



Highlights

Free monthly performance reports
Compare your property to the local market

Hotel Survey

**Access valuable market
data at no cost to you**





Hotel Survey

The free STR Hotel Survey compares your property's performance against market and price segment averages on a monthly basis. Our analysis is easy to understand and relies upon the industry's standard metrics: occupancy (occ), average daily rate (ADR) and revenue per available room (RevPAR). This tool is the benchmark you'll need to see if you are leading or trailing the market.

Your competition knows the value of this information. All major chains and thousands of independent properties already participate with STR. Our data is based on the most comprehensive lodging industry sample ever compiled. STR reports are statistically reliable and recognized as the industry standard.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



Product highlights

- Benchmark your hotel against your local market
- 18 months of historical occupancy, ADR and RevPAR data showing year over year percentage change and rolling 3 & 12 month overview
- Simply send us your data through our secure website by the 10th of the month
- Your individual data is always kept confidential and never distributed to any third parties

Primary users

- General Managers
- Revenue management
- Sales and marketing
- Finance
- Business development

Cost

- Free to data participants

How to get the most out of the STR Hotel Survey

- Use the reports to accurately track and manage performance against your market according to the real conditions in your marketplace
- Gain a reliable basis for sales, marketing and revenue management decisions
- Spot and understand market trends to quickly assist in sales and marketing strategies
- Challenge assumptions with facts and monitor the effect of business decisions you make with a clear financial picture
- Use the data to set targets and budgets for your departments and measure progress and bonuses
- Upgrade to the STAR Report to compare your property to your chosen competitive set

Frequency and format

- Emailed monthly in Excel format

Enroll now!

Download the enrollment form or call us at +1 615 824 8664 ext. 3504. One of our representatives will be happy to assist you with your requirements.



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A global company with worldwide offices

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