



2015 STR/STR GLOBAL F&B STAR COMPETITIVE SET GUIDELINES

The STR/STR Global competitive set guidelines were developed to ensure no single property's data can be isolated. If you have questions or would like additional clarification on the guidelines, please contact us at support@str.com.

STR

North America and the Caribbean Guidelines

Property Minimum – Competitive sets must include a minimum of four participating¹ properties. The four properties **exclude** the subject property and other properties from the same company as the subject, (brand, management, ownership, and/or asset manager). The minimum number of properties must report data before competitive set performance data will be released.

Percent Check – No single property or brand (e.g. Holiday Inn, Comfort Inn, etc.) can account for more than 50% of the total participating¹ function space or venue seat supply of a competitive set, excluding the inventory of the subject property and other properties from the same company as the subject (brand, management, ownership and/or asset manager).

Company Check – No owner or management company can account for more than 60% of the total participating¹ function space or venue seat supply of a competitive set, excluding the inventory of the subject property and other properties from the same company as the subject (brand, management, ownership and/or asset manager).

Company Minimum – Competitive sets must include a minimum of two companies other than that of the subject property (brand, management, ownership, and/or asset manager).

STR Global

Asia Pacific Guidelines

Property Minimum – Competitive sets must include a minimum of four participating¹ properties. The four properties **exclude** the subject property and other properties from the same company as the subject, (brand, management, ownership, and/or asset manager). The minimum number of properties must report data before competitive set performance data will be released.

Percent Check – No single property or brand (e.g. Holiday Inn, Comfort Inn, etc.) can account for more than 50% of the total participating¹ function space or venue seat supply of a competitive set, excluding the inventory of the subject property and other properties from the same company as the subject.

Company Check – No owner or management company can account for more than 60% of the total participating¹ function space or venue seat supply of a competitive set, excluding the inventory of the subject property and other properties from the same company as the subject.

Company Minimum – Competitive sets must include a minimum of two companies other than that of the subject property.

¹ A participating property is defined as a property that has provided data for any one of the last three months.



Europe, MEA, Central and South America Guidelines

Property Minimum – Competitive sets must include a minimum of four participating¹ properties. The four properties **exclude** the subject property. The minimum number of properties must report data before competitive set performance data will be released.

Percent Check – No single property or brand (e.g. Holiday Inn, Comfort Inn, etc.) can account for more than 50% of the total participating¹ function space or venue seat supply of a competitive set, excluding the inventory of the subject property and other properties from the same company as the subject.

Company Check – No single property or brand (e.g. Hilton, Starwood, etc.) can account for more than 60% of the total participating¹ function space or venue seat supply of a competitive set, excluding the inventory of the subject property and other properties from the same company as the subject.

Company Minimum – Competitive sets must include a minimum of two companies other than that of the subject property.

Competitive Set Changes (applicable for STR and STR Global)

Minimum of Two – Competitive set changes must include a minimum of two consistently reporting² properties. The two consistently reporting² properties must be affiliated with a company different from the subject property **and** cannot be affiliated with the same brand.

New Construction Hotels – One or more newly constructed properties may be added alone if no more than five months of property data have been reported.

Non-Participating Hotel Removal – If a property stops reporting data for three consecutive months, the property may be deleted from the set if all other conditions (percentages and isolations) still are met.

Closed Hotels – One or more closed properties may be deleted from the set if the property has not reported data for three consecutive months and/or the status is “Closed” in the STR database. When the closed property re-opens, it may be added back to the comp set on its own if it was closed for a minimum of 12 months AND it has no more than five months of property data reported.

A CHANGE MAY NOT BE MADE IF DATA OF A SINGLE PROPERTY IS ISOLATED IN ANY WAY.

Multiple Competitive Sets

Minimum of Two – If a property has more than one competitive set, the composition of each set must differ by at least two consistently reporting² properties. The two consistently reporting² properties must be affiliated with a company different than the subject property AND cannot be affiliated with the same brand.

ALL COMPETITIVE SET GUIDELINES MUST BE MET IN ORDER TO CREATE A PROEPRTY COMPETITIVE SET.

¹ A participating property is defined as a property that has provided data for any one of the last three months.

² A consistently reporting property is defined as a property that has provided data for at least 4 of the last six months.