

# Hotel ABC - Sample Report

For the Month of: February 2007

STR #: 123456

Date Created: April 11, 2007

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## Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Hotel ABC Street Name Country Code Country Phone: 1234567891112

STR # 123456 ChainID: HIJKLM MgtCo: None Owner: None

For the Month of: February 2007 Date Created: April 11, 2007 Monthly Competitive Set Data Includes Subject Property

Currency: British Pounds

### February 2007

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	My Prop	Comp Set	Index
Current Month	65.0	67.1	96.9	259.15	123.49	209.9	168.55	82.89	203.3
Year To Date	63.2	68.8	91.8	257.47	122.83	209.6	162.60	84.49	192.4
Running 3 Month	59.3	67.6	87.8	252.49	116.61	216.5	149.83	78.80	190.2
Running 12 Month	65.7	71.9	91.4	252.68	118.22	213.7	165.93	84.98	195.3

### February 2007 vs. 2006 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index	My Prop	Comp Set	Index	My Prop	Comp Set	Index
Current Month	-5.4	-2.6	-2.9	3.3	0.0	3.3	-2.2	-2.6	0.4
Year To Date	-3.3	1.3	-4.6	3.6	1.6	2.0	0.2	2.9	-2.7
Running 3 Month	-0.6	8.0	-8.0	1.0	-0.2	1.2	0.4	7.8	-6.9
Running 12 Month	4.0	10.0	-5.4	5.0	5.0	0.0	9.2	15.5	-5.4





# Tab 5 - Response Report

Hotel ABC Street Name Country Code Country Phone: 1234567891112  
 STR # 123456 ChainID: HIJKLM MgtCo: None Owner: None  
 For the Month of: February 2007 Date Created: April 11, 2007

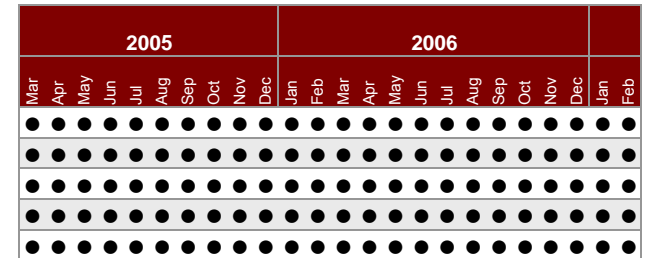
February 2007 (This Year)

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			

February 2006 (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				

STR#	Name	City Country	Zip	Phone	Rooms	Open Date
123456	Hotel ABC	Nashville United Kingdom	ST12 3TBL	441234567891	100	
789123	Hotel DEF	Nashville United Kingdom	ST12 3TBL	441234567891	100	
456789	Hotel GHI	Nashville United Kingdom	ST12 3TBL	441234567891	100	
987654	Hotel JKL	Nashville United Kingdom	ST12 3TBL	441234567891	100	
321654	Hotel MNO	Nashville United Kingdom	ST12 3TBL	441234567891	100	
					500	



Data received:  
 ○ = Monthly Only  
 ● = Monthly & Daily





# Tab 8 - Daily Data for the Month

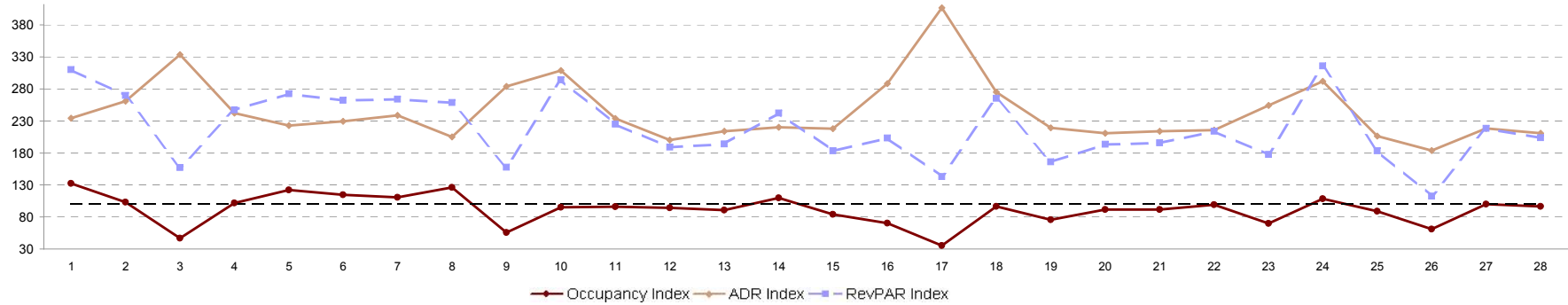
Currency: British Pounds

Hotel ABC Street Name Country Code Country Phone: 1234567891112

STR # 123456 ChainID: HIJKLM MgtCo: None Owner: None

For the Month of: February 2007 Date Created: April 11, 2007 Daily Competitive Set Data Excludes Subject Property

### Daily Indexes for the Month of February



Occupancy (%)	February																											
	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
My Property	92.3	43.0	20.4	35.9	84.5	98.6	97.2	83.8	25.4	49.3	38.0	76.1	84.5	87.3	54.9	34.5	23.9	42.3	68.3	88.7	86.6	69.7	45.1	82.4	56.3	56.3	95.8	85.9
Competitive Set	69.7	41.6	43.4	35.2	69.1	86.1	87.8	66.4	45.6	51.7	39.5	80.7	93.2	79.4	65.3	49.0	68.0	43.9	90.1	96.6	94.8	70.3	64.4	76.1	63.5	92.2	95.8	89.0
Index	132.3	103.3	47.0	102.0	122.3	114.5	110.7	126.3	55.6	95.3	96.2	94.3	90.7	109.9	84.1	70.4	35.2	96.3	75.8	91.8	91.4	99.1	70.0	108.3	88.8	61.1	100.0	96.6

% Chg	February																											
	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
My Property	44.0	-44.0	-31.0	-49.5	-14.3	0.0	-0.7	48.8	-70.0	-35.2	1.9	8.0	10.1	9.7	-22.0	36.1	-38.2	-22.1	-31.2	-10.6	-12.8	4.2	106.5	277.4	25.0	-23.8	-3.5	-10.3
Competitive Set	-4.0	-49.3	-41.6	-50.5	-11.8	10.0	19.4	12.4	4.0	-6.8	5.7	26.8	23.2	0.9	-3.5	0.4	-9.1	-43.3	-6.9	-1.7	-3.5	9.0	46.9	31.2	88.7	32.8	6.8	14.5
Index	50.0	10.4	18.2	2.0	-2.8	-9.1	-16.9	32.3	-71.2	-30.4	-3.6	-14.8	-10.7	8.8	-19.2	35.6	-32.0	37.3	-26.1	-9.1	-9.6	-4.4	40.6	187.7	-33.8	-42.6	-9.7	-21.7

ADR	February																											
	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
My Property	285.03	223.09	243.39	276.02	272.88	289.80	294.94	277.35	241.42	213.08	236.55	239.25	246.16	264.95	246.07	227.01	270.56	259.98	263.45	264.15	275.17	261.94	231.93	238.17	230.96	230.66	260.03	250.87
Competitive Set	121.55	85.44	72.92	113.96	122.59	126.43	123.66	135.38	85.04	69.04	101.16	119.41	115.10	120.27	112.89	78.70	66.52	94.44	120.24	125.42	128.55	121.39	91.27	81.65	111.95	125.52	119.03	118.89
Index	234.5	261.1	333.8	242.2	222.6	229.2	238.5	204.9	283.9	308.6	233.9	200.4	213.9	220.3	218.0	288.5	406.7	275.3	219.1	210.6	214.0	215.8	254.1	291.7	206.3	183.8	218.5	211.0

% Chg	February																											
	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
My Property	12.1	6.1	3.9	0.2	7.7	8.7	12.1	13.6	44.2	18.6	-29.1	0.7	-2.4	13.0	-1.9	5.5	48.2	-7.2	-6.5	-10.4	-3.6	-0.4	0.9	19.4	-9.6	-7.8	5.4	-3.8
Competitive Set	6.6	-9.7	-22.6	2.5	0.0	3.9	1.2	7.6	22.4	9.1	17.4	9.4	-1.5	3.5	1.2	5.7	-20.2	-8.7	-3.1	-0.9	6.5	-0.7	31.6	39.2	6.9	8.1	3.2	1.2
Index	5.2	17.5	34.2	-2.3	7.7	4.6	10.8	5.5	17.8	8.7	-39.6	-7.9	-0.9	9.2	-3.1	-0.2	85.8	1.6	-3.5	-9.6	-9.4	0.3	-23.3	-14.2	-15.4	-14.6	2.1	-5.0

RevPAR	February																											
	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
My Property	262.95	95.84	49.71	99.14	230.60	285.72	286.63	232.43	61.21	105.04	89.96	181.97	208.02	231.37	135.17	78.33	64.78	109.85	179.96	234.39	238.35	182.62	104.53	196.24	130.12	129.95	249.04	215.54
Competitive Set	84.75	35.52	31.67	40.13	84.72	108.91	108.60	89.85	38.80	35.71	40.00	96.33	107.28	95.54	73.73	38.55	45.27	41.43	108.36	121.21	121.86	85.39	58.81	62.12	71.04	115.78	113.99	105.77
Index	310.3	269.8	157.0	247.0	272.2	262.3	263.9	258.7	157.7	294.1	224.9	188.9	193.9	242.2	183.3	203.2	143.1	265.2	166.1	193.4	195.6	213.9	177.7	315.9	183.2	112.2	218.5	203.8

% Chg	February																											
	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
My Property	61.4	-40.6	-28.3	-49.4	-7.7	8.7	11.3	68.9	-56.7	-23.1	-27.8	8.8	7.5	24.0	-23.5	43.6	-8.4	-27.7	-35.7	-20.0	-15.9	3.8	108.3	350.5	13.0	-29.7	1.7	-13.7
Competitive Set	2.3	-54.2	-54.8	-49.2	-11.8	14.3	20.9	21.0	27.4	1.7	24.0	38.7	21.4	4.4	-2.4	6.1	-27.5	-48.2	-9.8	-2.6	2.8	8.2	93.4	82.7	101.6	43.5	10.3	15.9
Index	57.7	29.7	58.6	-0.3	4.7	-5.0	-7.9	39.7	-66.0	-24.4	-41.8	-21.6	-11.5	18.8	-21.7	35.3	26.3	39.5	-28.7	-17.8	-18.1	-4.1	7.8	146.7	-44.0	-51.0	-7.8	-25.6

Exchange Rate*	0.5104	0.5087	0.5087	0.5087	0.5088	0.5097	0.5092	0.5076	0.5087	0.5087	0.5087	0.5132	0.5129	0.5138	0.5123	0.5102	0.5102	0.5102	0.513	0.5126	0.5122	0.5118	0.5121	0.5121	0.5121	0.5094	0.5094	0.5092
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\* See "Help" tab for explanation.



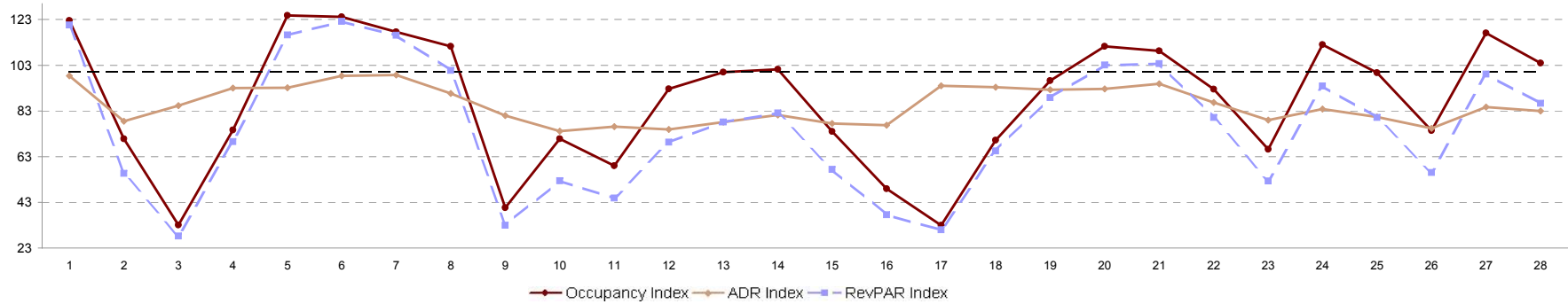
# Tab 9 - Daily Industry Data for the Month

Currency: British Pounds

Hotel ABC Street Name Country Code Country Phone: 1234567891112  
 STR # 123456 ChainID: HIJKLKM MgtCo: None Owner: None  
 For the Month of: February 2007 Date Created: April 11, 2007

Market Class\*:

Daily Indexes for the Month of February



Occupancy (%)	February																											
	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
My Property	92.3	43.0	20.4	35.9	84.5	98.6	97.2	83.8	25.4	49.3	38.0	76.1	84.5	87.3	54.9	34.5	23.9	42.3	68.3	88.7	86.6	69.7	45.1	82.4	56.3	56.3	95.8	85.9
Market Class	75.3	60.6	61.7	48.1	67.7	79.4	82.6	75.4	62.4	69.7	64.5	82.1	84.5	86.3	74.2	70.5	72.8	60.2	70.9	79.7	79.2	75.4	68.1	73.5	56.5	75.8	81.8	82.7
Index	122.6	70.8	33.1	74.7	124.8	124.2	117.6	111.2	40.7	70.7	59.0	92.6	100.0	101.2	74.1	48.9	32.9	70.2	96.3	111.3	109.3	92.5	66.2	112.0	99.7	74.3	117.1	103.9

% Chg	February																											
	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We
My Property	44.0	-44.0	-31.0	-49.5	-14.3	0.0	-0.7	48.8	-70.0	-35.2	1.9	8.0	10.1	9.7	-22.0	36.1	-38.2	-22.1	-31.2	-10.6	-12.8	4.2	106.5	277.4	25.0	-23.8	-3.5	-10.3
Market Class	5.7	-9.9	-4.7	-15.3	-8.7	-5.2	-1.5	-3.0	-5.4	0.8	12.5	10.0	-3.8	1.6	-0.5	4.6	0.6	-4.7	-5.6	-11.5	-14.9	-6.9	-1.2	7.1	-0.4	3.6	-0.9	0.2
Index	36.2	-37.9	-27.5	-40.4	-6.1	5.5	0.8	53.3	-68.3	-35.7	-9.5	-1.8	14.5	8.1	-21.6	30.2	-38.5	-18.2	-27.1	1.0	2.6	12.0	108.9	252.3	25.4	-26.5	-2.7	-10.5

ADR	February																											
	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
My Property	285.03	223.09	243.39	276.02	272.88	289.80	294.94	277.35	241.42	213.08	236.55	239.25	246.16	264.95	246.07	227.01	270.56	259.98	263.45	264.15	275.17	261.94	231.93	238.17	230.96	230.66	260.03	250.87
Market Class	289.77	284.16	285.16	296.69	292.81	294.53	298.70	306.10	298.38	287.55	310.80	319.61	315.08	326.27	317.38	295.75	287.95	278.55	285.52	285.13	290.20	302.20	293.53	284.03	287.54	306.11	307.05	302.25
Index	98.4	78.5	85.4	93.0	93.2	98.4	98.7	90.6	80.9	74.1	76.1	74.9	78.1	81.2	77.5	76.8	94.0	93.3	92.3	92.6	94.8	86.7	79.0	83.9	80.3	75.4	84.7	83.0

% Chg	February																											
	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
My Property	12.1	6.1	3.9	0.2	7.7	8.7	12.1	13.6	44.2	18.6	-29.1	0.7	-2.4	13.0	-1.9	5.5	48.2	-7.2	-6.5	-10.4	-3.6	-0.4	0.9	19.4	-9.6	-7.8	5.4	-3.8
Market Class	9.4	10.8	7.8	10.4	10.9	9.8	11.1	16.0	16.2	16.3	16.4	17.6	12.5	21.9	18.8	16.9	14.6	8.7	10.3	9.9	6.5	13.1	15.7	16.0	13.4	21.5	15.4	14.1
Index	2.5	-4.2	-3.6	-9.2	-2.8	-1.0	0.9	-2.1	24.1	2.0	-39.1	-14.4	-13.3	-7.3	-17.5	-9.8	29.3	-14.6	-15.2	-18.5	-9.5	-11.9	-12.8	2.9	-20.3	-24.1	-8.6	-15.7

RevPAR	February																											
	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
My Property	262.95	95.84	49.71	99.14	230.60	285.72	286.63	232.43	61.21	105.04	89.96	181.97	208.02	231.37	135.17	78.33	64.78	109.85	179.96	234.39	238.35	182.62	104.53	196.24	130.12	129.95	249.04	215.54
Market Class	218.06	172.32	175.88	142.65	198.32	233.88	246.84	230.69	186.08	200.37	200.31	262.40	266.33	281.65	235.42	208.55	209.52	167.77	202.55	227.37	229.99	227.89	199.93	208.90	162.46	232.02	251.17	249.89
Index	120.6	55.6	28.3	69.5	116.3	122.2	116.1	100.8	32.9	52.4	44.9	69.3	78.1	82.1	57.4	37.6	30.9	65.5	88.8	103.1	103.6	80.1	52.3	93.9	80.1	56.0	99.2	86.3

% Chg	February																											
	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
My Property	61.4	-40.6	-28.3	-49.4	-7.7	8.7	11.3	68.9	-56.7	-23.1	-27.8	8.8	7.5	24.0	-23.5	43.6	-8.4	-27.7	-35.7	-20.0	-15.9	3.8	108.3	350.5	13.0	-29.7	1.7	-13.7
Market Class	15.6	-0.1	2.7	-6.6	1.2	4.1	9.4	12.6	10.0	17.3	31.0	29.4	8.2	23.8	18.3	22.3	15.2	3.6	4.1	-2.8	-9.4	5.2	14.4	24.2	13.0	25.9	14.4	14.4
Index	39.6	-40.5	-30.2	-45.9	-8.7	4.4	1.7	50.1	-60.7	-34.4	-44.8	-15.9	-0.7	0.2	-35.3	17.5	-20.5	-30.2	-38.2	-17.7	-7.1	-1.4	82.2	262.6	0.0	-44.2	-11.1	-24.6

Exchange Rate*	0.5104	0.5087	0.5087	0.5087	0.5088	0.5097	0.5092	0.5076	0.5087	0.5087	0.5087	0.5132	0.5129	0.5138	0.5123	0.5102	0.5102	0.5102	0.513	0.5126	0.5122	0.5118	0.5121	0.5121	0.5121	0.5094	0.5094	0.5092
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\* See "Help" tab for explanation.

## Tab 10 - Help

### Definitions

**ADR (Average Daily Rate)** - Room revenue divided by rooms sold

**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 monthly exchange rates (the rate on the last day of the month) and the daily exchange rates on the Daily by Month pages.

STR obtains exchange rate data from Oanda.com.

**Index (Occupancy, ADR, RevPar)** - Property performance divided by competitive set performance multiplied by 100.

**Market Class** - Class is an industry categorization which includes chain-affiliated and independent hotels. The class for a chain-affiliated hotel is the same as its chain scale. An independent hotel is assigned a class based on its ADR, relative to that of the chain hotels in their geographic proximity. There are six (6) class groups: Luxury, Upper Upscale, Upscale, Midscale with F&B, Midscale without F&B, and Economy.

**Market Class Combined (or Collapsed)** - If a single class segment is insufficient for reporting, classes are combined. There are three combined class segments: Luxury and Upper Upscale, Upscale and Midscale w/ F&B, and Midscale w/o F&B and Economy.

**MTD (Month to Date)** - If a month ends during the current week, the MTD number would represent the month that ended.

**Occupancy** - Rooms sold divided by rooms available multiplied by 100.

**Percent Change (% Chg)** - Amount of growth - up, down or flat - this period versus same period last year (day, week, running 28 days, running month-to-date). Calculated as  $((TY-LY)/LY)*100$ .

**Percent Change Rank (Occupancy, ADR, RevPar)** - The percent change for the property is compared to the percent change of each hotel in the comp set.

**Rank (Occupancy, ADR, RevPar)** - Property performance ranked versus hotels in the competitive set (e.g. a "3 of 6" ADR ranking means the subject hotel's absolute ADR is third highest of the six competitors).

**RevPAR (Revenue per Available Room)** - Room revenue divided by rooms available

**Room Revenue** - Revenue derived from guestroom rental.

### FAQ

#### How is my hotel performing versus competition?

The monthly STAR report provides timely occupancy, average room rate, revenue per available room benchmarking of your hotel's performance versus your own selected competitors and an STR defined industry segment.

#### Is my hotel's data included in the competitive numbers?

It depends on your preference. Check the summary page to see if your hotel's data is included or excluded in the competitive set numbers.

#### How are percent changes computed?

Hotel and competitive performance changes are measured against same period prior year.

#### Why do my percent change numbers have such a large range?

The data for this year vs. the same period last year may vary greatly. Consider if you sold 2294 rooms this year vs. 743 last year, the percent change would be 208.7%  $((2294-743)/743)*100$ .

#### What is an index?

An index is an easy way to compare your hotel's performance versus competition. An index of 100 or higher means your hotel's absolute performance is the same or better than competition.

#### What does the "Rank" information mean?

Your hotel's performance is ranked against the other properties in your competitive set. If your hotel's RevPAR rank is "2 of 6", that means your hotel's RevPAR was second highest of the six hotels in your competitive set.

#### What if there are blanks in my competitive set numbers?

Your competitive set did not include sufficient data for reporting. A minimum of three (3) hotels excluding the subject property must report data in order for STR to provide competitive set performance.

#### What if there are blanks in my competitive set percentage change?

Your competitive set did not include sufficient data for reporting prior year data.

#### Who can contact if I have more questions?

Check out the glossary and FAQ at [www.smithtravelresearch.com](http://www.smithtravelresearch.com) or e-mail [info@smithtravelresearch.com](mailto:info@smithtravelresearch.com)