



**Highlights**

The leading hotel performance reports  
Competitor and market data

## STAR Reports

Daily STAR Report  
Weekly STAR Report  
Monthly STAR Report

The market leader  
for hotel reporting





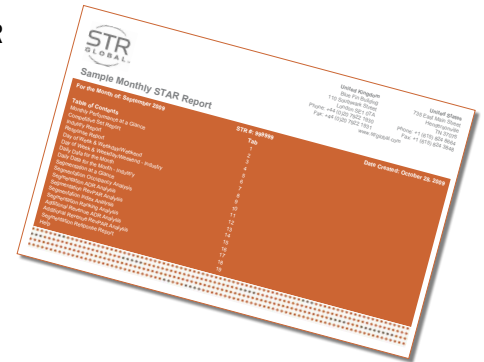
Essential market data  
Informative, easy to use format  
Delivered directly to your inbox  
Tracking 18 months of key data

# STAR Reports

STAR Reports are the essential tool for successful hotels. STAR Reports reveal the comparative data that matters: *your* hotel's performance compared against the competitors of your choice. STAR Reports have been recognised as a vital management tool by the hotel industry worldwide for over 20 years and are presented in an informative, easy to use format delivered directly to your inbox.

The STAR Reports contain summaries and historical performance data that accurately reflect how your property measures up to your chosen Competitor Set or Market. Daily performance data is provided regularly within the Daily STAR Report, allowing accurate weekday and weekend analysis.

CLICK ON THUMBNAIL TO VIEW AND DOWNLOAD A SAMPLE



## Product highlights

- Benchmark your hotel against your chosen Competitor Set
- Identify precisely where you are gaining or losing market share and drive revenue to your business
- Information provided daily, weekly and monthly
- 18 months historical Occupancy, ADR and RevPAR data showing year on year percentage change and rolling 3 & 12 month overview
- Sent directly to your inbox
- Specify and 'pull' reports online
- STAR users receive discounts on other STR Global products
- Centrally manage multiple hotels' STAR accounts, Competitor Sets, reporting profiles and user access

## Primary users

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

## How to get the most out of the STR Global STAR Reports?

- Use the reports to accurately track performance against competitors and manage 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
- See comparison between direct competitors and local market

## Frequency

- Daily, weekly and monthly

## How the system works

- Call us on the number below or use an online form
- Discuss your requirements with your sales contact
- Download, complete and submit the **enrolment form**.

[Download Enrolment Form](#)

- Log in at [www.strglobal.com](http://www.strglobal.com)
- **Submit current performance data for your hotel(s)**
- Start receiving valuable reports

## A global company with worldwide offices

STR Global has offices in Asia, Europe and North America. If you have any questions please contact your local office.

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ONLINE SUBSCRIPTIONS • PROFITABILITY REPORTS • CORPORATE REPORTS • PIPELINE REPORTS • MARKET FORECASTS

