



## STR F&B STAR COMPETITIVE SET GUIDELINES

The STR F&B STAR Competitive Set Guidelines were developed to ensure that no single property's data is isolated. If you have questions or would like additional clarification on these guidelines, please contact us at [support@str.com](mailto:support@str.com).

### The Americas, Caribbean, Europe, Asia Pacific and MEA Region Guidelines

- **Property Minimum** – Competitive sets must include a minimum of four participating<sup>1</sup> properties, excluding the subject property. The minimum number of properties must report data before competitive set performance data will be released.
- **Property Check** – No single property or individual hotel can account for more than 50% of the total participating<sup>1</sup> 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).
- **Brand Check** – No brand can account for more than 50% of the total participating<sup>1</sup> function space or venue seat supply of a competitive set, excluding the inventory of the subject property and other properties from the same brand as the subject.
- **Company Check** – No single company (Hilton Worldwide, Host Hotels & Resorts, Interstate Hotels & Resorts, etc.) can account for more than 70% of the total participating<sup>1</sup> 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.

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



### Competitive Set Changes

- **Minimum of Two** – Competitive set changes must include a minimum of two consistently reporting<sup>2</sup> properties. The two consistently reporting<sup>2</sup> 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 is closed for a minimum of 12 months AND it has no more than five months of reported property data.

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

### Multiple Competitive Sets

- **Minimum of Two** – If a property has more than one F&B STAR competitive set, the composition of each set must differ by at least two consistently reporting<sup>2</sup> properties. The two consistently reporting<sup>2</sup> properties must be affiliated with a company different from the subject property AND cannot be affiliated with the same brand.

**ALL COMPETITIVE SET GUIDELINES MUST BE MET IN ORDER TO CREATE A PROPERTY F&B STAR COMPETITIVE SET.**

*Last updated March 2019*

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