



# The STR SHARE Center and the “Certification in Hotel Industry Analytics”

**Duane Vinson**

**Assistant Director of the SHARE Center**

**The STR SHARE Center**

**Supporting Hotel-related Academic Research and Education**

# The STR SHARE Center

- “SHARE” stands for “Supporting Hotel-related Academic Research and Education”
- The SHARE Center is a global partnership between ICHRIE (the International Council on Hospitality, Restaurant, and Institutional Education) and STR
- The mission:
  - Provide thorough and timely data for academic research
  - Provide comprehensive and relevant training materials for the classroom

# STR (Smith Travel Research)

- The recognized leader in hotel research, STR provides a benchmarking service to the industry.
- STR obtains performance data from over 70% of US hotels and 50% of hotels globally, including 95% of chain hotels and most significant independent hotels.
- STR provides monthly, weekly, and daily STAR Reports to nearly 50K hotels.
- STR maintains a Census database of over 158,000 hotels throughout the world.

# Who does STR serve?

- **Hotel Companies and Hotels** (most GM's bonuses related)
- **Convention & Visitor Bureaus, Tourism and travel organizations, Hotel associations** (AHLA, US Travel, Germany, Swiss, Austria)
- **Developers, Consultants, Appraisers** (all use STR data)
- **Wall Street, Accounting, Financial firms** (all hotel-related orgs)
- **Media** (Wall St Journal, USA Today, Financial Times, London Times)
- **International hotel conferences** (presentations)
- **Hotel vendors** (HBO, Starbucks, Google, Expedia, LodgeNet, Sealy)
- **Governments** (US: GSA, FEMA, Commerce, BLS, NPS; Australia)
- **Academia** (universities, professors, students)

# Brief History of STR

- 1985 – founded, started collecting hotel census data
- 1987 – started collecting monthly performance data
- 1992 – started collecting Canada, Mexico, and Caribbean data
- 1997 – started collecting worldwide performance data
- 1999 – started collecting daily performance data
- 2001 – started collecting segmentation (group/transient) data
- 2003 – started collecting pipeline data
- 2008 – launched STR Global (offices in London, Milan, Singapore, Beijing, Guangzhou, Tokyo, Dubai, Sydney, Jakarta, Mumbai)  
also launched HotelNewsNow.com (free news service)
- 2009 – launched STR Analytics and the Hotel Data Conference
- 2011 – launched the SHARE Center

# The Creation of the SHARE Center

- In 2010, STR saw the need to increase the quality and consistency of our service to academia. We met with representatives from 15 universities. We asked them two questions and received great feedback:
  - *What are your needs?*
  - *How can we help?*
- We met with representatives from ICHRIE and decided to become an industry partner.
- In 2011 we launched the SHARE Center. There are now over 300 member universities from 38 different countries around the world. In Korea, we are working with KonKuk University, Kyung Hee University and HR Academy.

# The SHARE Center has over 300 members Schools in 38 Countries, including three in Korea.

U.S.	Johnson & Wales – Providence	Univ of Central Michigan	Chengdu Univ of Information Technology (CNA)	Notre Dame of Midsayap College (PHL)
A-B Tech	Kansas State Univ	Univ of Delaware	Chinese Univ of Hong Kong (CNA)	Oceanlink Institute Inc. (PHL)
American Public Univ System	Kendall College	Univ of Denver	Conestoga College (CAN)	Orebro Univ (SWE)
Appalachian State Univ	Kent State Univ	Univ of Florida	Cork Institute of Technology (IRE)	Oxford Brookes Univ (UKM)
Arizona State Univ	LaGuardia Community College	Univ of Houston	Cyprus Univ of Technology (CYP)	Philippine Christian Univ (PHL)
Atlantic Cape Community College	Lane Community College	Univ of Kentucky	Dublin Institute of Technology (IRE)	Philippine Women's University (PHL)
Auburn Univ	Lasell College	Univ of Maryland Eastern Shore	Dusit Thani College (THA)	Podomoro Univ (INS)
Ball State Univ	Lehigh Univ	Univ of Massachusetts - Amherst	Duy Tan Univ (VET)	Polytechnic Institute of Viseu (POR)
Baruch College	Longwood Univ	Univ of Memphis	Ecole Hoteliere Lausanne (SWI)	Polytechnic Univ of the Philippines (PHL)
Berry College	Lynn University	Univ of Minnesota	Ecole Polytechnique (FRA)	Private Hotel School (SAF)
Black Hills State Univ	Massachusetts Institute of Technology	Univ of Mississippi	Emirates Academy of Hospitality Mgt (UAE)	Professional Electronics Institute (PHL)
Boston Univ	Metropolitan State Univ Denver	Univ of Missouri	Enderun Colleges (PHL)	Ryerson Univ (CAN)
Bradley Univ	Miami Dade College	Univ of Nevada – Las Vegas	Erasmus Univ (BEL)	Saint Louis University (PHL)
Brevard College	Michigan State Univ	Univ of New Hampshire	Essec Business School (FRA)	Saint Mary's Univ (PHL)
BYU - Hawaii	Mississippi State Univ	Univ of New Haven	Estonian School of Hotel & Tourism Mgmt (EST)	San Juan de Dios Educational Foundation (PHL)
California State Poly Pomona	Missouri State Univ	Univ of New Orleans	Foundation Univ (PHL)	Sant Pol Hotel School (SPA)
California State University – Dominguez Hills	Mt Hood Community College	Univ of North Carolina	Glion Inst of Higher Education (SWI)	Saxion Univ of Applied Sciences (NTH)
California State University – East Bay	New Mexico State Univ	Univ of North Carolina - Charlotte	Griffith Univ (AUS)	Schweizerische Hotelfachschule Luzern SHL (SWI)
Central Connecticut State Univ	New York City College of Technology	Univ of North Carolina – Greensboro	Guagua National Colleges (PHL)	Selkirk College (CAN)
Cheyney Univ of Pennsylvania	New York Univ	Univ of Pennsylvania	Haaga-Helia Uas (FIN)	Shanghai Business School (CAN)
Clemson Univ	Niagara Univ	Univ of Pittsburgh – Bradford	Haute Ecole de Gestion & Tourisme (SWI)	Sheffield Hallam Univ (UKM)
College Of Charleston	North Dakota State Univ	Univ of San Francisco	Hazara Univ (PAK)	Southfield Foreign Univ (PHL)
College of Coastal Georgia	Northampton Community College	Univ of South Carolina	Hong Kong Polytechnic Univ (CNA)	St Michael's College of Laguna (PHL)
College of the Canyons	Northern Arizona Univ	Univ of South Carolina – Beaufort	Hotelschool The Hague (NTH)	Stenden Univ (NTH)
College of the Ozarks	Northern Illinois Univ	Univ of South Florida	HR Academy (KRS)	Strathmore Univ (KEN)
Colorado State Univ	Northwestern Univ	Univ of Southern California	Imus Institute (PHL)	Sun Yat-Sen Univ (CNA)
Columbia Univ	NYIT School of Mgmt	Univ of Southern Mississippi	ISHRM School System (PHL)	Surigao State College of Technology (PHL)
Cornell Univ	Ohio State Univ	Univ of Tennessee	Inst de tourisme et d'hotellerie du Quebec (CAN)	Swiss Institute of Management (SWI)
Dakota County Technical College	Oklahoma State Univ	Univ of Utah	IUBH - Intl Hochschule Bad Honnef (GER)	Terenga Intl Hospitality & Culinary Arts Academy (NIG)
Delaware County Community College	Old Dominion Univ	Univ of Washington	Jiangxi Univ of Finance and Economics (CNA)	Tianjin Foreign Studies Univ (CNA)
Delaware State Univ	Pace Univ	Univ of Wyoming	Joji Ilagan College of Business and Tourism (PHL)	Trinity Univ of Asia (PHL)
DePaul Univ	Paul Smith's College	US Air Force Academy	KonKuk Univ (KRS)	Univ College Northern Denmark (DEN)
Drexel Univ	Pennsylvania State Univ	Virginia State Univ	KTH Royal Institute of Technology (SWE)	Univ of Amsterdam (NTH)
East Carolina Univ	Pepperdine Univ	Virginia Tech Univ	Kyung Hee Univ (KRS)	Univ of Baguio (PHL)
Eastern Michigan Univ	Pima County Community College	Walnut Hill College	La Consolacion College – Bacolod (PHL)	Univ of Croatia (CRO)
Emory Univ	Pittsburgh State Univ	Washington State Univ	Leiden Univ (NTH)	Univ of Guelph (CAN)
Endicott College	Purdue Univ	Webster Univ	Les Roches (SWI)	Univ of Macau (CNA)
Fairleigh Dickinson Univ	Purdue Univ – Calumet	West Virginia Univ	Les Roches Jin Jiang Intl Hotel Mgmt College (CNA)	Univ of Santo Tomas (PHL)
Ferris State Univ	Purdue Univ – Fort Wayne	Western Carolina Univ	Leyte Normal Univ – Tacloban City (PHL)	Univ of Southern Queensland (AUS)
Florida Atlantic Univ	Richard Stockton College of NJ	Western Illinois Univ	Lipa City College (PHL)	Univ of Surrey (UKM)
Florida Gulf Coast Univ	Roosevelt Univ	Western Kentucky Univ	London School of Economics and Politics (UKM)	Univ of the Aegean (GRE)
Florida International Univ	Saint Leo Univ	Widener Univ	Lyceum of the Philippines Univ - Batangas (PHL)	Univ of Toronto (CAN)
Florida State Univ	San Diego State Univ	Willey College	Lyceum of the Philippines Univ - Cavite (PHL)	Univ of West London (UKM)
George Mason Univ	San Francisco State Univ	York College of Pennsylvania	Lyceum of the Philippines Univ – Laguna (PHL)	Universidad de Deusto (SPA)
George Washington Univ	San Jose State Univ	Youngstown State Univ	Malayan Colleges Laguna (PHL)	Universidad Panamericana (MEX)
Georgetown Univ	Santa Rosa Junior College	<u>Non-U.S.</u>	Manchester Metropolitan Univ (UKM)	Universidad San Ignacio De Loyola (PER)
Georgia Regents Univ	Southern Dakota State Univ	Algonquin College (CAN)	Manuel S. Enverga Univ Foundation (PHL)	Universiti Putra Malaysia (MAL)
Georgia State Univ	Southern Methodist Univ	ANGELL Akademie Freiburg (GER)	Meio Univ (JPN)	Vancouver Island Univ (CAN)
Grand Valley State Univ	Southern Oregon Univ	Arellano Univ (PHL)	Mindanao State Univ (PHL)	Vatel (SWI)
Harris Stowe State Univ	Southern Utah Univ	Asian School of Hospitality Arts (PHL)	MODUL Univ Vienna (AST)	Vern Univ of Applied Sciences (CRO)
Harvard Business School	Southwest Minnesota State Univ	Bandung Institute of Tourism (INS)	Mount Saint Vincent Univ (CAN)	Victoria Univ (AUS)
Hocking College	Stanford Univ	Bataan Peninsula State Univ (PHL)	Naga College Foundation (PHL)	Vienna Univ of Applied Sciences (AST)
Howard Community College	SUNY Delhi	Beijing Hospitality Institute (CNA)	National Kaohsiung Univ (TRC)	Wavcrest College of Hospitality (NIG)
Husson Univ	Temple Univ	Beijing International Studies Univ (CNA)	National Univ – Manila (PHL)	West Visayas State Univ – Lambunao (PHL)
Illinois CareerPath Institute	Texas A&M Univ	Benedicto College (PHL)	National Univ of Singapore (SNG)	West Visayas State Univ – Pototan (PHL)
Intl Air & Hospitality Academy	Texas Tech Univ	Burapha Univ International College (THA)	NHTV Breda Univ of Applied Sciences (NTH)	Western Philippines Univ (PHL)
Iowa State Univ	Univ of Akron	Cardiff Metropolitan Univ (UKM)	Niagara College (CAN)	Yeditepe Univ (TUR)
Ivy Tech Community College	Univ of Alabama	Cavite State Univ (PHL)	Northeast Forest Univ (CNA)	Zamboanga State College of Tech (PHL)
James Madison Univ	Univ of Arkansas	Central Colleges of the Philippines (PHL)	Northpoint Academy for Culinary Arts (PHL)	
Johnson & Wales – Charlotte	Univ of California - Berkeley	Centro Escolar Univ (PHL)	Northern Iloilo Polytechnic State College (PHL)	
Johnson & Wales – Denver	Univ of California - Irvine	Centro Superior De Hosteleria De Galicia (SPA)	Northwest Samar State Univ (PHL)	
Johnson & Wales – Nth Miami	Univ of Central Florida	Cesar Ritz Colleges (SWI)		

# Schools Involved

- **Members include leading hotel & tourism schools such as Cornell, EHL (Ecole Hoteliere Lausanne), Hong Kong Poly, and the Emirates Academy.**
- **There are also smaller schools involved such as Western Kentucky University, Atlantic Cape Community College, and Dakota County Technical College.**
- **Member universities also include Columbia, Georgetown, Harvard, Yale, MIT, and Northwestern Universities. Some of these schools do not have hospitality programs, but do have Real Estate departments.**
- **There are over 125 non-US schools and that number is growing rapidly.**



# What's included in a SHARE Center membership?

# Hotel Related Data

- **Hotel Performance (Occupancy, ADR, RevPAR) data**
- **Hotel Profit & Loss (accounting) data**
- **Hotel Pipeline & Supply data**
- **Hotel Census data**
- **Hotel Company information**
- **Property & Room Counts**
- **Forecast reports**
- **Hotel Sales Transaction data**
- **User-defined Destination reports**
- **Ad-hoc Industry data files for research**

# Hotel Performance Data (Trend Report)

- Performance data includes Occupancy, Average Daily Rate, RevPAR, Supply, Demand, and Revenue
- Several different types: Monthly, Daily, Weekday/Weekend, Running 12-month, and Group/Transient
- Historic data back to 1987 for any area of the world
- You can select a geographic area (city, county), a type of hotel (luxury, resort), or even select specific individual hotels
- Provided in Excel file with raw data, easy to work with
- “Trend Report” is the most popular report for professors

# Monthly Raw Data

## Tab 13 - Raw Data

Market: Nashville, TN  
 Job Number: 461988\_SINIM Staff: DV Created: December 11, 2012

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 10	43.1	-7.0	84.48	-4.7	36.38	-11.4	1,097,462	2.9	472,634	-4.3	39,929,556	-8.9	312	35,402	85.8
Feb 10	52.9	1.6	86.88	-7.1	45.97	-5.6	991,256	2.0	524,510	3.6	45,567,017	-3.8	312	35,402	85.4
Mar 10	60.5	9.7	91.56	-0.8	55.37	8.8	1,100,469	2.3	665,503	12.2	60,934,837	11.3	313	35,499	85.5
Apr 10	58.9	4.4	91.26	-2.6	53.72	1.7	1,064,940	2.1	626,845	6.5	57,207,659	3.8	313	35,498	85.9
May 10	67.9	25.3	83.04	-8.9	56.38	14.1	1,007,624	-6.5	684,051	17.1	56,806,583	6.7	311	32,504	84.6
Jun 10	68.6	9.0	89.30	-5.2	61.28	3.3	980,790	-6.8	673,011	1.6	60,102,054	-3.7	313	32,693	84.4
Jul 10	68.2	13.5	83.45	-3.0	56.89	10.1	1,008,926	-7.2	687,804	5.3	57,397,288	2.1	313	32,546	84.6
Aug 10	57.4	9.6	80.95	-5.4	46.45	3.7	1,008,926	-7.4	578,920	1.5	46,860,714	-4.0	313	32,546	84.1
Sep 10	60.0	10.5	85.68	-3.2	51.39	7.0	976,380	-7.8	585,692	2.0	50,180,137	-1.3	313	32,546	84.2
Oct 10	61.4	3.3	88.59	-4.9	54.42	-1.8	1,012,367	-7.4	621,856	-4.4	55,089,876	-9.1	314	32,657	83.7
Nov 10	51.6	-2.9	87.89	-2.8	45.39	-5.6	1,066,080	0.7	550,579	-2.2	48,388,467	-4.9	315	35,536	85.2
Dec 10	49.3	5.2	89.11	0.7	43.93	5.9	1,101,616	0.7	543,076	5.9	48,393,290	6.6	315	35,536	84.9
Jan 11	46.1	7.1	87.98	4.1	40.56	11.5	1,097,772	0.0	506,115	7.1	44,525,686	11.5	314	35,412	85.5
Feb 11	55.0	3.9	89.27	2.8	49.10	6.8	991,536	0.0	545,331	4.0	48,682,437	6.8	314	35,412	85.5
Mar 11	62.9	4.0	91.53	-0.0	57.56	3.9	1,097,772	-0.2	690,330	3.7	63,182,880	3.7	314	35,412	85.5
Apr 11	65.2	10.8	95.42	4.6	62.25	15.9	1,062,360	-0.2	693,021	10.6	66,130,506	15.6	314	35,412	85.2
May 11	63.6	-6.3	92.99	12.0	59.14	4.9	1,097,679	8.9	698,156	2.1	64,921,731	14.3	314	35,409	84.6
Jun 11	73.4	7.0	99.07	10.9	72.75	18.7	1,062,270	8.3	780,090	15.9	77,281,637	28.6	314	35,409	85.2
Jul 11	70.7	3.7	90.92	9.0	64.27	13.0	1,097,834	8.8	776,023	12.8	70,555,645	22.9	314	35,414	85.2
Aug 11	63.4	10.5	91.33	12.8	57.90	24.7	1,097,803	8.8	695,952	20.2	63,562,319	35.6	314	35,413	85.2
Sep 11	64.5	7.5	95.15	11.1	61.37	19.4	1,062,390	8.8	685,212	17.0	65,199,105	29.9	314	35,413	85.2
Oct 11	67.8	10.4	99.15	11.9	67.22	23.5	1,097,927	8.5	744,384	19.7	73,807,660	34.0	314	35,417	85.0
Nov 11	59.7	15.6	93.33	6.2	55.70	22.7	1,066,260	0.0	636,317	15.6	59,389,984	22.7	315	35,542	85.2
Dec 11	51.8	5.1	91.04	2.2	47.16	7.4	1,107,909	0.6	573,905	5.7	52,249,289	8.0	316	35,739	85.7
Jan 12	51.1	10.9	89.00	1.2	45.50	12.2	1,110,699	1.2	567,843	12.2	50,537,165	13.5	317	35,829	85.3
Feb 12	60.1	9.3	91.83	2.9	55.22	12.5	1,003,212	1.2	603,274	10.6	55,398,369	13.8	317	35,829	85.3
Mar 12	73.6	17.0	97.95	7.0	72.05	25.2	1,110,761	1.2	816,996	18.3	80,028,140	26.7	317	35,831	85.9
Apr 12	68.4	4.9	98.22	2.9	67.22	8.0	1,075,020	1.2	735,703	6.2	72,260,942	9.3	317	35,834	84.8
May 12	70.3	10.5	97.36	4.7	68.42	15.7	1,114,543	1.5	783,253	12.2	76,256,385	17.5	318	35,953	84.2
Jun 12	78.2	6.5	106.33	7.3	83.17	14.3	1,078,530	1.5	843,661	8.1	89,705,067	16.1	318	35,951	84.4
Jul 12	70.0	-0.9	93.56	2.9	65.53	2.0	1,114,450	1.5	780,562	0.6	73,031,009	3.5	318	35,950	84.6
Aug 12	64.8	2.2	93.41	2.3	60.51	4.5	1,125,114	2.5	728,877	4.7	68,083,239	7.1	319	36,294	84.7
Sep 12	65.7	1.9	97.13	2.1	63.82	4.0	1,089,210	2.5	715,663	4.4	69,513,708	6.6	319	36,307	84.7
Oct 12	70.9	4.5	103.51	4.4	73.37	9.1	1,125,486	2.5	797,715	7.2	82,574,138	11.9	319	36,306	84.6

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# Sample Trend Report - Daily Raw Data Page

Tab 8 - Daily Raw Data

Market: Nashville, TN

Job Number: 461988\_SINIM Staff: DV Created: December 11, 2012

Compared to same Day of Week last year.

Day	Month	Year	Date	Week	Day Of Week	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
						This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
1	1	2012	Jan 01, 2012	201201	Sunday	36.3	49.7	81.23	24.4	29.50	86.3	35,829	1.2	13,013	51.5	1,057,062	88.5	317	35,829	80.2
2	1	2012	Jan 02, 2012	201201	Monday	29.3	-3.1	69.75	-2.9	20.40	-5.9	35,829	1.2	10,480	-1.9	731,007	-4.8	317	35,829	80.2
3	1	2012	Jan 03, 2012	201201	Tuesday	41.1	10.7	75.65	0.3	31.06	11.1	35,829	1.2	14,709	12.0	1,112,747	12.4	317	35,829	80.2
4	1	2012	Jan 04, 2012	201201	Wednesday	46.6	10.0	79.57	-3.6	37.05	6.1	35,829	1.2	16,685	11.3	1,327,540	7.4	317	35,829	80.2
5	1	2012	Jan 05, 2012	201201	Thursday	47.0	0.0	81.18	-2.4	38.12	-2.4	35,829	1.2	16,824	1.2	1,365,794	-1.3	317	35,829	80.2
6	1	2012	Jan 06, 2012	201201	Friday	45.5	-2.6	76.19	-3.7	34.69	-6.1	35,829	1.2	16,314	-1.4	1,243,036	-5.0	317	35,829	80.2
7	1	2012	Jan 07, 2012	201201	Saturday	41.9	-2.2	76.34	-4.4	31.98	-6.5	35,829	1.2	15,009	-1.0	1,145,822	-5.4	317	35,829	80.2
8	1	2012	Jan 08, 2012	201202	Sunday	35.4	-2.0	81.26	3.0	28.74	1.0	35,829	1.2	12,673	-0.8	1,029,785	2.2	317	35,829	80.2
9	1	2012	Jan 09, 2012	201202	Monday	51.5	2.5	91.04	2.7	46.88	5.2	35,829	1.2	18,449	3.7	1,679,541	6.5	317	35,829	80.2
10	1	2012	Jan 10, 2012	201202	Tuesday	57.6	13.2	92.28	-2.6	53.19	10.2	35,829	1.2	20,652	14.5	1,905,885	11.5	317	35,829	80.2
11	1	2012	Jan 11, 2012	201202	Wednesday	58.4	18.7	93.06	2.7	54.38	21.9	35,829	1.2	20,940	20.1	1,948,549	23.3	317	35,829	80.1
12	1	2012	Jan 12, 2012	201202	Thursday	57.0	19.2	89.47	0.4	51.00	19.6	35,829	1.2	20,424	20.6	1,827,267	21.0	317	35,829	80.2
13	1	2012	Jan 13, 2012	201202	Friday	61.4	12.4	87.70	-2.9	53.84	9.1	35,829	1.2	21,995	13.7	1,929,048	10.4	317	35,829	80.2
14	1	2012	Jan 14, 2012	201202	Saturday	65.5	12.1	91.48	-0.3	59.92	11.7	35,829	1.2	23,468	13.4	2,146,853	13.1	317	35,829	79.9
15	1	2012	Jan 15, 2012	201203	Sunday	41.3	17.3	84.57	4.4	34.93	22.4	35,829	1.2	14,798	18.7	1,251,544	23.8	317	35,829	80.2
16	1	2012	Jan 16, 2012	201203	Monday	47.9	11.0	91.02	3.3	43.57	14.6	35,829	1.2	17,150	12.3	1,560,984	16.0	317	35,829	80.2
17	1	2012	Jan 17, 2012	201203	Tuesday	59.5	10.3	96.04	2.5	57.15	13.1	35,829	1.2	21,322	11.6	2,047,804	14.4	317	35,829	80.2
18	1	2012	Jan 18, 2012	201203	Wednesday	62.3	8.7	96.80	4.2	60.29	13.2	35,829	1.2	22,313	10.0	2,159,998	14.6	317	35,829	79.2
19	1	2012	Jan 19, 2012	201203	Thursday	53.4	-2.7	90.18	-3.9	48.14	-6.5	35,829	1.2	19,125	-1.6	1,724,652	-5.4	317	35,829	80.2
20	1	2012	Jan 20, 2012	201203	Friday	54.1	16.7	90.07	0.4	48.75	17.1	35,829	1.2	19,392	18.1	1,746,629	18.5	317	35,829	80.2
21	1	2012	Jan 21, 2012	201203	Saturday	54.0	23.9	89.95	2.3	48.59	26.7	35,829	1.2	19,354	25.4	1,740,959	28.2	317	35,829	80.2
22	1	2012	Jan 22, 2012	201204	Sunday	36.5	36.9	86.83	13.3	31.66	55.0	35,829	1.2	13,064	38.5	1,134,376	56.9	317	35,829	80.2
23	1	2012	Jan 23, 2012	201204	Monday	58.2	25.5	101.85	7.7	59.24	35.1	35,829	1.2	20,837	27.0	2,122,357	36.7	317	35,829	80.2
24	1	2012	Jan 24, 2012	201204	Tuesday	65.1	11.6	99.76	3.5	64.89	15.5	35,829	1.2	23,308	12.9	2,325,074	16.9	317	35,829	80.2
25	1	2012	Jan 25, 2012	201204	Wednesday	64.7	11.1	99.19	0.6	64.22	11.8	35,829	1.2	23,198	12.4	2,300,973	13.1	317	35,829	80.2
26	1	2012	Jan 26, 2012	201204	Thursday	53.3	-3.3	87.77	-1.8	46.76	-5.0	35,829	1.2	19,090	-2.1	1,675,493	-3.9	317	35,829	80.2
27	1	2012	Jan 27, 2012	201204	Friday	56.3	-0.4	91.16	-0.9	51.33	-1.3	35,829	1.2	20,174	0.8	1,839,100	-0.1	317	35,829	80.2
28	1	2012	Jan 28, 2012	201204	Saturday	55.0	1.9	91.53	-0.3	50.37	1.6	35,829	1.2	19,717	3.1	1,804,719	2.8	317	35,829	80.0
29	1	2012	Jan 29, 2012	201205	Sunday	34.5	4.4	78.55	-6.2	27.10	-2.0	35,829	1.2	12,360	5.7	970,881	-0.9	317	35,829	79.9
30	1	2012	Jan 30, 2012	201205	Monday	52.3	13.0	88.28	-1.0	46.15	11.9	35,829	1.2	18,729	14.3	1,653,496	13.2	317	35,829	80.2
31	1	2012	Jan 31, 2012	201205	Tuesday	62.2	20.8	91.04	-2.1	56.61	18.3	35,829	1.2	22,277	22.2	2,028,190	19.7	317	35,829	80.5

- Lots of different types of performance data.
- Daily data allows you to study special events and conduct impact analyses.



# Hotel Pipeline and Supply Data

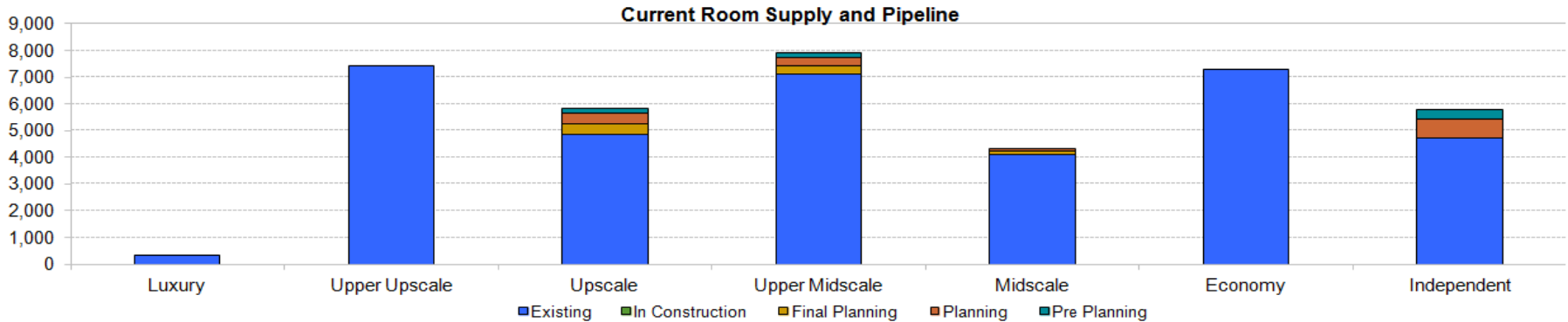
- Includes “Historic Supply” data, what hotels have opened in the last 5 years, as well as conversion activity
- Includes future “Pipeline” information – hotels under construction and in various phases of planning
- Also detailed data on existing hotels and pipeline projects
- You can select a geographic area (city, state, country) anywhere in the world
- Professors can use for feasibility/development studies, supply analyses, market studies, or to help with forecasting

# Sample Pipeline Report – Supply Summary

## Tab 2 - Supply Summary

Location: Nashville, TN

Publication Date: February 23, 2012



### Hotels

Historic Supply						
	Jan-07	Jan-08	Jan-09	Jan-10	Jan-11	Jan-12
Luxury	1	1	1	1	1	1
Upper Upscale	14	14	15	15	15	15
Upscale	23	25	27	31	32	33
Upper Midscale	58	62	62	66	68	71
Midscale	43	46	49	48	49	46
Economy	83	88	87	87	83	83
Independent	66	61	61	64	66	68
<b>Total</b>	<b>288</b>	<b>297</b>	<b>302</b>	<b>312</b>	<b>314</b>	<b>317</b>

Pipeline Projects			
In Constr.	Final Planning	Planning	Pre Planning
1			
	3	2	2
3	2	3	2
	2	1	
		5	2
<b>4</b>	<b>7</b>	<b>11</b>	<b>6</b>

### Rooms

Historic Supply						
	Jan-07	Jan-08	Jan-09	Jan-10	Jan-11	Jan-12
Luxury	340	340	340	340	340	340
Upper Upscale	7,136	7,136	7,419	7,419	7,417	7,420
Upscale	3,453	3,704	3,973	4,542	4,639	4,851
Upper Midscale	6,157	6,548	6,476	6,760	6,887	7,126
Midscale	3,986	4,271	4,321	4,258	4,363	4,085
Economy	7,232	7,868	7,801	7,756	7,208	7,282
Independent	4,558	3,882	4,075	4,327	4,531	4,704
<b>Total</b>	<b>32,862</b>	<b>33,749</b>	<b>34,405</b>	<b>35,402</b>	<b>35,385</b>	<b>35,808</b>

Pipeline Projects			
In Constr.	Final Planning	Planning	Pre Planning
800			
	414	375	181
588	310	309	189
	160	91	
		715	350
<b>1,388</b>	<b>884</b>	<b>1,490</b>	<b>720</b>

Source and Copyright: Smith Travel Research / McGraw-Hill Construction Dodge

*Shows types of hotels opened in the last 5 years and in the next couple of years*



# Sample Pipeline Report – Scale and Brand Summary

## Tab 3 - Pipeline by Brand Summary

Location: Nashville, TN  
 Publication Date: February 23, 2012

	Hotels					
	Existing Supply *		Pipeline Projects			
	Total	Recently Opened	In Constr.	Final Planning	Planning	Pre-Planning
<b>Luxury</b>						
Loews	1					
<b>Luxury Total</b>	<b>1</b>	-	-	-	-	-
<b>Upper Upscale</b>						
Autograph Collection	1					
Embassy Suites	4					
Gaylord	1					
Hilton	2					
Marriott	3					
Millennium	1					
Omni			1			
Renaissance	1					
Sheraton Hotel	2					
<b>Upper Upscale Total</b>	<b>15</b>	-	<b>1</b>	-	-	-
<b>Upscale</b>						
aloft Hotel	1					
Courtyard	7					
Doubletree	3					
Four Points	1					
Hilton Garden Inn	4					
Homewood Suites	3			1	1	1
Hotel Indigo	2					1
Hyatt Place	5				1	
Radisson	2					
Residence Inn	3			1		
Springhill Suites	2			1		
<b>Upscale Total</b>	<b>33</b>	-	-	<b>3</b>	<b>2</b>	<b>2</b>
<b>Upper Midscale</b>						
Best Western Plus	3					
Clarion	1					
Comfort Inn	10					
Comfort Suites	8					1
Country Inn & Suites	8					
Drury Inn & Suites	1					
Drury Plaza Hotel			1			
Fairfield Inn	4					1
Hampton Inn	8					
Hampton Inn Suites	10				1	
Holiday Inn	2			2	1	
Holiday Inn Express	15					
Home2 Suites			1			1
TownePlace Suites	1	1	1			
<b>Upper Midscale Total</b>	<b>71</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

	Rooms					
	Existing Supply *		Pipeline Projects			
	Total	Recently Opened	In Constr.	Final Planning	Planning	Pre-Planning
<b>Luxury</b>						
	340					
<b>Luxury Total</b>	<b>340</b>	-	-	-	-	-
<b>Upper Upscale</b>						
	125					
	1,037					
	2,884					
	533					
	999					
	287					
			800			
	673					
	882					
<b>Upper Upscale Total</b>	<b>7,420</b>	-	<b>800</b>	-	-	-
<b>Upscale</b>						
	143					
	1,048					
	643					
	212					
	547					
	355			161	120	61
	236					120
	554				255	
	483					
	402			150		
	228			103		
<b>Upscale Total</b>	<b>4,851</b>	-	-	<b>414</b>	<b>375</b>	<b>181</b>
<b>Upper Midscale</b>						
	230					
	174					
	785					
	603					63
	555					
	155					
			344			
	333					126
	702					
	1,140				100	
	680			310	100	
	1,668					
	101	101	119			109
			125			
<b>Upper Midscale Total</b>	<b>7,126</b>	<b>101</b>	<b>588</b>	<b>310</b>	<b>309</b>	<b>189</b>

*Pipeline Reports include detailed data by Scale and brands, changes to existing supply (conversions, opens/closes, adds/drops) and details on existing hotels and Pipeline projects*





# Hotel Profit and Loss Data

- Annual P&L accounting information: revenues, expenses, profits, payroll, cost of goods sold, fixed charges, GOP, ...
- Historic data back to 1990 for many areas of the world
- You can select a geographic area (city, country), a type of hotel (luxury, resort), or even select specific individual hotels
- Provided in Excel file with raw data, easy to work with
- Accounting professors can demonstrate P&L data for live hotels (average only), study actual results over time, compare P&L information for different types of hotels

# Sample HOST (Hotel Operating Stats) Report



## STR Analytics

### 2013 Custom HOST Report

#### Summary

2012	Props:	17	2011	Props:	17
	Rooms:	4,067		Rooms:	4,067
	Occupancy:	75.4%		Occupancy:	72.9%
	ADR:	\$123.76		ADR:	\$117.06
	RevPAR:	\$93.34		RevPAR:	\$85.35

	2012			2011			Variance %	
	Ratio to Sales <sup>1</sup>	Amount Per Available Room	Amount Per Occupied Roomnight	Ratio to Sales <sup>1</sup>	Amount Per Available Room	Amount Per Occupied Roomnight	Amount Per Available Room	Amount Per Occupied Roomnight
	%	\$	\$	%	\$	\$	%	%
<b>REVENUE</b>								
Rooms	74.6 %	\$ 34,070	\$ 123.76	73.7 %	\$ 31,147	\$ 117.06	9.4 %	5.7 %
Food	12.9	5,880	21.36	13.0	5,477	20.58	7.4	3.8
Beverage	2.8	1,265	4.59	2.9	1,210	4.55	4.5	1.0
Other Food & Beverage	5.1	2,309	8.39	5.1	2,162	8.13	6.8	3.2
Telecommunications	0.1	61	0.22	0.3	139	0.52	(56.1)	(57.6)
Other Operated Departments	1.8	827	3.00	1.9	799	3.00	3.4	(0.0)
Rentals & Other Income	2.6	1,193	4.33	3.0	1,272	4.78	(6.3)	(9.4)
Cancellation Fee	0.2	89	0.32	0.1	60	0.22	50.0	45.0
<b>TOTAL REVENUE</b>	<b>100.0 %</b>	<b>\$ 45,694</b>	<b>\$ 165.98</b>	<b>100.0 %</b>	<b>\$ 42,267</b>	<b>\$ 158.85</b>	<b>8.1 %</b>	<b>4.5 %</b>
<b>DEPARTMENTAL EXPENSES</b>								
Rooms	22.1 %	\$ 7,513	\$ 27.29	22.8 %	\$ 7,088	\$ 26.64	6.0 %	2.5 %
Food & Beverage	65.2	6,161	22.38	67.1	5,938	22.32	3.8	0.3
Telecommunications	531.4	325	1.18	218.3	304	1.14	6.8	3.3
Rental Income	78.5	1,006	3.65	68.5	913	3.43	10.2	6.5
Other Expenses	58.8	486	1.77	56.5	452	1.70	7.6	4.0
<b>TOTAL DEPARTMENTAL EXPENSE</b>	<b>33.9 %</b>	<b>\$ 15,491</b>	<b>\$ 56.27</b>	<b>34.8 %</b>	<b>\$ 14,695</b>	<b>\$ 55.23</b>	<b>5.4 %</b>	<b>1.9 %</b>
<b>DEPARTMENTAL PROFITS</b>								
Rooms	77.9 %	\$ 26,557	\$ 96.47	77.2 %	\$ 24,059	\$ 90.42	10.4 %	6.7 %
Food & Beverage	34.8	3,293	11.96	32.9	2,912	10.94	13.1	9.3
Telecommunications	(431.4)	(264)	(0.96)	-118.3	(165)	(0.62)	60.1	54.7
Rental Income	21.5	276	1.00	31.5	419	1.57	(34.1)	(36.3)
Other Expenses	41.2	340	1.24	43.5	347	1.31	(2.0)	(5.3)
<b>TOTAL DEPARTMENTAL PROFITS</b>	<b>66.1 %</b>	<b>\$ 30,203</b>	<b>\$ 109.71</b>	<b>65.2 %</b>	<b>\$ 27,572</b>	<b>\$ 103.62</b>	<b>9.5 %</b>	<b>5.9 %</b>

# Sample HOST (Hotel Operating Stats) Report continued



## STR Analytics

### 2013 Custom HOST Report

#### Summary

2012	Props:	17
	Rooms:	4,067
	Occupancy:	75.4%
	ADR:	\$123.76
	RevPAR:	\$93.34

2011	Props:	17
	Rooms:	4,067
	Occupancy:	72.9%
	ADR:	\$117.06
	RevPAR:	\$85.35

	2012			2011			Variance %	
	Ratio to Sales <sup>1</sup>	Amount Per Available Room	Amount Per Occupied Roomnight	Ratio to Sales <sup>1</sup>	Amount Per Available Room	Amount Per Occupied Roomnight	Amount Per Available Room	Amount Per Occupied Roomnight
	%	\$	\$	%	\$	\$	%	%
<b>UNDISTRIBUTED OPERATING EXPENSES</b>								
Administrative & General	8.1 %	\$ 3,688	\$ 13.40	8.5 %	\$ 3,594	\$ 13.51	2.6 %	(0.8) %
Marketing	5.7	2,600	9.44	7.7	3,260	12.25	(20.3)	(22.9)
Utility Costs	4.7	2,135	7.76	5.0	2,121	7.97	0.7	(2.7)
Property Operation & Maintenance	3.9	1,768	6.42	3.9	1,649	6.20	7.2	3.6
<b>TOTAL UNDISTRIB. OPERATING EXPENSES</b>	<b>22.3</b>	<b>\$ 10,192</b>	<b>\$ 37.02</b>	<b>25.1 %</b>	<b>\$ 10,625</b>	<b>\$ 39.93</b>	<b>(4.1) %</b>	<b>(7.3) %</b>
<b>GROSS OPERATING PROFIT</b>	<b>43.8 %</b>	<b>\$ 20,011</b>	<b>\$ 72.69</b>	<b>40.1 %</b>	<b>\$ 16,947</b>	<b>\$ 63.69</b>	<b>18.1 %</b>	<b>14.1 %</b>
Franchise Fees (Royalty)	1.5	705	2.56	1.6	656	2.47	7.5	3.9
Management Fees	3.5	1,620	5.88	3.6	1,539	5.78	5.2	1.7
<b>INCOME BEFORE FIXED CHARGES</b>	<b>38.7 %</b>	<b>\$ 17,686</b>	<b>\$ 64.24</b>	<b>34.9 %</b>	<b>\$ 14,752</b>	<b>\$ 55.44</b>	<b>19.9 %</b>	<b>15.9 %</b>
<b>SELECTED FIXED CHARGES</b>								
Taxes	2.9 %	\$ 1,335	\$ 4.85	3.2 %	\$ 1,352	\$ 5.08	(1.3) %	(4.6) %
Insurance	0.5	239	0.87	0.6	239	0.90	0.1	(3.2)
Reserve For Capital Replacement	1.9	859	3.12	2.1	883	3.32	(2.7)	(6.0)
<b>AMOUNT AVAILABLE FOR DEBT SERVICE &amp; OTHER FIXED CHARGES</b>	<b>33.4 %</b>	<b>\$ 15,252</b>	<b>\$ 55.40</b>	<b>29.0 %</b>	<b>\$ 12,277</b>	<b>\$ 46.14</b>	<b>24.2 %</b>	<b>20.1 %</b>



# Destination Data/Report

- Ongoing hotel performance data (Occupancy, ADR, ...)
- A professor can select destinations (areas) of interest, such as cities or groups of hotels around your campus, or any other geographic areas around the world
- Weekly and/or monthly reports will be emailed to you with updates on the hotel performance in these areas
- Tourism and lodging operations professors can track performance of user-defined groups of hotels, observe how special events affect metrics, and teach forecasting

# Sample Destination Report – Multi-Segment page

## Tab 2 - Multi-Segment Cities

Currency: CAD - Canadian Dollars

Toronto Convention & Visitors Association

For the month of: December 2010

	Current Month - December 2010 vs December 2009												Year to Date - December 2010 vs December 2009											
	Occ %		ADR		RevPAR		Percent Change from December 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009					
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Canada	45.2	43.7	121.13	120.05	54.71	52.46	3.4	0.9	4.3	5.3	1.0	4.4	60.9	58.9	128.79	126.29	78.46	74.32	3.5	2.0	5.6	6.8	1.2	4.7
Ontario, Canada Canada	45.3	43.7	114.62	113.79	51.91	49.68	3.7	0.7	4.5	5.2	0.6	4.4	61.1	57.9	122.75	121.30	74.99	70.23	5.5	1.2	6.8	7.4	0.6	6.2
Toronto Canada	50.7	48.2	122.46	120.16	62.07	57.98	5.0	1.9	7.1	7.3	0.2	5.3	68.3	62.3	134.75	129.96	92.06	80.95	9.7	3.7	13.7	13.4	-0.3	9.4
Montreal Canada	48.1	42.6	121.14	117.57	58.29	50.10	12.9	3.0	16.3	15.1	-1.1	11.7	62.9	57.9	133.02	128.49	83.71	74.45	8.6	3.5	12.4	12.2	-0.2	8.4
Vancouver Canada	47.0	46.2	119.34	119.63	56.13	55.30	1.8	-0.2	1.5	5.7	4.2	6.0	67.7	64.2	151.77	136.10	102.76	87.37	5.5	11.5	17.6	22.6	4.2	9.9
Quebec City Canada	46.1	42.0	127.00	118.81	58.54	49.92	9.7	6.9	17.3	13.4	-3.3	6.1	63.8	60.8	137.38	138.54	87.65	84.25	4.9	-0.8	4.0	3.5	-0.6	4.3
Ottawa Canada	53.0	50.6	128.32	127.56	68.06	64.53	4.8	0.6	5.5	6.0	0.5	5.4	68.9	67.1	132.71	134.26	91.43	90.09	2.7	-1.2	1.5	2.0	0.5	3.2
Winnipeg Canada	53.3	50.7	109.39	105.94	58.28	53.77	5.0	3.3	8.4	7.3	-1.0	3.9	67.3	65.5	113.95	108.11	76.68	70.81	2.7	5.4	8.3	8.3	0.0	2.8
Calgary Canada	49.0	47.9	130.47	133.34	63.88	63.85	2.2	-2.2	0.0	2.9	2.9	5.2	64.6	65.4	144.96	147.30	93.61	96.38	-1.3	-1.6	-2.9	0.1	3.1	1.7
Edmonton Canada	48.6	49.2	121.49	122.35	58.99	60.17	-1.3	-0.7	-2.0	1.5	3.6	2.3	61.7	64.2	123.49	123.94	76.23	79.57	-3.8	-0.4	-4.2	-1.3	3.0	-1.0
Mississauga Canada	47.3	46.6	102.26	101.84	48.36	47.49	1.4	0.4	1.8	3.4	1.6	3.0	59.4	56.2	103.88	104.91	61.72	59.00	5.6	-1.0	4.6	5.7	1.1	6.8
Toronto Downtown Canada	53.1	51.3	141.63	134.80	75.22	69.22	3.4	5.1	8.7	6.7	-1.8	1.6	74.0	67.9	159.43	147.79	117.97	100.31	9.0	7.9	17.6	14.2	-2.9	5.9
Toronto North/East Canada	44.6	42.5	106.26	106.19	47.42	45.12	5.0	0.1	5.1	6.9	1.7	6.8	62.3	56.4	109.95	110.99	68.54	62.63	10.5	-0.9	9.4	9.7	0.3	10.7
Toronto Airport/West Canada	51.4	47.4	102.09	103.19	52.48	48.94	8.4	-1.1	7.2	9.8	2.4	11.0	63.7	57.4	107.34	108.80	68.42	62.48	11.0	-1.3	9.5	13.9	4.0	15.5
Toronto Luxury Chains Canada	48.2	48.9	173.73	157.42	83.77	76.97	-1.4	10.4	8.8	8.8	0.0	-1.4	71.0	64.4	189.40	180.24	134.52	116.11	10.3	5.1	15.9	15.9	0.0	10.3
Toronto Upper Upscale Chains Canada	57.4	55.4	132.72	131.44	76.20	72.78	3.7	1.0	4.7	4.6	-0.1	3.6	74.3	68.9	151.54	145.13	112.59	99.99	7.8	4.4	12.6	13.0	0.4	8.3
Toronto Upscale Chains Canada	52.3	50.0	114.93	113.31	60.11	56.69	4.5	1.4	6.0	10.7	4.4	9.2	70.9	64.1	121.79	119.53	86.33	76.64	10.6	1.9	12.7	15.9	2.8	13.7
Toronto Upper Midscale Chains Canada	46.6	43.6	98.79	100.70	46.03	43.95	6.8	-1.9	4.7	9.5	4.5	11.6	63.9	58.3	107.74	107.74	68.85	62.77	9.7	0.0	9.7	10.7	0.9	10.7
Toronto Midscale Chains Canada	46.2	42.6	84.48	85.84	39.06	36.58	8.5	-1.6	6.8	2.4	-4.1	4.0	59.7	54.3	90.82	91.40	54.22	49.59	10.0	-0.6	9.3	10.5	1.1	11.2
Toronto Economy Chains Canada																								
Toronto Independents Canada	47.8	49.0	163.15	150.55	77.93	73.83	-2.6	8.4	5.6	7.6	1.9	-0.7	68.0	61.7	170.38	159.06	115.93	98.08	10.3	7.1	18.2	22.7	3.8	14.5

- Destination Reports are used by CVBs, tourism organizations and hotel associations.
- Professors can use them to demonstrate tourism-related research.
- You can also select groups of hotels, cities, or countries and track performance.



# Hotel Sales Transaction Data

- Detailed information on hotel sales back to 2000
- You can select a geographic area or specific transactions

STRcode	Property Name	City	State	Year Built	Rooms	Scale	Class	Affiliation	Market	Tract	Phone	Fax	Mailing Address	Mailing City	Mailing State	Mailing Zip	Single Low Rate	Single High Rate	Double Low Rate			
7972	Ramada Inn	Nashville	TN	228	2/8/2000	3,400,000	14,912	Ramada	HMS, Inc.								15.0%	3400000	Large restaurant and lounge facilities. Co	12/1/1998	C. Kem Merrell	
590	Holiday Inn Express	Nashville	TN	210	5/25/2000	2,900,000	13,810	Holiday Inn Express	Molinaro Koger								1200000	NOI REMOVED FROM STATISTICAL ANALYSIS	1/1/2000	Andrew J. Kern		
12667	Hermitage	Nashville	TN	120	6/16/2000	14,000,000	116,667												Historic Hotels of Nashville assumed management			
18475	Clarion Nashville	Nashville	TN	200	3/1/2002	3,000,000	15,000	Clarion											affiliated w/ Radisson			
27663	Ramada Nashville	Nashville	TN	284	11/1/2002	8,400,000	29,577	Ramada														
11014	Baymont Inns & Suites	Nashville	TN	118	6/1/2003	2,050,000	17,373	Baymont	Molinaro Koger											Sale confirmed through Molinaro Koger, Chris Morosetti , 703-760-9600.		
31348	Hampton Inn & Suites	Nashville	TN	111	6/1/2003	8,900,000	80,180	Hampton Inn & Suites	Molinaro Koger											URL: <a href="http://www.hamptoninn.com/en/hp/hotels/index.jhtml?sessionId=R4SAU">http://www.hamptoninn.com/en/hp/hotels/index.jhtml?sessionId=R4SAU</a>		
5306	Residence Inn Nashville Airport	Nashville	TN	168	6/30/2003	8,800,000	52,381	Residence Inn												URL: <a href="http://www.marriott.com/dpp/PropertyPage.asp?MarshaCode=BNABN2">http://www.marriott.com/dpp/PropertyPage.asp?MarshaCode=BNABN2</a>		
27663	Ramada Inn	Nashville	TN	287	7/2/2003	2,500,000	8,711	Ramada												Owners are planning a \$7.5 million renovation of the property and plan to co		

# Hotel Census Data

- Attribute information on hotels any where in the world
- Over 100 fields of data including categorizations, features, amenities, history, meeting space info, latitude/longitude

STR#	Hotel Name	Physical Address	Physical City	Physical State	Physical Zip	Year Built	Rooms	Scale	Class	Affiliation	Market	Tract	Phone	Fax	Mailing Address	Mailing City	Mailing State	Mailing Zip	Single Low Rate	Single High Rate	Double Low Rate
9862	Hilton North Raleigh	3415 Wake Forest Rd	Raleigh	NC	27609-7316	198301	338	Upper Upscale Chains	Upper Upscale Class	Hilton	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 872-2323	(919) 876-0890	3415 WAKE FOREST RD	RALEIGH	NC	27609-7316	179	209	179
8897	Days Inn Raleigh	3201 Wake Forest Rd	Raleigh	NC	27609-7446	198504	135	Economy Chains	Economy Class	Days Inn	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 878-9310	(919) 790-1451	3201 WAKE FOREST RD	RALEIGH	NC	27609-7446	50	55	50
35456	Microtel Inn & Suites Raleigh	1209 Plainview Dr	Raleigh	NC	27610-1316	198805	74	Economy Chains	Economy Class	Microtel Inn	Raleigh-Durham-Chapel Hill, NC	Wake Forest/ Route 1	(919) 231-0002	(919) 231-8894	1209 PLAINVIEW DR	RALEIGH	NC	27610-1316	50	65	55
41808	Candlewood Suites Raleigh Crabtree	4433 Lead Mine Rd	Raleigh	NC	27612-3324	200103	122	Midscale w/O F&B Chains	Midscale w/O F&B Class	Candlewood Suites	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 789-4840	(919) 789-4841	4433 LEAD MINE RD	RALEIGH	NC	27612-3324	40	40	40
4281	Windsor Inn	3921 Arrow Dr	Raleigh	NC	27612-4624	198206	60	Independents	Economy Class	Independent	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 277-8485	(919) 783-6259	3921 ARROW DR	RALEIGH	NC	27612-4624	40	40	40
4487	Holiday Inn Raleigh Crabtree Valley Mall	4100 Glenwood Ave	Raleigh	NC	27612-4626	197306	176	Midscale w/F&B Chains	Midscale w/F&B Class	Holiday Inn	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 782-8600	(919) 781-6077	4100 GLENWOOD AVE	RALEIGH	NC	27612-4626	86	170	86
7881	Raleigh Crabtree Inn	3920 Arrow Dr	Raleigh	NC	27612-4657	197306	172	Independents	Economy Class	Independent	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 783-7540	(919) 781-0435	3920 ARROW DR	RALEIGH	NC	27612-4657	45	45	45
26243	Embassy Suites Raleigh Crabtree	4700 Creedmoor Rd	Raleigh	NC	27612-5802	198806	225	Upper Upscale Chains	Upper Upscale Class	Embassy Suites	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 881-0000	(919) 782-7225	4700 CREEDMOOR RD	RALEIGH	NC	27612-5802	70	75	70
9368	Days Inn Raleigh	6619 Glenwood Ave	Raleigh	NC	27612-7129	198406	84	Economy Chains	Economy Class	Days Inn	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 782-8650	(919) 861-0165	6619 GLENWOOD AVE	RALEIGH	NC	27612-7129	70	75	70
86224	Homewood Suites Raleigh Crabtree Valley	5400 Homewood Banks Dr	Raleigh	NC	27612-8071	198803	137	Upscale Chains	Upscale Class	Homewood Suites	Raleigh-Durham-Chapel Hill, NC	Crabtree Mall	(919) 785-1131	(919) 781-3119	5400 HOMEWOOD BANKS DR	RALEIGH	NC	27612-8071			

Professors can use hotel census data for market analyses or competitor studies



# Hotel Company Information

- Chains, parent companies, management companies, owners, and asset mgmt companies - stats, financial info, coverage

## Property and Room Counts

- Size and structure information by various subtotal fields for groups of hotels around the world, great for market studies

## Forecast Data

- Projected performance information for markets around the world, detailed estimates for all metrics, great to introduce hotel-related forecasting

# Ad-Hoc Industry Data Files

- Files can provide large volume of raw performance data for professor's or student's research projects. You can pick cities, countries, or groups of hotels.

## Reference Information

- Chains and Scales – which chains in which scales
- Parent Companies and Brands – which chains in which parent comps
- Markets and Tracts
- Additional geographic and non-geographic breakdowns
- Maps



# Recent SHARE Center Developments

- Dropbox for professors
  - Professors obtain usernames and passwords
  - Provides easy access to all of the latest resources
- Newsletter
  - Distributed every other month to over 1000 professors
  - Focused on specific topics, types of data and reports
  - Show how professors are using resources in the classroom
  - Highlight examples of research from professors and students
- Linked In group – communication and interaction for professors
- YouTube Channel – online videos and introductions

# Access to Articles/Presentations

- [www.hotelnewsnow.com](http://www.hotelnewsnow.com) is a free electronic news service focused on global industry performance, recent conferences, latest developments, and hot topics
- 3 years of articles available with search capability, great for preliminary research

## Industry Publications

- US schools receive US Monthly and Weekly Hotel Review
- Non-US schools receive a Global Review (Americas, Europe, Asia Pacific, or Mideast Africa) and Country Reports where available

*Helps professors and students keep up on hot topics & current events, stay connected to industry*

The screenshot shows the Hotel News Now website. At the top, there is a red header with the logo "Hotel News Now" and the tagline "Vital information for hotel decision makers". Below the header, there is a navigation bar with links for "Data", "Digital", "Ownership", "Operations", "Regions", "Profiles", "Opinions", and "Marketplace". A search bar is located on the right side of the header. Below the navigation bar, there is a banner for "M3 Accounting + Analytics" with the text "HOSTED SOFTWARE SOLUTIONS FOR THE HOSPITALITY INDUSTRY". The main content area features a large image of a hotel lobby with the headline "Developers seek Europe's iconic buildings". To the right of the image, there is a list of "LATEST NEWS" including "Pod hotels now not much larger than eggs", "Group, transient business becoming one", "HDC: 5 US resort hotel performance trends", "Team approach key to social media success", "Hoteliers court government demand", and "Transient business pushes hotelier confidence". Below the main image, there are several smaller images and headlines, including "Executives seek Europe's iconic buildings", "Elevate your image today", and "Browse the collection". At the bottom of the page, there is a section for "2013 Revenue Management" and "What does the future look like? Let our forecasts be your guide." with a "STR" logo.

# *In addition to data* - Research Related Support

- Collaboration assistance for professors
- Special data requests for professors doing research
- Help merging/correlating third party data (with STR performance data)
- Regular SHARE newsletter for professors
- Educator forums, connecting industry with academia
- Webinars for faculty or students
- Speaker support for Deans, Directors and Department Heads  
(We can make you look like “you have your finger on the pulse of the hotel industry”.)

# Training Programs such as:

- **Hotel Industry Analytical Foundations**
  - Who are the players, affiliations, size and structure, categorization basics, benchmarking in the hotel industry, competitive sets, creating, changing, rules, stats, additional
- **Hotel Math Fundamentals, the metrics used by the Hotel Industry**
  - Foundational metrics, definitions, formulas (sup, dem, rev, occ, ADR, RevPAR, % changes, multi-year, index, ranking), methodologies, interpreting the numbers, Excel-based
- **Property Level Benchmarking (STAR Reports)**
  - Step through each page of a monthly, weekly, and daily STAR report; how do hotel managers use the data to make strategic decisions, hints, questions, case scenarios
- **Hotel Industry Performance Reports (Trends, Ad-hoc Reports, and Destination Reports)**
  - Step through each page of each ad-hoc report (Trends, Pipeline, HOST, Forecast, Destination Reports, others), explain all the metrics and how they are used, hints

*PowerPoint presentations w/ 1-200 slides; professors can personalize; Includes hints, discussion questions, case scenarios, and application exercises; other classes available*

# Comprehensive Set of Sample Reports

- Property Reports
  - Monthly, Weekly, Daily STAR Reports
  - Different types of hotels (by scale and and for cities around the world)
- Ad-Hoc Reports
  - Every type for various sample cities
- Destination Reports
  - Actual reports received by real CVBs and tourism organizations

*Professors can use sample reports to demonstrate in class or for student projects. Provide experience with actual reports.*

**STR.**

United Kingdom: Blue Fin Building, 110 Southwark Street, London SE1 0TA. Phone: +44 (0)20 7922 1930. Fax: +44 (0)20 7922 1931. www.strglobal.com

United States: 735 East Main Street, Hendersonville, TN 37075. Phone: +1 (615) 824 8664. Fax: +1 (615) 824 3648. www.strglobal.com

### Monthly STAR Report Sample (US & Canada)

July 2008 STR #: 98765 Date Created: August 24, 2008

Table of Contents	Tab	
Monthly Performance at a Glance	1	
STAR Summary	2	
Competitive Set Report	3	
Response Report	4	
Segmentation Summary	5	
Segmentation Occupancy Analysis	6	
Segmentation ADR Analysis	7	
Segmentation RevPAR Analysis	8	
Segmentation Index Analysis	9	
Segmentation Ranking Analysis	10	
Segmentation Day of Week - Current Month	11	→ Available to Segmentation participants only
Segmentation Day of Week - Year to Date	12	
Additional Revenue ADR Analysis	13	
Additional Revenue RevPAR Analysis	14	
Segmentation Response Report	15	
Daily Data for the Month	16	
Day of Week & Weekend/Weekend	17	→ Available to Weekly STAR participants only
Help	18	
	19	

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### Historical Trend Report - Sample

January 2003 to December 2008 Job Number: 240891\_SADUM Staff: MB Created: March 12, 2009

Currency: USD - US Dollar

Table of Contents	Tab	
Data by Measure	1	
Percent Change by Measure	2	
Percent Change by Year	3	
Twelve Month Moving Average	4	
Day of Week Analysis	5	
Raw Data	6	
Classic	7	
Help	8	
Terms and Conditions	9	
	10	

Please note: future performance metrics contained in this TREND may be affected by the following pipeline activity in the (Sample City, State) market:

	Under Construction	Final Planning	Planning	Pre-Planning
Hotels	11	2	2	4
Rooms	116	29	26	42

Please contact us for additional information or to learn more about Market Pipeline Reports.  
 <Click to view sample Market Pipeline Report>

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### Market Pipeline Report - Sample

Data for end of March 2008 Publication Date: April 08, 2008

Table of Contents	Tab	
Summary	1	
Pipeline by Brand Summary	2	
Supply Changes	3	
Data by Property	4	
Construction Pipeline	5	
Glossary	6	
Terms and Conditions	7	
	8	



# Help with Student Research Projects

- **Hotel-Related Overviews**

1. Local Market Overview
2. Comparable Market Analysis
3. Tracking Ongoing Performance
4. Existing Supply Analysis
5. Conversion Activity Analysis
6. Future Supply Analysis
7. Profitability Study
8. Destination Forecasting

- **Impact Analyses**

9. Weather-Related
10. Sporting Event
11. Holiday Shift Study
12. Crisis-Related
13. Potential Special Event
14. New Attraction

15. Selected Hotel Comparative Study

16. Correlating Hotel & Other Travel Data

17. Development Potential

- **Market Segment Research**

18. Weekday/Weekend and DOW Analysis

19. Group versus Transient Analysis

20. Seasonality Analysis

21. School Vacation/Schedule Analysis

22. Compression/Overflow Analysis

23. Sellout Night Analysis

- **Special Studies**

24. Traveler Origin/Intention, Visitor Profile

25. Guest Satisfaction/Review Analysis

26. Feasibility Study

27. Valuation

28. Financial Statement Analysis

*Students can obtain “hands-on” experience working with live data.*

*Framework is provided to help guide students through actual projects.*

# The “Certification in Hotel Industry Analytics”



# “Some sort of student certification”

- Since we started the SHARE Center, the single biggest request from professors was for some sort of student certification.
- Considerable interest in having a “stamp of approval” on students graduating from hospitality and tourism programs.
- At the end of 2011, representatives from AH&LEI (the Educational Institute of the AH&LA), ICHRIE, and STR met and decided to jointly launch a student certification.
- The primary contacts are Cynthia Deale (ICHRIE), Chris Jack (AH&LEI), and Steve Hood (STR SHARE Center).



# Progress Update

- A pilot program was launched in the summer of 2012 with 80 professors from 50 universities. Participants were surveyed and improvements were made.
- There are now nearly 200 universities involved, from the US, Canada, South/Central America, Europe, Asia, and the Mideast/Africa. There are 75 non-US schools. Over 1000 students have received the CHIA certification.
- Sixteen Train the Trainer sessions have been conducted for 400 professors. Training materials, learning objectives, application exercises, and exam questions were reviewed . The program was fine tuned with feedback from professors.

# Certification Basics

- The official name is “STAR Certification in Hotel Industry Analytics”. The abbreviated name is “CHIA”.
- The certification is offered jointly by the ICHRIE, AHLEI, and STR to undergraduate and graduate students.
- Universities that are interested in offering the certification are required to send at least one professor to a Train the Trainer session. There is no charge for this session to members of the SHARE Center.
- In the future schools will need to have one professor that has the CHIA certification (successfully passing the exam).

# Certification Details

- The exam cost to the student is \$75. Need-based scholarships will be considered.
- Training is focused on 4 content areas: Hotel Analytical Foundations, Hotel Math Fundamentals, Property Level Benchmarking, and Hotel Industry Performance Reports.
- Testing is administered by EI. There are 50 multiple choice questions on the exam and the minimum passing score is 70%.
- Students receive certificates and can use the “CHIA” designation after their name on their business card or resume/CV.

# Presentation Options

- Schools are using a variety of different formats to present the training to their students.
- Universities have incorporated the certification in Lodging Operations, Revenue Management, and Capstone classes. Some universities are offering the training in a workshop and one offered it as a lab.
- Some schools are presenting the material in one class. Others are spreading the material out over multiple classes. Some have made it optional and others have made it mandatory.
- Many schools have offered the certification to their graduate students.

# Certification Description

This is the leading hotel-related certification for university students graduating from Hospitality and Tourism programs. This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Recipients have proven that they can “do the math” and interpret the results. They have demonstrated an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis. Certification also confirms a comprehensive understanding of benchmarking and performance reports. Designees have a grasp of the current landscape of the hotel industry, including relevant current events. Achieving this distinction announces that you have a place among the best graduates in your profession and opens the doors to future career opportunities.

# Upcoming Train the Trainer Sessions

- The “Train the Trainer” sessions prepare professors to present the CHIA training to their students. Additional sessions are scheduled around the world:
  - April in Beijing, Shanghai, and Tianjin
  - May at AsiaPacCHRIE in Kuala Lumpur, hosted by Taylors University
  - July at ICHRIE in San Diego
  - October at EuroCHRIE in Dubai, hosted by Emirates Academy
- More sessions are being planned (Singapore, Belgium, India, Eastern Europe, Africa, Latin America, Caribbean).
- Online TTT sessions are also available.

# Academic Certification – Industry Response

- The industry quickly became aware of the academic version of the CHIA Certification.
- One major hotel company recently asked a hospitality and tourism department head for her list of CHIA-certified students for two RM trainee positions and hired two.
- We've received many testimonials from graduates who felt the CHIA was instrumental in them obtaining their new job.
- We've also heard great feedback from graduates where they were able to demonstrate their analytics knowledge to their new employers.

# Launch of the Industry Version

- The launch of the industry version of the CHIA was just announced at the New York Hotel Show in November 2013. The industry version is being jointly offered by AHLEI and STR.
- Pilot CHIA training sessions have been conducted for many of the major hotel companies. Sessions have included general managers, revenue managers, corporate staff, and training staff. More sessions are scheduled.
- Nearly 100 industry professionals have already received their certification.
- The cost of the industry certification will be \$300 (\$250 for AH&LA members). It will count towards continuing education requirements. There is no “length of service” requirement.



# SHARE and CHIA Goals for 2014



# Goals for 2014

- More focus outside North America
  - Great response to the TTT session in the Philippines, very good response at Oxford Brookes
  - Trips scheduled to Belgium, Dubai, China (Beijing, Shanghai, Tianjin, Hong Kong), Malaysia, and Singapore
- Additional Training Programs
  - How to Conduct a Market Study, Impact Analysis, and Feasibility Study
  - The Effective Presentation of Hotel Industry Data
  - International Geography for Hotel Industry Professionals
  - Introduction to Excel for Hotel Industry Professionals

# Goals for 2014 continued

- Help to increase Industry and Academia communication
  - Theme-based forums/roundtables on specific topics
  - Academic features in HotelNewsNow.com – articles from professors, academic research condensed and translated for industry professionals
  - Lodging Research Panel
- CHIA
  - Advanced/special focused versions - tourism, revenue management, technology, real estate
  - Expand section on industry awareness

# We would be delighted to have you and your university involved in the SHARE Center!

- Let us know if you are interested, [sharecenter@str.com](mailto:sharecenter@str.com)  
To get started, there is just a simple form to fill out.
- We offer complimentary trial memberships, so schools can have an introduction to the data and resources.
- We are sensitive to budget challenges. We never want a school to miss out due to financial issues. Let us know if you need help.
- We can conduct a webinar for your faculty to introduce them to all of the materials that are available.



*We look forward to working together!  
Let us know how we can help.*

**Duane Vinson, [duane@str.com](mailto:duane@str.com)  
+1 615 824 8664, extension 3329**

**Steve Hood, [steve@str.com](mailto:steve@str.com)  
+1 615 824 8664, extension 3315**

