



**Highlights**

Annual recap of hotel industry profitability  
Benchmark your property's revenues and expenses

## HOST Study

HOST Study  
Custom HOST Report  
Comparative HOST Report

**Definitive database on hotel  
industry revenues and expenses**





The financial statement of the U.S. hotel industry as a whole

# HOST Study

The Hotel Operating Statistics (HOST) Study is the most extensive and definitive report on U.S. hotel industry revenues and expenses. The operating statements of thousands of hotels have been entered into this database, giving STR the capability to produce custom reports tailored to a variety of client needs.

The HOST Study contains information on hotel revenues and expenses by department, including rooms, food and beverage, marketing, utility costs, property and maintenance, administrative and general, as well as selected fixed charges.

### Product highlights

- Total U.S. results as well as segmented data: geographic region, location type, price category and room count
- Hotel industry overview and outlook, plus special reports on current industry topics
- Custom HOST Reports can be ordered for entire states, metropolitan areas, or for competitive sets of individually selected hotels
- Participating hotels receive a complimentary report

### Primary users

- Consultants
- Brokers
- Lenders
- Property-level executives
- Hotel company executives
- Developers

### Cost

- HOST Study: \$350
- Custom HOST: \$375
- Comparative HOST: \$525

### How to get the most out of the STR HOST Study

- Compare your revenues and expenses, department by department, to the industry average
- Find out where you need to tighten up operations and where you are outperforming the industry
- Order a Custom HOST Report to compare your operations with a competitive set of four or more hotels that you select
- Make realistic cash-flow projections with the HOST Study and the revenue data in a Trend Report

### Frequency and format

- Annual; emailed as a PDF and delivered as a printed book

### Why STR works

- Whatever hotel data you need you can be sure to find it within one of our accurate, fast and flexible reports.
- Covering hotel markets worldwide, our data has proven invaluable to hoteliers and non-hoteliers alike by helping them make more informed decisions.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



### Buy now!

You can place your order online, or call us at **+1 615 824 8664 ext. 3504**. One of our representatives will be happy to assist you with your requirements.

Order online at [www.str.com](http://www.str.com)

### A global company with worldwide offices

Our offices are located in U.S., Europe and Asia. If you have any questions please contact below:

**Company Headquarters:**  
735 East Main Street  
Hendersonville, TN 37075  
USA  
T: +1 615 824 8664  
E: [info@str.com](mailto:info@str.com)  
[www.str.com](http://www.str.com)

### HotelNewsNow.com

**HotelNewsNow.com** provides current headlines, community and insight to the global hotel industry through its free daily e-newsletter and multimedia Web site.

With first access to data from the STR family of companies, **HotelNewsNow.com** provides vital information in a timely manner for today's busy hotel executive.

**Click here** to sign up for the free daily e-newsletter from **HotelNewsNow.com**.

© 2011 Smith Travel Research. All rights reserved.

**STR PRODUCTS:** STAR REPORTS • CORPORATE REPORTS • HOTEL SURVEY • SPA STAR • SPA TREND • HISTORICAL TREND REPORTS  
HOTEL REVIEWS • HOTEL CENSUS DATABASE • DESTINATION REPORTS • MARKET FORECASTS • LODGING MARKET DATA BOOK  
DIRECTORY OF HOTEL & LODGING COMPANIES • HOST STUDY • PIPELINE REPORTS • METROPOLL

