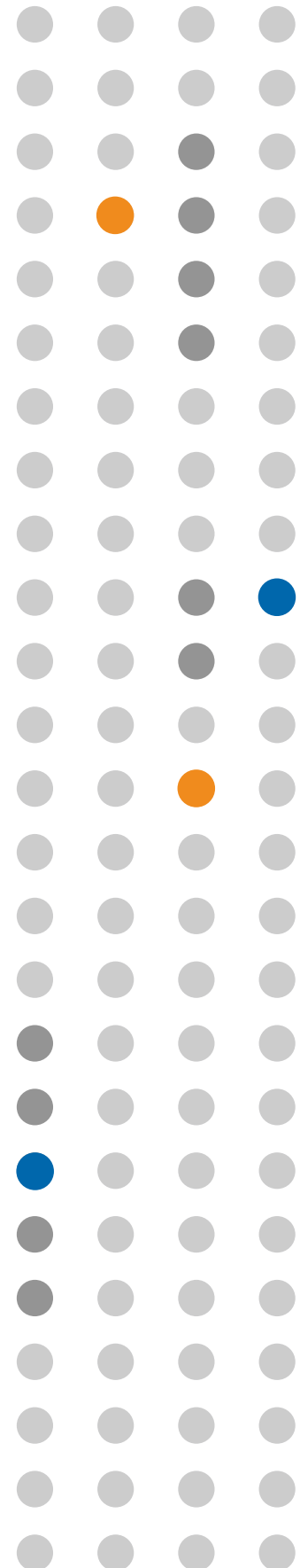


how to use

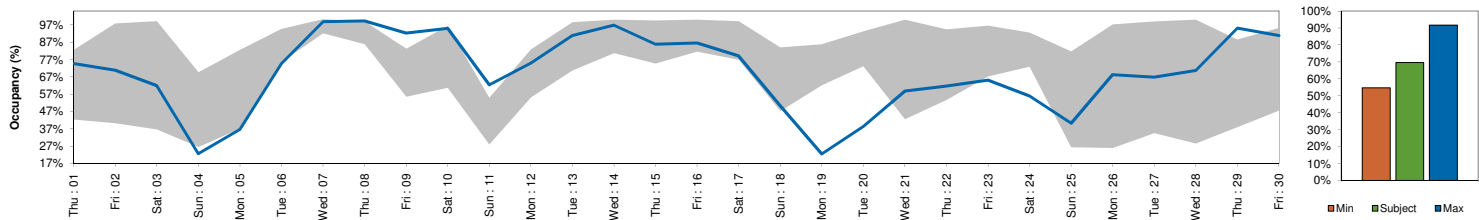
the **Bandwidth** report



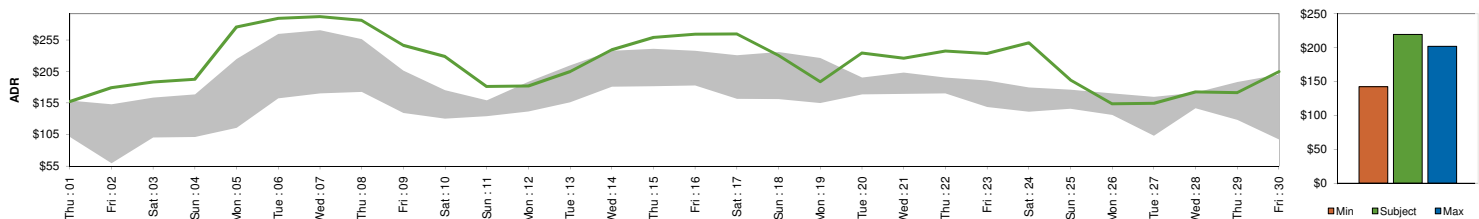
Tab 2 - Bandwidth Analysis: June 2010

Sample Hotel: 515 1st Ave San Diego, CA 92101 Phone: (619) 700-8000
 STR # XXXX ChainID: MgtCo: Owner:
 For the Month of: June 2010 Date Created: July 17, 2010 Monthly Competitive Set Data Excludes Subject

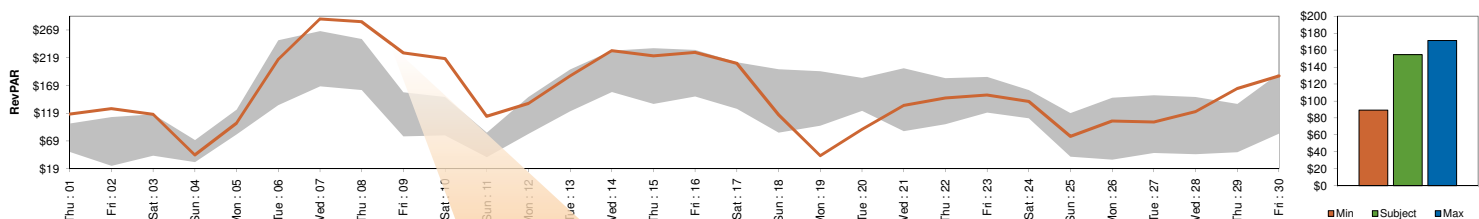
Occupancy (%) Bandwidth



ADR (\$) Bandwidth



RevPAR (\$) Bandwidth



Potential Revenue Gain

\$323,718

Potential Revenue Loss

\$852,093

STR Analytics

Potential Revenue Gain is calculated off the RevPAR band. This figure indicates that IF your hotel achieved what the RevPAR leader achieved every day of the month (i.e. the top of the band every day), this is the potential room revenue you could have gained.

Orange line above the band means your hotel was the top RevPAR performer for that day.

Bar graphs on the side show the averages of the month.

The Orange bar is the average of the bottom of the band.

The Blue bar is average of the top of the band.

The Green bar is your monthly average.

In this example, the chart illustrates that the Green Bar is above the Blue Bar, meaning your property was higher than the top of the band for that month.

What is the **Blue Line** = Your property's daily occupancy for the month

What is the **Green Line** = Your property's daily ADR for the month

What is the **Orange Line** = Your property's daily RevPAR for the month

What does the **Gray Band** represent? The Gray band represents the daily range of high and low performance in your competitive set for each day of the month.

The top of the band is the highest performance for each day in your comp set.

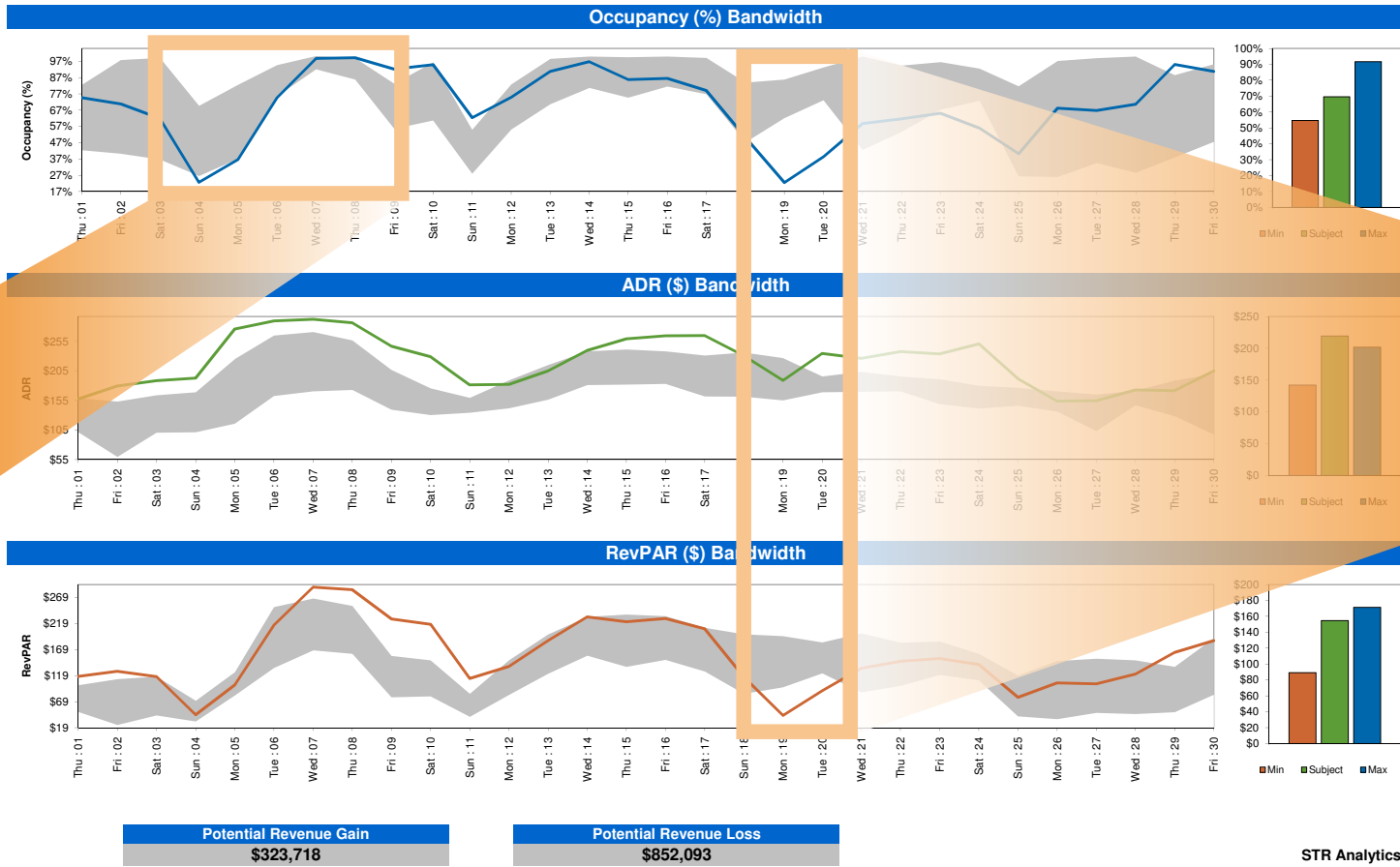
The bottom of the band is the lowest performance for each day in your comp set.

Days when your line is above the band, you were the comp set **leader**.

Days when your line is below the band, you were the comp set **laggard**.

Tab 2 - Bandwidth Analysis: June 2010

Sample Hotel 515 1st Ave San Diego, CA 92101 Phone: (619) 700-8000
 STR # XXXX ChainID: MgtCo: Owner:
 For the Month of: June 2010 Date Created: July 17, 2010 Monthly Competitive Set Data Excludes Subject



Visualize
weekday/
weekend
patterns

Highlight
the gaps
separating
you from your
competitors.

What does my Bandwidth Report show me?

- A visual display of your hotel's daily occupancy, ADR and RevPAR performance against the high and low performance of the comp set each day instead of just against an average.
- Visual representation of your monthly ranking. For example: If your rank is #2, how close are you from the peak performer that day? If your rank is #1, how close is your nearest competitor on that day?
- Bandwidth can function as a dashboard of your key performance indicators from your monthly STAR report. You can see the daily achievements of your set and the position you occupy within it.
- The report presents a revenue tracker that provides you with a quantifiable gauge of potential gain or loss of monthly room revenue within your competitive set, a useful tool for marketing campaigns and capital budgeting allocations.
- A review of the current reporting month as well as the same month last year so you may note daily accomplishments and year-over-year changes.
- Unique view of daily patterns and trends. If your hotel experiences certain weekday/weekend patterns, now you can see if your comp set experiences those same trends and to the same degree.
- Easy to read, easy to share and easily added to any presentation or monthly meetings. With immediate decisions needed for a perishable hotel rooms product, Bandwidth allows for quick, accessible dashboard-oriented tool that helps hotels and corporate management quickly understand competitive positioning and save time from crunching numerical data alone.

FAQ

How do I use this to make decisions?

On a daily basis you can see your performance trends directly against your competitive set and have a understanding of the range of performance achievements in your set and for the first time you can quantify your rank and position within a set. Additionally :

- You can benchmark initiatives, marketing campaigns and capital-investment effectiveness in a user-friendly visual format. For example, if you decided to launch a month long campaign to drive Tuesday night occupancy, your Bandwidth Report can immediately show if you were able to push your occupancy band INCREMENTALLY towards the top of the set or not.
- You can better interpret the relationship between the three key indicators. You can see where occupancy spikes helped drive RevPAR or where ADR spikes helped drive RevPAR. This is very valuable information to understand your competitive environment, particularly if your market has different business patterns throughout the year.
- You can get others more involved in the decision-making process. The Bandwidth Report is a graphical representation and can be easily used in presentations and meetings as an “executive summary.”

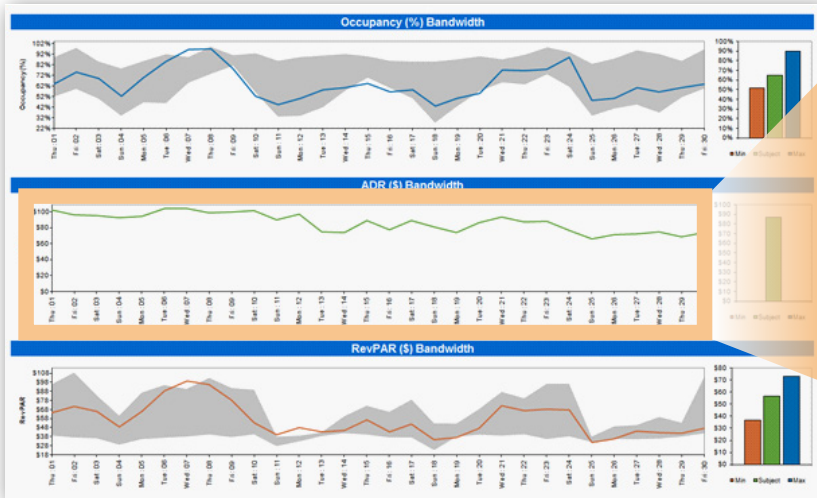
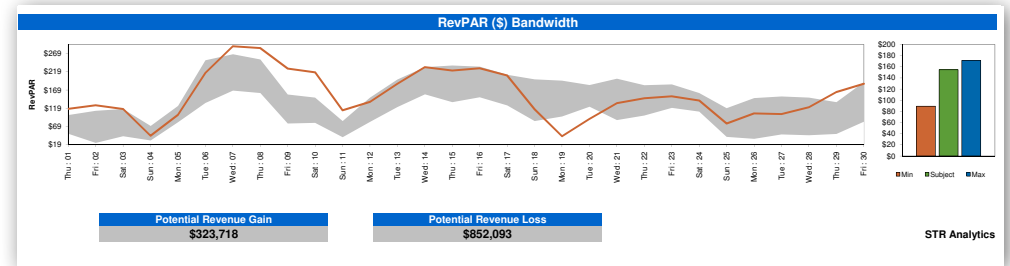
Why can't I get all the numbers in addition to or instead of the visual representations?

Your existing STAR report and other internal and external sources provide a variety of numeric data and calculations. The information portrayed in Bandwidth is only done in graphic form in order to provide the user with a clear and immediate understanding of the specific performance dynamics and influences experienced by the individual properties within your competitive set.

How does the potential Revenue Gain/Lost number get calculated?

These figures are all calculated off the RevPAR Band and help explain how much total rooms revenue dollars are available for your capture or loss within your competitive set.

- The potential revenue gain represents the difference between your property's orange line and the top of the band on a daily basis. The qualitative explanation is “this is the rooms revenue you could potentially gain IF you were the RevPAR leader everyday of the month.”
- The revenue loss is the daily difference between your orange line and the bottom of the band, representing “your downside in lost rooms revenue IF you were the RevPAR laggard every day of the month.”



What if I don't get a band in my report?

Currently the confidentiality guidelines for the Bandwidth Report are stricter than the STAR report as more data is being portrayed. We will never show a graph where the top of the band or the bottom of the band always represents the same competitor due to isolation of one competitor. For example, If you did not receive an ADR band it means that there was a consistent ADR leader or laggard in your set for that month.

You will get a message at the top of your report that states:

Performance data has been removed due to isolation.

How do I know if I'll get a band in order to buy the report or not?

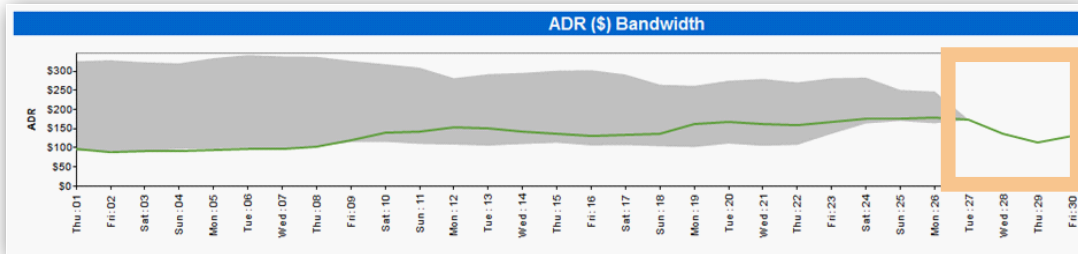
There is no way to guarantee that you'll always get all three performance metrics bands. If there is a consistent leader or laggard in your set for one of the key metrics then perhaps you won't get your band. There are a few ways to overcome this challenge:

- If it's just one month out of the year, than that is valuable information about that month and your subject line will at least graphically depict your property's daily performance;
- If it's multiple months, perhaps you are in a set that isn't as competitive as it needs to be, the most relevant benchmarking set typically should allow for several hotels in the set to compete for the top sometimes.

Can I get my money back if I don't get my band?

We of course want this to be a report that enhances your understanding of your competitive environment. If you are consistently not receiving data (3 months in a row) then we will consider some options for the report:

- Contract cancellation with partial refund of unusable months and prorated months;
- Select an additional Bandwidth competitive set with at least 2 hotels different from the original set (we would recommend adding hotels).



What if I see most of my band but some days there is only my line?

When this is the graph you will receive the following message at the top of your report:

Performance data is insufficient for some data points.

This means that your competitive set did not include sufficient data for reporting. A minimum of three (3) hotels must report daily data in order for STR to provide competitive set performance.

On the response tab of your report it will detail the hotels in your competitive set and which days competitors did submit data and which days they did not. This will help you explain and keep track of any missing data.

STR ID	Name	City, State	Zip	Phone	Rooms	Open Date
xxxx	Hotel A	Anywhere, USA	10000		0	
xxxx	Hotel B	Anywhere, USA	10000		0	
xxxx	Hotel C	Anywhere, USA	10000		0	
xxxx	Hotel D	Anywhere, USA	10000		0	
xxxx	Hotel E	Anywhere, USA	10000		0	

	Apr:01	Apr:02	Apr:03	Apr:04	Apr:05	Apr:06	Apr:07	Apr:08	Apr:09	Apr:10	Apr:11	Apr:12	Apr:13	Apr:14	Apr:15	Apr:16	Apr:17	Apr:18	Apr:19	Apr:20	Apr:21	Apr:22	Apr:23	Apr:24	Apr:25	Apr:26	Apr:27	Apr:28	Apr:29	Apr:30
Hotel A	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Hotel B	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Hotel C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Hotel D	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Hotel E	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

Data received: X = Both years, T = This year only, L = Last year only, blank = No data

Can't I just graph this data myself?

No, the data given here is more specific than you are receiving on your STAR report. Your STAR report will show the average data of the comp set, this gives report you specific highs and lows on a daily basis.

What are the potential future enhancements for the Bandwidth Report?

Just as the STAR report evolved, the Bandwidth report could incorporate many new features depending on demand, including:

- Segmentation (currently available on a customized basis);
- Weekly Bandwidth
- Daily Ranking

Based on demand for these variations, enhanced Bandwidth and other STR Analytics Subscription Reports may become available in 2011.