



STAR Add Ons

Segmentation: Details the impact of transient, group and contract business 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 dSTAR 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. 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.

Pulse: Track your performance and identify areas of strength and areas needing improvement, view your monthly data in one concise dashboard, and compare year-over-year performance. The Pulse Report uses new metrics that look at more than just your RevPAR index.

F&B STAR: Benchmark your hotel's F&B operations against your chosen competitive set with KPI's related to Catering & Banquets, F&B Venues and In-Room Dining.

Segmentation



| | | Occupancy | | | | | | | | | Percent Change (%) | | | | | | | | | | |
|------|------|-----------|----------|----------|---------|----------|----------|----------|----------|----------|--------------------|----------|----------|---------|----------|----------|----------|----------|----------|---------|------|
| | | Transient | | | Group | | | Contract | | | Transient | | | Group | | | Contract | | | Total | |
| | | My Prop | Comp Set | Industry | My Prop | Comp Set | Industry | My Prop | Comp Set | Industry | My Prop | Comp Set | Industry | My Prop | Comp Set | Industry | My Prop | Comp Set | Industry | My Prop | |
| 2015 | Jun | 30.7 | 46.8 | 48.3 | 40.2 | 21.4 | 25.9 | 0.0 | 0.8 | 1.3 | 9.6 | 19.0 | 5.8 | -6.9 | -6.2 | -2.3 | 0.0 | -74.9 | -6.4 | -0.4 | |
| | Jul | 35.9 | 49.4 | 51.1 | 42.4 | 26.8 | 26.9 | 0.0 | 0.1 | 1.3 | 8.4 | 26.8 | 6.1 | 16.8 | -11.5 | 2.2 | 0.0 | -90.2 | -7.9 | 12.8 | |
| | Aug | 31.0 | 48.8 | 48.8 | 29.6 | 19.1 | 22.3 | 0.0 | 0.1 | 1.3 | 3.6 | -1.1 | -6.7 | -14.3 | -4.0 | 2.7 | 0.0 | -91.9 | -12.5 | -6.0 | |
| | Sep | 30.7 | 48.1 | 45.1 | 47.9 | 25.4 | 30.6 | 0.0 | 0.1 | 1.3 | -15.9 | 12.6 | -2.1 | 23.3 | -8.0 | -0.2 | 0.0 | -91.1 | -18.2 | 4.3 | |
| | Oct | 27.6 | 44.7 | 46.1 | 58.8 | 33.0 | 37.0 | 0.0 | 0.1 | 1.3 | -7.0 | 2.3 | -0.1 | 14.4 | 12.1 | 8.4 | 0.0 | -92.7 | -16.8 | 6.6 | |
| | Nov | 26.7 | 43.1 | 43.4 | 43.9 | 21.3 | 26.6 | 0.0 | 0.2 | 1.2 | 1.4 | 11.2 | 2.2 | 19.0 | 10.7 | 8.0 | 0.0 | -79.2 | -3.8 | 11.7 | |
| | Dec | 26.3 | 40.9 | 43.2 | 19.9 | 12.8 | 16.0 | 0.0 | 0.1 | 1.1 | -3.1 | 4.8 | -4.3 | 58.2 | 32.3 | 14.5 | 0.0 | -91.3 | -1.8 | 16.3 | |
| | 2016 | Jan | 26.6 | 37.6 | 38.5 | 42.9 | 28.3 | 29.8 | 0.0 | 0.0 | 1.2 | 8.9 | -1.2 | -8.5 | -2.9 | 4.0 | 2.6 | 0.0 | -96.6 | 1.1 | 1.3 |
| | | Feb | 32.6 | 45.8 | 48.3 | 46.3 | 30.3 | 29.3 | 0.0 | 0.1 | 1.2 | 5.0 | 3.4 | 3.9 | 12.2 | 6.8 | -0.8 | 0.0 | -85.4 | -1.2 | 9.1 |
| | | Mar | 31.3 | 40.6 | 47.2 | 49.6 | 35.6 | 31.7 | 0.0 | 0.2 | 1.2 | 8.0 | -19.4 | -3.5 | -3.4 | 56.0 | 15.8 | 0.0 | -79.7 | -0.3 | 0.7 |
| | | Apr | 31.8 | 50.0 | 50.7 | 52.1 | 29.9 | 33.2 | 0.0 | 0.2 | 1.4 | -2.6 | 12.2 | 5.0 | 20.5 | -5.0 | 4.6 | 0.0 | -75.9 | 11.6 | 10.6 |
| | | May | 33.8 | 48.2 | 49.8 | 44.4 | 23.5 | 28.0 | 0.0 | 0.2 | 1.4 | 27.5 | 7.4 | 8.0 | -11.1 | -20.3 | -6.1 | 0.0 | -76.4 | 9.5 | 2.3 |
| Jun | | 32.9 | 45.9 | 48.3 | 46.0 | 25.8 | 27.8 | 0.0 | 0.3 | 1.5 | 7.4 | -2.1 | 0.1 | 14.4 | 20.7 | 7.3 | 0.0 | -61.1 | 15.8 | 11.4 | |
| Jul | | 31.7 | 49.4 | 51.9 | 38.9 | 21.7 | 21.4 | 0.0 | 0.2 | 1.3 | -11.8 | 0.1 | 1.7 | -8.2 | -19.1 | -20.3 | 0.0 | 130.1 | 5.0 | -9.9 | |
| Aug | | 26.7 | 52.6 | 52.2 | 50.6 | 18.2 | 23.5 | 0.0 | 0.2 | 1.3 | -13.9 | 7.7 | 6.9 | 71.3 | -4.7 | 5.8 | 0.0 | 50.0 | 0.3 | 27.7 | |
| Sep | | 36.4 | 44.0 | 45.9 | 43.9 | 35.8 | 35.8 | 0.0 | 0.1 | 1.3 | 18.6 | -8.5 | 1.7 | -8.4 | 40.8 | 17.1 | 0.0 | -15.3 | 4.2 | 2.1 | |
| Oct | | 36.5 | 49.0 | 48.7 | 46.9 | 31.0 | 33.7 | 0.0 | 0.2 | 1.3 | 32.4 | 9.6 | 5.7 | -20.3 | -5.8 | -9.0 | 0.0 | 77.4 | 1.5 | -3.5 | |
| Nov | | 33.2 | 41.3 | 47.2 | 30.9 | 23.7 | 21.9 | 0.0 | 0.1 | 1.2 | 24.4 | -4.2 | 8.8 | -29.6 | 11.6 | -17.8 | 0.0 | -42.5 | -1.1 | -9.2 | |

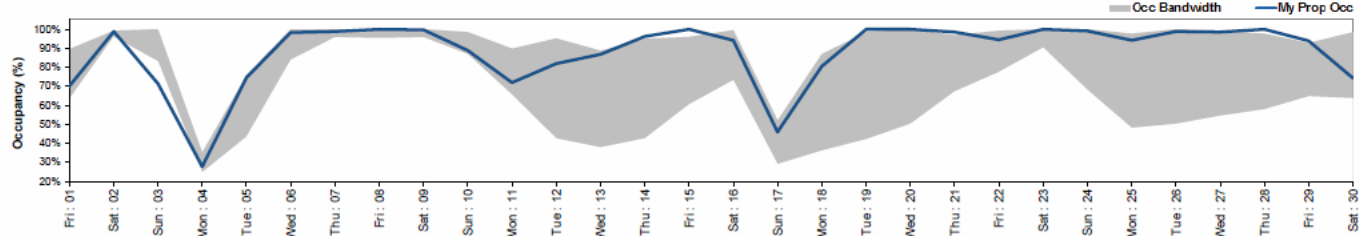
Bandwidth

Tab 2 - Bandwidth Analysis: September 2017 - Sample

Hotel Name 123 E. Street City, State 12345 Phone: (123) 456-7890
 STR # 12345 ChainID: MgtCo: Owner:

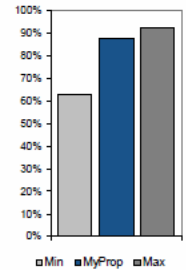
For the Month of: September 2017 Date Created: October 12, 2017 Monthly Competitive Set Data Excludes Subject

Occupancy (%) Bandwidth

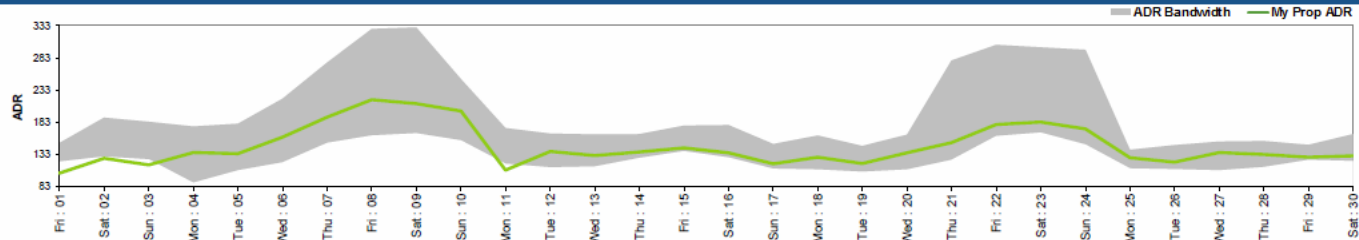


| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| My Prop Occ Rank: | 4 | 3 | 6 | 5 | 2 | 2 | 2 | 1 | 2 | 4 | 5 | 2 | 2 | 1 | 1 | 4 | 2 | 3 | 1 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 5 | |
| | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of |
| | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |

Sep Occ Roll Up

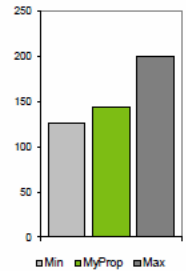


ADR Bandwidth

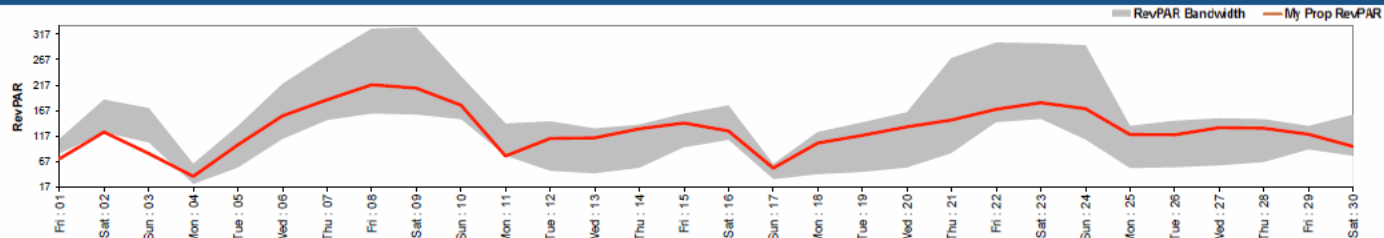


| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| My Prop ADR Rank: | 6 | 6 | 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 6 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 5 | 5 | |
| | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of |
| | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |

Sep ADR Roll Up

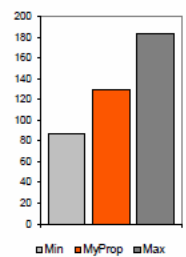


RevPAR Bandwidth



| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| My Prop RevPAR Rank: | 6 | 5 | 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 2 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | |
| | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of | of |
| | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |

Sep RevPAR Roll Up



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

Potential Revenue Gain*
553,915.29

Potential Revenue Loss*
448,764.85

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

RPM – RevPAR Positioning Matrix

Tab 2 - RevPAR Positioning Matrix: Current Month - Sample

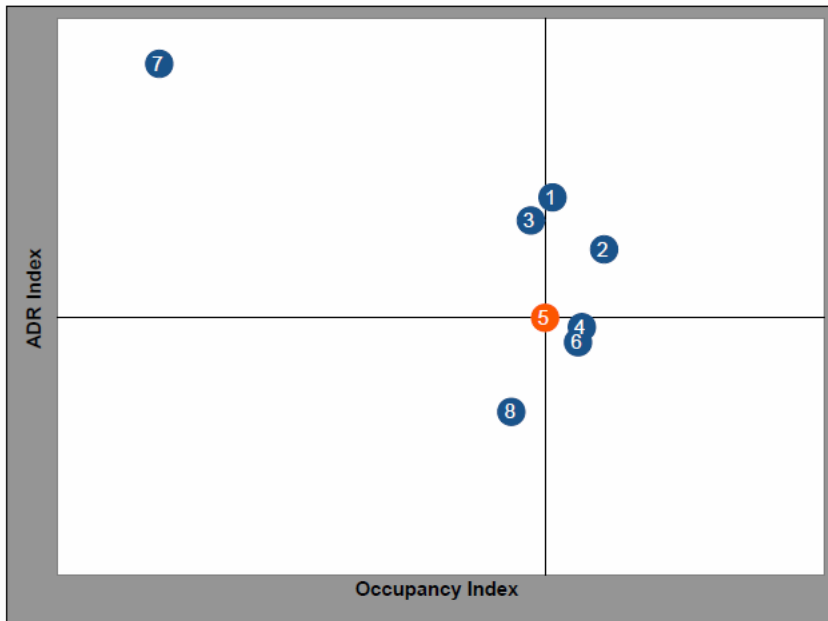
Hotel Name 123 E. Street City, State 12345 Phone: (123) 456-7890

STR # 12345 ChainID: ChainID MgtCo: MgtCo Owner: Owner

For the Month of: August 2017 Date Created: September 19, 2017 Monthly Competitive Set Data Includes Subject

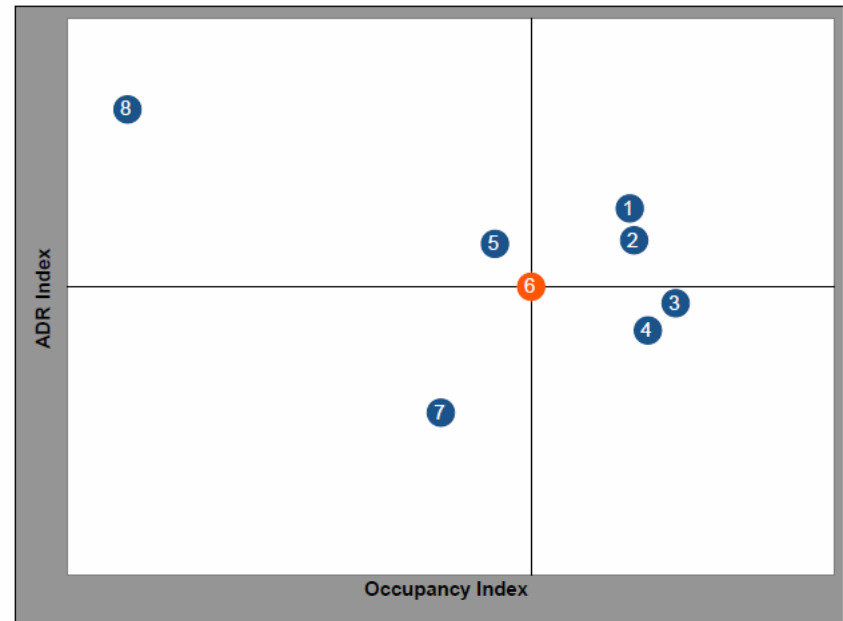
For the Month Ending: August 2017

Axes Intersect at Subject Property's Average



For the Month Ending: August 2016

Axes Intersect at Subject Property's Average



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

Tab 2 - Pulse - This Year - Sample

Hotel Name
 STR # 12345 ChainID: ChainID MgtCo: MgtCo Owner: Owner
 For the month of: August 2017 Date Created: 9/19/2017

REVPAR VELOCITY TRACKING COMPSET INDEX VS. 12 MONTH DAY OF WEEK INDEX

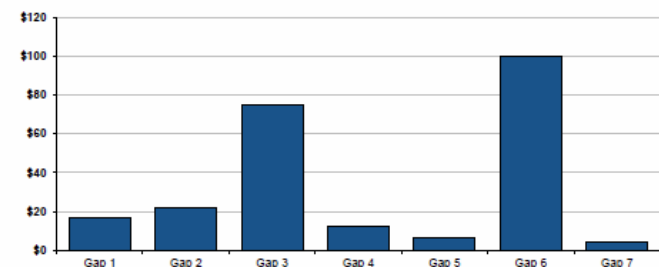
| Date | Day of Week | My Prop |
|-----------|-------------|---------|
| 8/1/2017 | Tuesday | ▲ |
| 8/2/2017 | Wednesday | ▲ |
| 8/3/2017 | Thursday | ▲ |
| 8/4/2017 | Friday | ▲ |
| 8/5/2017 | Saturday | ▼ |
| 8/6/2017 | Sunday | ▼ |
| 8/7/2017 | Monday | ▲ |
| 8/8/2017 | Tuesday | ▲ |
| 8/9/2017 | Wednesday | ▲ |
| 8/10/2017 | Thursday | ▲ |
| 8/11/2017 | Friday | ▲ |
| 8/12/2017 | Saturday | ▲ |
| 8/13/2017 | Sunday | ▲ |
| 8/14/2017 | Monday | ▲ |
| 8/15/2017 | Tuesday | ▲ |
| 8/16/2017 | Wednesday | ▼ |
| 8/17/2017 | Thursday | ▼ |
| 8/18/2017 | Friday | ▼ |
| 8/19/2017 | Saturday | ▼ |
| 8/20/2017 | Sunday | ▼ |
| 8/21/2017 | Monday | ▲ |
| 8/22/2017 | Tuesday | ▲ |
| 8/23/2017 | Wednesday | ▲ |
| 8/24/2017 | Thursday | ▲ |
| 8/25/2017 | Friday | ▲ |
| 8/26/2017 | Saturday | ▼ |
| 8/27/2017 | Sunday | ▼ |
| 8/28/2017 | Monday | ▼ |
| 8/29/2017 | Tuesday | ▼ |
| 8/30/2017 | Wednesday | ▼ |
| 8/31/2017 | Thursday | ▼ |

DAYS INDEX INCREASE 17
 DAYS INDEX DECREASE 14
 DAYS INDEX UNCHANGED 0
 Ratio INCREASE/DECREASE 1.2

OVERALL MONTHLY PULSE

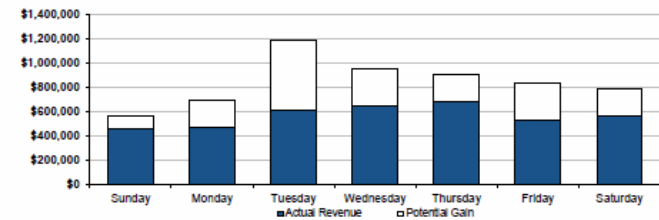


RevPAR GAP ANALYSIS - CURRENT MONTH



The RevPAR Gap Analysis delineates the distance (gap) between the monthly RevPAR of each property in the comp set. For example, the bar marked "Gap 1" details the RevPAR gap between the 1st and 2nd-ranked RevPAR performers. This analysis displays the results for up to 15 RevPAR positions in a comp set.

DAY-OF-WEEK REVENUE OPPORTUNITY - CURRENT MONTH



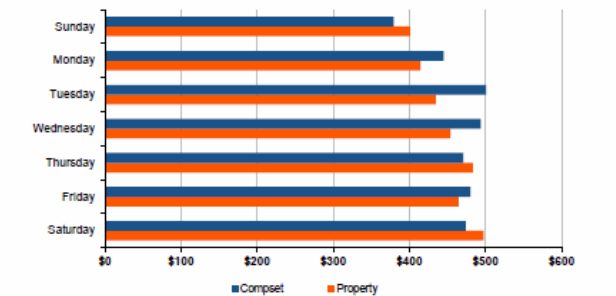
Aggregate Competitive Set Data Excludes Subject Property

PERFORMANCE HIGHLIGHTS

| | My Prop | Comp Set | Index | Index Trend |
|--------------------------------|---------|----------|-------|-------------|
| This Month - Occupancy | 74.1 | 66.9 | 110.7 | ▲ |
| This Month - Average Rate | 612.17 | 695.07 | 88.1 | ▼ |
| This Month - RevPAR | 453.42 | 465.27 | 97.5 | ▼ |
| Running 3 Month - Occupancy | 82.0 | 70.8 | 115.8 | ▲ |
| Running 3 Month - Average Rate | 761.66 | 739.22 | 103.0 | ▲ |
| Running 3 Month - RevPAR | 624.86 | 523.59 | 119.3 | ▲ |
| Year-To-Date - Occupancy | 71.3 | 66.0 | 108.0 | ▲ |
| Year-To-Date - Average Rate | 731.67 | 756.88 | 96.7 | ▲ |
| Year-To-Date - RevPAR | 521.79 | 499.63 | 104.4 | ▲ |

Results may be different than shown in STAR report if your STAR report includes your property in comp set data
 *Vs. 12-month moving average

DAY-OF-WEEK REVPAR - CURRENT MONTH



COMP SET GRADE AS OF 9/19/2017



Grades determined against averages in property class and location, using a basis of approximately 30,000 comp sets. Grading components include average comp set performance metrics on a running 12-month basis, class variance, name-back percentage, comp set fit, age, number of rooms, and distance. A full description of the comp set grading methodology is included in the Help tab of this report.

Tab 2 - F&B Department Summary

Any Hotel 123 Any Street Any City, Any State 99999-9999 Phone: (555) 555-5555
 STR # 99999 ChainID: MgtCo: Owner:
 For the Month of: April 2017 Date Created: May 01, 2017

| April 2017 | | | | | | | | | | | | |
|------------------|---------------------|----------|-------|----------------|----------|-------|----------------|----------|-------|------------|----------|-------|
| | Catering & Banquets | | | F&B Venues | | | In-Room Dining | | | Total | | |
| | Rev/Avail SqFt | | | Rev/Avail Seat | | | Rev/Occ Room | | | F&B RevPOR | | |
| | My Prop | Comp Set | Index | My Prop | Comp Set | Index | My Prop | Comp Set | Index | My Prop | Comp Set | Index |
| Current Month | 0.95 | 0.98 | 97.7 | 31.02 | 51.41 | 60.3 | 8.52 | 9.05 | 94.2 | 113.97 | 94.41 | 120.7 |
| Year to Date | 0.99 | 0.96 | 102.2 | 25.33 | 51.05 | 49.6 | 9.21 | 9.35 | 98.5 | 114.69 | 93.82 | 122.2 |
| Running 3 Month | 1.06 | 0.97 | 108.9 | 26.50 | 50.80 | 52.2 | 8.43 | 8.94 | 94.3 | 121.66 | 93.77 | 129.7 |
| Running 12 Month | 0.80 | 0.86 | 92.7 | 25.02 | 49.13 | 50.9 | 8.13 | 8.88 | 91.5 | 95.17 | 85.90 | 110.8 |

| April 2016 vs April 2017 Percent Change (%) | | | | | | | | | | | | |
|---|---------------------|----------|-------|----------------|----------|-------|----------------|----------|-------|------------|----------|-------|
| | Catering & Banquets | | | F&B Venues | | | In-Room Dining | | | Total | | |
| | Rev/Avail SqFt | | | Rev/Avail Seat | | | Rev/Occ Room | | | F&B RevPOR | | |
| | My Prop | Comp Set | Index | My Prop | Comp Set | Index | My Prop | Comp Set | Index | My Prop | Comp Set | Index |
| Current Month | 34.3 | 21.9 | 10.2 | 7.8 | 9.8 | -1.8 | 18.7 | 3.6 | 14.5 | 29.4 | 16.9 | 10.7 |
| Year to Date | 7.8 | 5.6 | 2.1 | -10.0 | 4.0 | -13.4 | 11.5 | 8.5 | 2.8 | 5.7 | 5.5 | 0.2 |
| Running 3 Month | 13.7 | 4.2 | 9.1 | -4.6 | 3.5 | -7.8 | 4.5 | 6.3 | -1.7 | 11.0 | 4.3 | 6.5 |
| Running 12 Month | 3.6 | 3.7 | 0.0 | -5.8 | 3.4 | -8.8 | -0.3 | 3.7 | -3.9 | 2.0 | 3.9 | -1.8 |