CA
- Albuquerque, NM
- Atlanta, GA
- Boston, MA
- Cleveland, OH
- Melbourne/Titusville, FL
- Philadelphia, PA
- Miami/Hialeah, FL
- Baltimore, MD
- Kansas City, MO-KS
- Sarasota/Bradenton, FL
- Houston, TX
Key Findings & Markets Included

Central & South America, Caribbean & Mexico
- South America continues to see demand outpacing supply
- Demand declines in Central America
- Brazil continues its path to recovery
- Currency devaluation for Venezuela & Argentina
- Recovery for Caribbean markets following hurricane impact in 2017

Markets in this report:
- Aruba/Jamaica
- Cusco
- San José
- Santiago
- Lima
- Mexico City
- Cartagena
- Cayman Islands
- Quito
- Rio de Janeiro
- Montevideo
- Belo Horizonte
- San Juan, Puerto Rico
- Panama City
- Guatemala City
- Cabo San Lucas/Los Cabos/San Jose Del Cabo
Europe
• Europe remains strong
• Recovery in Turkey, France and Belgium
• Mixed performance in the U.K.
• Barcelona & Canary Islands drive down Spain’s performance
• Russia scores big with the World Cup

Markets in this report:
- Dublin
- Gatwick Airport
- London
- Amsterdam
- Berlin
- Malaga
- Moscow
- Lisbon
- Madrid
- Jerusalem
- Sofia
- Athens
- Porto Area
- Valencia/Bilbao/Seville
- Istanbul
- Paris
- Brussels
- Aberdeen
- Zürich
- Venice Area
- Düsseldorf
- Belfast
- Warsaw
- Barcelona
Middle East & Africa

- Middle East sees ADR drop
- Dubai builds up for 2020 Expo
- Mixed pictures throughout Africa

Markets in this report:

Agadir  Sharm el-Sheikh  Doha
Mauritius  Cairo/Giza  Makkah
Seychelles  Marrakech  Dar es Salaam
Addis Ababa  Jeddah  Abu Dhabi
Kuwait City  Nairobi  Cape Town
Lagos  Dubai
Johannesburg  Riyadh

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APAC

- Travel and tourism kept running, but competition is getting stronger
- Industry movements and expansions
- Strong markets remain strong
- Supply growth continued to slow down, providing a good performance platform
- Political impact on hotel performance

Markets in this report:

| Queenstown | Canberra | Darwin |
| Gold Coast | Tianjin | Osaka |
| Bangkok | Qingdao | Kuala Lumpur |
| Xi’an | Sanya | Danang |
| Beijing | Singapore | Phuket |
| Pune | Chiang Mai | Dalian |
| New Delhi/NCR | Jakarta | |

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Methodology

Hot Markets:
Markets with high actual occupancy levels and ADRs, performing consistently well, resilient in the face of market changes and seeing stable long-term performance.

Up-and-Coming Markets:
Markets with the highest year-over-year RevPAR growth (though not as a result of a low basis of comparison due to previous negative impacts). These are markets that have not historically been seen as the major tourism destinations like the hot markets, but are now seeing spikes in demand.

Recovery Markets:
Markets affected by supply growth, terror, economic factors, natural disasters, oil prices, etc., that are now starting to bounce back in terms of hotel performance.

Markets in Decline:
Markets with the most significant RevPAR declines, currently being impacted by the types of reasons listed for recovery markets, but have yet to see the light at the end of the tunnel.

Bringing together industry knowledge from STR experts around the world, we’ve selected the key global markets to focus on for this year’s Global Hotel Study. By region (U.S./Canada, Central/South America/Mexico/Caribbean, Europe, Middle East/Africa, Asia Pacific), these markets have been split into 4 categories.
Global Overview - Market Selection

- Hot Markets
- Recovery Markets
- Up-and-Coming Markets
- Markets in Decline
Global Performance Overview - Market Selection

Global RevPAR % Chg
US$, Constant Currency, Full-Year 2018

-5.7% Middle East
+5.2% Europe
+12.1% Africa
+24.1% Central & South America
+1.2% Caribbean
+5.3% Canada
+2.9% United States
-1.9% Mexico
+1.4% Asia Pacific
United States & Canada
Regional Overview

U.S. & Canada produce positive year-end results
Both the U.S. and Canadian hotel industries received a clear boost from economic growth in 2018.

In the U.S., occupancy rose 0.5% to 66.2%, while ADR increased 2.4% to $129.83, resulting in RevPAR growth of 2.9% to $85.96. Each absolute value was a record, and the same was true across many key markets.

Canada achieved RevPAR growth of 5.3% to CA$108.39, with occupancy up 1.0% and ADR up 4.3% for the year.

Nothing cold about Canada’s performance
Canada’s occupancy reached its highest absolute level since 1999 thanks to record breaking demand, which was up 2.0% as key Canadian markets like Toronto and Vancouver hosted several major events and welcomed numerous international tourists. Looking ahead, hotel operators might have further opportunities to grow RevPAR by capitalizing on continued demand growth and increasing room rates.
Lack of ADR Growth Characterizes U.S. Hotel Industry in 2018

Ever since the recovery from the Great Recession started, the U.S. hotel industry has continued to break records. In 2018, the U.S. posted its all-time highest number of rooms available, highest number of rooms sold and highest room revenue, as well as record highs in the corresponding key performance indicators (occupancy, ADR and RevPAR). With these high demand numbers, basic economics would dictate that hoteliers hold pricing power and that ADR should be growing at a brisk pace. And indeed, in prior recovery periods, room rates increased at a very healthy pace, as illustrated in Exhibit 1.

The chart shows the interplay between occupancy and ADR percentage changes dating back to 1990. It is clear that in the mid-1990s and in the time following recovery from 9/11, hotel operators felt much more confident with regards to pricing decisions. This confidence then led to annualized ADR growth at peaks of 6.8% and 7.5% in each respective period. But in the more recent past, even though ADR has increased for more than 100 consecutive months, year-over-year growth has not reached 4% since late 2015. In 2018 specifically, ADR rose 2.4%. And this slow rate growth is occurring in an environment where, on average, two out of three U.S. hotel rooms are occupied.

Reasons for this apparent lack of ADR growth are fodder for plenty of investment and operational conferences across the land. A likely factor at play is the near-complete price transparency that online travel agents (OTAs) bring. In the 1990s and mid 2000s, a hotel could change its rates without a competitor finding out until a day or even a week later. Today, decreases in rates are immediately picked up and then broadcast via rate-scraping programs for all competitors to see, prompting them to act accordingly.
Central & South America, Caribbean & Mexico
Aruba & Jamaica
Investor confidence
The Aruba & Jamaica markets finished 2018 with strong occupancy levels (75.2% and 74.0%, respectively), following relatively flat performance last year. For both islands, rate has been the predominant driver of RevPAR growth, with ADR up 12.2% in Aruba and 7.3% in Jamaica. Both markets have likely benefited from shifts in demand, as several markets in the region are still recovering from hurricanes. Aruba hotels should also benefit from the 2019 reopening of the oil refinery, which should help increase GDP by up to 6%, according to Oxford Economics. Investor confidence is evident, with strong pipelines in both markets. Aruba has 1,069 rooms in the pipeline, which represents a 15% growth on top of existing supply. The majority of these incoming rooms are in the upper-tier classes (upscale & above). Jamaica has 3,403 rooms in the pipeline, a 13% increase to its existing inventory. Projected openings through 2020 include the AC Hotel by Marriott in Kingston (219 rooms) and the Tapestry Collection by Hilton (157 rooms).

Mexico City
International business keeps the capital running
The Mexican presidential election, held every six years, tends to drum up high degrees of instability and uncertainty, leaving the country at risk of reduced consumer spending and leisure travel. Increased violence in parts of Mexico have sparked travel warnings from the U.S. government. While Mexico remains by far the favorite international destination for U.S. travelers, some of the most popular Mexican destinations among American visitors saw shifts in tourism demand in 2018. In spite of all these challenges, hotels in Mexico’s capital recorded strong performance growth. Occupancy rose 3.0% compared with 2017, reaching an actual level of 69.2%. This, along with a 1.0% rise in ADR, resulted in a 4.0% RevPAR increase for the year. As an international business destination, Mexico City brings in corporate hotel demand from all over the world. Additionally, the recent weakening of the Mexican peso is likely helping boost the market’s appeal for both corporate travelers and tourists.
Europe
Up-and-Coming Markets

Jerusalem
Project Open Skies
Hotels in Jerusalem experienced an 8.1% increase in demand in 2018, which brought occupancy up 8.1% and ADR up 14.4%, resulting in a 21.6% RevPAR growth to ILS744.51 ($205.62). Performance was boosted by the celebration of the 70th Anniversary of the State of Israel, which was held on 18 April and attracted a higher-than-expected number of international tourists. Additionally, the Jewish High Holidays, which occurred in September, contributed to the strong year-end results as RevPAR was up 70.4% compared with the same month the previous year. Project Open Skies, an initiative that started in 2013 to grow international tourism through increased flights at lower prices, has been widely successful over the last few years. Looking ahead, noteworthy hotel openings through 2021 the ibis Styles Ben Yehuda (110 rooms) and the InterContinental Jerusalem (229 rooms).

Sofia, Bulgaria
EU presidency
Sofia hotels received a major performance uplift during the first half of 2018, when Bulgaria hosted the presidency of the European Union. Meetings and events held in H1 helped bring Sofia’s RevPAR up 13.9% to BGN99.93 for the year, with an ADR increase of 16.2%. The standout months were May (RevPAR: +24.7%) and June (RevPAR: +30.1%). The market recorded a slight decline in supply in 2018 (-0.5%) due to some hotels closing down for renovations. Sofia’s pipeline shows no major expansions expected for 2019. There are, however, a number of projects set to come online in 2020, including global brands like Swissotel, Marriott and Hyatt Regency.
Europe is projected to maintain its position as a key tourism destination and arrivals are expected to continue growing in 2019, albeit at a slower pace (+3.3%).

GDP is projected to grow by 3.6% in 2019, followed by recovery in employment and investments. This should translate to increased demand from Europeans, as 78% of total arrivals are expected to be Europeans traveling within their own continent this year.

There are, however, some risks within the region, namely the uncertainty around Brexit and general political instability in certain countries.

Looking at the beating heart of Europe’s economy, Germany narrowly avoided a recession in the second half of 2018 and is currently in slowdown mode. The manufacturing industry was most affected by the economic decline and fears surrounding Brexit could impact the supply chain even further.

For hotels, it’s a mixed picture across the key German cities. While Berlin is expected to see a moderate 1.2% increase in RevPAR for 2019, Düsseldorf is finally expected to recover after declining performance levels over the last few years. The market is projected to see a 3% increase in demand, fueled by several large events including METEC 2019, NEWCAST 2019 and K-Internationale Messe. Frankfurt, Stuttgart and Hamburg are all expected to see RevPAR declines tied to supply growth.

Moderate hotel supply growth in Southern Europe should help key markets maintain solid growth in 2019. Madrid is expected to continue its hot streak with a 4.2% RevPAR growth, while Barcelona should continue recovering, with RevPAR expected to rise 4.9%. Athens is also expected to keep up its progress with projected 6.3% growth in RevPAR. According to a study by Tourism Economics, these projected performance levels could be hindered in the event of a no-deal Brexit. As a key destination for British arrivals, Spain could lose a million visitors a year by 2020.

Markets in Northern Europe will see the largest supply increases in 2019. While supply is set to grow by 2.9% in London and by 7.3% in Dublin, both cities are projected to experience RevPAR growth in 2019. On the contrary, supply is set to grow 8.1% in Edinburgh and 9.9% in Belfast, and both markets are expected to see RevPAR declines.

Looking at Eastern Europe, RevPAR is expected to grow in Budapest (+3.2%) and Prague (+3.6%) following declines in both markets in 2018. Warsaw should see relatively low RevPAR growth (+1%) due to continued supply growth. And following its strong World Cup run, Moscow’s performance will suffer in 2019 due to the year-over-year comparisons, with a projected 25.4% decline in RevPAR.
Mix pictures throughout Africa

Across the continent, there are numerous types of market offerings and drivers of demand. Overall, Africa’s hotel sector posted a 12.1% increase in RevPAR for 2018, with the majority of this growth driven by Northern Africa (RevPAR: +27.2%). Markets in the north are seeing recovery following declines in recent years due to security concerns. Noteworthy RevPAR increases were seen in Cairo and Marrakech. Performance was also mainly positive in East Africa. The diplomatic capital of Addis Ababa posted an 11.6% RevPAR growth for the year, having finally adjusted to supply growth it has experienced in recent years, but the market currently has the second-largest pipeline in Africa. Nairobi also posted growth in 2018, with RevPAR up 3.2% as a 26.4% jump in demand eclipsed a 13.2% increase in supply. Increases in oil prices helped boost hotel performance in Western Africa, including Lagos and Accra. However, both Abidjan and Conakry saw declines due to supply growth. Performance was more mixed in South Africa. RevPAR was up in Lusaka, Gaborone and Johannesburg, but down in Windhoek, Maputo and Cape Town (due to a water shortage as well as strong supply growth). Leisure travel to Africa’s main holiday islands was also buoyant, with RevPAR increases in Cape Verde, the Seychelles and Mauritius.
Asia Pacific
Strong markets remain strong

It is likely that traditionally stable and strong markets such as Singapore, Australia, Hong Kong and New Zealand will continue to grow, although some Australian markets are slowing down. Ongoing supply growth in Sydney, for example, is putting pressure on performance levels. New Zealand, as expected, saw more normalized RevPAR growth of 2.7% in 2018 following multiple years of double-digit acceleration, primarily in rates.

Japan had a very dramatic 2018 with a long list of natural disasters, ranging from earthquakes in Osaka and Hokkaido, flooding, heat waves and the most powerful typhoon to hit landfall in 25 years. The country has historically been very capable of overcoming these challenges and remaining a highly popular destination not only for new visitors, but (critically) for repeat guests. Japan retained the highest actual occupancy level for any country in the Asia Pacific region at 83.8%, just ahead of Singapore (83.7%). Japan’s ADR rose 2.5% in 2018, and we are entering an interesting phase where an unprecedented amount of new supply will come online over the next couple of years, as the country looks forward to the 2019 Rugby World Cup, the 2020 Summer Olympics and many more events over the next five years. The true test will be whether Japan can maintain growth after these events, as arrivals will need to continue rising to fill the expanded room supply.

There are concerted efforts in some countries to spread arrivals beyond the major cities. For Japan, this means easing congestion in Tokyo, Osaka and Kyoto. For Indonesia, this means bringing to life other destinations under the ‘10 new Bali’ project. These long-term efforts are starting to shift traffic, but they may expose potential deficiencies in some markets that do not have the capabilities to cater to mass tourism due to their infrastructures, cultural offerings or hotel offerings.

The issue with finding talent and staffing hotels continues to grow across the region, particularly in Japan and parts of Southeast Asia.

Supply growth continued to slow down, providing a good performance platform

As expected, supply growth dropped to 3.5% in 2018, the slowest pace in five years and a far cry from the levels seen above 4% between 2013-2015, which put pressure on performance levels for several markets. But the biggest shift in 2018 was in demand growth (+3.7%), which was almost halved compared with 2017. Looking at the current pipeline, supply growth is expected to pick up again, which could put pressure on performance levels moving forward. The limited supply growth in 2018 allowed most key markets to continue similar growth patterns recorded in 2017, despite slowing demand growth. More importantly, following years of heightened demand and occupancy trends, hotels in the region had more room to drive rate growth.

Political impact on hotel performance

In 2019, there will be elections in some of the world’s largest democracies, including India and Indonesia. Presumably, there will also be long-overdue general elections held in Thailand. In all three of these countries, the outcomes of their elections can have a direct impact on hotel performance, particularly in Indonesia, where policy changes in the past have substantially affected travel and tourism.

In 2018, several countries focused on fixing destroyed coral reefs and polluted beaches in an effort to improve sustainability. The biggest initiatives were seen in popular mass tourism resort markets like Boracay in the Philippines, which closed for six months for cleaning and now open on a test basis with limited tourism allowed. Thailand’s Maya Beach, on the island of Koh Phi Phi Leh, was closed for six months and this was extended indefinitely in an effort to preserve wildlife. Pending the success rates of these measurements, it is certainly possible that we will see more of these initiatives throughout the region in the future, likely during slower months for resort markets, typically from March to October.

Throughout 2018, there were escalations in the ongoing tariff dispute between the U.S. and China, but this did not appear to impact hotel performance at a large scale. While the Chinese economy has proven it is big enough to sustain similar tests, there may be a limited time frame that this can be upheld.
Shifting Trends

There are many signs that we have entered a new outlook across the Asia Pacific region, and it’s easy to portray this as a negative outlook, with fluctuating outbound demand from China, a heavy pipeline, and the peak just behind us. There is certainly some truth to the dark clouds covering the white beaches and megacities around the region. But, as always, in the vast geographic spread, the story is very diverse below the surface.

Competition for Chinese outbound tourists continues to grow fiercer, with increased airlift to new destinations and wider tourism and accommodation offerings. Markets like Cambodia, Vietnam and Sri Lanka continue to see a higher share of Chinese travelers. Conversely, some markets are starting to consider this mono-source market strategy to be a volatile one, with fluctuations in traffic from mainland China. It is, however, not an easy task to shift this strategy, especially for emerging markets.

Jesper Palmqvist
Area Director - Asia Pacific

Shifting performance paces set up conversations about 2019
Confidence levels for 2019 are more subdued than those seen 12 months ago. Of markets that experienced growth in 2017, some saw shifts in supply that put pressure on performance in 2018, while some struggled to capture demand from certain source markets.

Thailand still has a very strong demand engine, but the second half of 2018 showed what a 30% dependency on Chinese outbound travelers can mean, as key markets experienced declines in arrivals and spend. While this was impacted by the strong depreciation of the Chinese yuan to the Thai baht, as well as increased competition in the area, the publicity challenges in the wake of the boat incident in Phuket that saw a tragic loss of lives was a major factor. While Bangkok continues to drive high demand, it too saw a drop in arrivals from China toward the end of the year and is currently dealing with image concerns due to poor air quality and increased traffic congestion. In light of all this, it is reasonable to see that overall growth in Thailand is slowing down, but performance should remain positive given that incoming supply levels are fairly reasonable by historical standards.

Cambodia continues to see growth across all metrics, with foreign arrivals booming, particularly from China (up more than 70% year over year). The country plans to see over 7 million arrivals by 2020, and most tourism activity continues to flow through the Siem Reap area, where hotel development is on the rise. Given the market’s fairly limited existing inventory, this is not yet seen as a big challenge for the market.

Myanmar, on the other hand, has continued into a deeper negative spiral. Demand is not picking up at the same pace as other markets in Southeast Asia, and this is certainly not helped by ongoing PR challenges and a travel advisory in light of political conditions.

Maldives hotels are coming off some strong years, but in 2018 there was a supply increase in villas and rooms across the atolls, which resulted in a RevPAR decline of 2.6%, mainly driven by rate drops. There are more resorts on the way and even if arrivals grow, it is reasonable to expect that performance and profitability around the islands will soften in 2019.
This study came together through the hard work and dedication of many STR team members across all five regions.

**Global Hotel Study Team**

**Leadership**
- Amanda Hite - President & CEO
- Robin Rossmann - Managing Director, STR

**Marketing, Research & Analysis**
- Barbara Fraccascia - Forecast & Research Analyst
- Annie Gaffron - Director, Marketing Operations
- CeCe Kleidara - Digital Marketing Executive
- Jon Edwards - Graphic Design Manager - STR/HNN
- Emma Holland - Marketing Relations Specialist
- Gary Stringer - Content & Media Executive
- Haley Luther - Communications Associate

**North America Team**
- Jan Freitag - SVP, Lodging Insights
- Jessica Haywood - Director, Research & Development
- Carter Wilson - SVP, Consulting & Analytics
- Claudia Alvarado - Analytics Manager, Consulting & Analytics
- Hannah Smith - Consultant, Consulting & Analytics
- Raquel Ortiz - Assistant Director of Financial Performance
- Blake Reiter - Director of Custom Forecasts, Consulting & Analytics
- Emmy Hise - Senior Consultant, Consulting & Analytics
- Kwabena (Kobe) Akuffo Owoo - Operations Analyst
- Allison Montgomery - Analyst Team Lead, Research & Development
- Will Sanford - Research Analyst, Research & Development
- Tingting Duan - Research Analyst, Research & Development
- Kelsey Fenerty - Research Analyst, Research & Development

**CSA Team**
- Patricia Boo - Area Director, Central & South America
- Patricia Zulato - Country Manager, Brazil
- Stefania Maroso - Business Development Manager, Central & South America
- Emile Gourieux - Business Development Executive, Canada, Caribbean & Mexico
- Rico Louw - Client Account Manager

**Europe Team**
- Thomas Emanuel - Director
- Jakub Klimczak - Business Development Manager
- Christian Strieder - Country Manager, DACH
- Javier Serrano - Country Manager, Spain & Portugal
- Alexandra White - Business Development Manager
- Alix Dehaze - Business Development Manager, France
- Samantha Mardkiah - Business Development Manager

**MEA Team**
- Philip Wooler - Area Director, Middle East & Africa
- Kostas Nikolaidis - Middle East & Africa Executive
- Maryke Dreyer - Business Development Manager, South Africa

**APAC Team**
- Jesper Palmqvist - Area Director, Asia Pacific
- Matthew Burke - Regional Manager, Pacific
- Sophian Fikri - Research Analyst, Asia Pacific
- Christine Liu - Regional Manager, North Asia
- Bernard Kee - Regional Manager, Southeast Asia

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  - Amanda Hite - President & CEO
  - Robin Rossmann - Managing Director, STR
- **Marketing, Research & Analysis**
  - Barbara Fraccascia - Forecast & Research Analyst
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  - Tingting Duan - Research Analyst, Research & Development
  - Kelsey Fenerty - Research Analyst, Research & Development
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  - Patricia Boo - Area Director, Central & South America
  - Patricia Zulato - Country Manager, Brazil
  - Stefania Maroso - Business Development Manager, Central & South America
  - Emile Gourieux - Business Development Executive, Canada, Caribbean & Mexico
  - Rico Louw - Client Account Manager
- **Europe Team**
  - Thomas Emanuel - Director
  - Jakub Klimczak - Business Development Manager
  - Christian Strieder - Country Manager, DACH
  - Javier Serrano - Country Manager, Spain & Portugal
  - Alexandra White - Business Development Manager
  - Alix Dehaze - Business Development Manager, France
  - Samantha Mardkiah - Business Development Manager
- **MEA Team**
  - Philip Wooler - Area Director, Middle East & Africa
  - Kostas Nikolaidis - Middle East & Africa Executive
  - Maryke Dreyer - Business Development Manager, South Africa
- **APAC Team**
  - Jesper Palmqvist - Area Director, Asia Pacific
  - Matthew Burke - Regional Manager, Pacific
  - Sophian Fikri - Research Analyst, Asia Pacific
  - Christine Liu - Regional Manager, North Asia
  - Bernard Kee - Regional Manager, Southeast Asia
Affiliation - A publicly recognized brand or chain with consistent brand standards across a group of properties. Generally, STR creates or designates an affiliation after the company portfolio has a minimum of eight properties.

Average Daily Rate (ADR) - A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.

ADR = Room Revenue/Rooms Sold

Basis Point (BPS) - One hundredth of one percentage point (used chiefly in expressing differences of interest rates)

Benchmarking - A strategic and analytical process in which key performance indicators (KPI) are compared with a competitive sample for the purpose of improving performance results.

Boutique (Hotel Type) - Hotel that appeals to guests because of its a typical amenity and room configurations. Boutiques are normally independent (with fewer than 200 rooms), have a high average rate and offer high levels of service. Boutique hotels often provide authentic cultural, historic experiences and interesting guest services.

Census - The total number of hotels and rooms in STR’s Census Database in a particular segment (i.e., country, market or submarket).

Chain Scale - Chain Scale segments are grouped primarily according to actual average room rates.

Collapsed Class - Two combined classes that form a single segment.

Collapsed Scale - Combined chain scales that form a single segment.

Country - The country or nation where a physical hotel is located.

Currency - The value of one currency for the purpose of one conversion to another. For STR reporting purposes, this is the factor used to convert U.S. dollar revenue to local currency and vice versa. STR obtains exchange rate data from Oanda.com. Monthly data uses the rate on the last day of the respective month. Daily data uses the corresponding daily rate. When calculating STR reporting data, any aggregated number (YTD, Running 3-month or Running 12-month) uses the exchange rate of each relative month.

Currents - A measure of the aggregated group’s performance.

Day-to-Day Comparison - Comparison of daily performance by day of week (Monday this year vs. Monday last year).

Day-of-Week RevPAR - The Day-of-Week RevPAR on a Pulse Report details your property’s performance by day of week (Monday this year vs. Monday last year).

Data-to-Date Comparison - Comparison of daily performance by day of week (January this year vs. January last year).

Date-to-Date Comparison - Comparison of daily performance by day of week (January this year vs. January last year).

Demand - The number of rooms sold in a specified time period (excludes complimentary rooms). Refer to Data Reporting Guidelines for more specific application. See Rooms Sold (Room Demand).

Day-to-Day Comparison - Comparison of daily performance by day of week (Monday this year vs. Monday last year).

Exchange Rate - The value of one currency for the purpose of one conversion to another. For STR reporting purposes, this is the factor used to convert U.S. dollar revenue to local currency and vice versa. STR obtains exchange rate data from Oanda.com. Monthly data uses the rate on the last day of the respective month. Daily data uses the corresponding daily rate. When calculating STR reporting data, any aggregated number (YTD, Running 3-month or Running 12-month) uses the exchange rate of each relative month. See: Currents.

Group Rooms - Typically defined as 10 or more rooms per night, sold pursuant to a signed agreement. Refer to Data Reporting Guidelines for more specific application. This type of data is included in the Segmentation portion of STR’s reports.

Groupings - Simplified segmentations of STR’s properties.

Groupings - Measures a hotel’s performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). We utilize indexes to measure performance in three key areas: Occupancy, ADR and RevPAR.

Index - Measures a hotel’s performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). We utilize indexes to measure performance in three key areas: Occupancy, ADR and RevPAR.

Index of 100 means a hotel is capturing a fair share compared to the aggregated group of hotels. An index greater than 100 represents more than a fair share of the aggregated group’s performance. Conversely, an index below 100 reflects less than a fair share of the aggregated group’s performance.

Market - In the U.S., a market is a geographic area typically made up of a Metropolitan Statistical Area (e.g., Atlanta, GA), a group of Metropolitan Statistical Areas (i.e., South Central PA) or a group of postal codes (i.e., Texas North). Outside the U.S., a market is defined as a city, region or country with at least 30 participating hotels. A market can be further divided into submarkets. See Submarket.

Market Class - A combination of market and class for data reporting purposes. See Market, Class.

Market Collapsed Class - Properties located in a specific market and STR collapsed class segment (i.e., Nashville, TN Luxury / Upper Upscale classes).

Market Collapsed Scale - Properties located in a specific market and STR collapsed scale segment (i.e., Nashville, TN Upscale includes Luxury, Upper Upscale, Upscale chain scales).

Market Scale - Hotel located in a specified market and STR Chain Scale segment (i.e., Waikiki, HI Luxury Chains).

Market Tract - See Submarket.

Market Tract Scale - See Submarket Scale.
Max - The highest performance possible for the period, assuming a property operated at the highest point of the bandwidth during the period.

Min - The lowest performance possible for the period, assuming a property operated at the lowest point of the bandwidth during the period.

Mean - High Water - A tidal datum; the average of the higher of the two high water heights of each tidal day, averaged over the U.S. National Tidal Datum Epoch

Meetings, incentives, conferences and exhibitions (MICE) - A type of tourism in which large groups, usually planned well in advance, are brought together.

Number of Rooms - Total number of rentable rooms for overnight accommodations.

Occupancy (Occ) - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.

Occupancy = Rooms Sold / Rooms Available

Online Travel Agency (OTA) - An agency engaged in selling and arranging accommodations, tours, transportation and trips for travelers on an online platform.

Parent Company (Company Types) - Company that owns one or more brands. Examples include Accor, Choice Hotels International, InterContinental Hotels Group, Marriott International and Wyndham Hotels & Resorts.

Percent Change (% Chg.) - The amount of change - positive, negative, or flat - expressed as a percentage comparing a period versus the same period last year. Calculated as ((This Year — Last Year)/Last Year)*100.

Pipeline - Data that details existing global hotel supply and projected growth and includes construction data gathered from the major chains and management companies, as well as data provided by convention and visitors bureaus (CVB), periodicals, consultant reviews and developers.

Pipeline Phases - Note: The availability of financing, issuance of building permits, owner commitment and many other factors can alter anticipated completion dates, number of rooms to be constructed or project viability. The number of projects and number of rooms in the construction pipeline are subject to change. Projects in early development stages are less likely to be completed than projects in later stages.

Existing Supply: All properties opened and operating, including those opened in the last 12 months.

Recently Opened (Pipeline): Opened within the last 12 months.

In Construction: Vertical construction on the physical building has begun. This does not include construction on any subgrade structures including, but not limited to, parking garages, underground supports/footers or any other type of sub-grade construction.

Final Planning: Confirmed, Under Contract projects where construction will begin within the next 12 months.

Planning: Confirmed, Under Contract projects where construction will begin in 13 or more months.

Unconfirmed: Potential projects that remain Unconfirmed at this time. STR is unable to verify the existence of these projects through a corporate chain feed or other verifiable source.

Property (Hotel) - STR defines a property (hotel) on the basis of three exclusionary criteria: 10 or more rooms, open to the public (excludes properties requiring membership, affiliation or club status, generates nightly revenue

Note: A property with fewer than 10 rooms may participate. Floating hotels (boats) are allowed only if permanently moored and stationary and allowing guests to depart at any time.

Revenue Per Available Room (RevPAR) - Total room revenue divided by the total number of available rooms.

RevPAR = Room Revenue / Rooms Available

Room Additions - Rooms added to inventory through expansion, repurposing or reopening after renovation.

Revenue (Room Revenue) - Total room revenue generated from guestroom rentals or sales.

Rooms Available (Room Supply) - The number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period. Refer to Data Reporting Guidelines for more specific application. See Supply. Example: 100 rooms in subject hotel x 31 days in the month = Room Supply of 3,100 for the month.

Rooms Sold - Number of rooms sold in a specified time period (excludes complimentary rooms).

Sample - The number of properties and rooms that provide performance data to STR.

Segmentation - Rooms sold and revenue data broken down by customer type (transient, group, contract). Refer to Data Reporting Guidelines for more specific application.

Submarket/Tract - Geographic area that is a subset of a market (i.e., Waikiki, HI in the Oahu Island, HI market). See Market.

Submarket/Tract Class - Properties located in a specific submarket and STR collapsed class segment (i.e., Waikiki, HI Upper Upscale Class).

Submarket Collapsed Class - Properties located in a specific submarket and STR collapsed scale class segment (i.e., Waikiki, HI Upscale / Upper Midscale classes).

Submarket/Tract Collapsed Scale - Properties located in a specified submarket and STR collapsed scale class segment (i.e., Waikiki, HI Midscale includes Upscale Midscale & Midsize chain scales).

Submarket Scale - Properties located in a specific submarket and STR chain segment (i.e., Times Square Area Luxury Chains). See Market Tract Scale.

Suite Room - Room type offering more space and furniture than a typical hotel room, including a designated living area or multiple rooms.

Transient Rooms - Includes rooms sold to individuals or groups occupying less than 10 rooms per night. This type of data is included in the Segmentation portion of STR’s reports. Refer to Data Reporting Guidelines for more specific applications.

Under Contract Pipeline - All projects with a current phase of In Construction, Final Planning or Planning.

WD (Weekday) - Average of Sunday through Thursday

Year to Date (YTD) - Period starting at the beginning of the current year and ending on the current date

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Contact us

North America
Hendersonville, TN
(Corporate Headquarters)
615 824 8664
info@str.com

Europe
London
(International Headquarters)
+44 (0) 207 922 1930
hotelinfo@str.com
Edinburgh
(Tourism Consumer Insights Team)
+44 (0) 131 623 6236
France
+33 9 7448 3500
Germany
+49 (0) 8926209873
Italy
+39 02 4547 2236
Spain
+34 9 1123 3296

Asia Pacific
Singapore
(APAC Regional Office)
+65 6800 7850
apinfo@str.com

Australia
+61 (02) 8091 2009

China
+86 (0) 10 8316 2688

Hong Kong
+86 (0) 10 8316 2688

India
+91 (22) 6631 1480

Indonesia
+62 2129758957

Japan
+81 (0) 80 9606 8600

New Zealand
+64 (0) 4 831 8942

Central & South America
Colombia
(CSA Regional Office)
+57 (1) 5088965
latam@str.com

Brazil
+55 (47) 99201 7002

Middle East
Dubai
(MEA Regional Office)
+971 (0) 557 701202

Business Development
+1 615 824 8664 (3504)

Client Services
+1 615 824 8664 (3509)

Data/Operations
+1 615 824 8664 (3508)

Trends
+1 615 824 8664 (3501)