



IHRSA and STR Enter Into Strategic Partnership

Leading Data and Information Services Company to Offer Greater Transparency into Health Club Sector Trends

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NASHVILLE, TN and BOSTON, MA -- STR Sector Analysis, LLC ("STR") and the International Health, Racquet & Sportsclub Association ("IHRSA") today announced that they have entered into a strategic partnership to gather, analyze and market data and information about the health club sector in the U.S.

STR has an established track record as a leading provider of information services and competitive benchmarking products, having served as the primary resource for data on the hotel industry for nearly 30 years. Under the direction of its new division called Sector Analysis, STR will apply its comprehensive, rigorous and reliable data-gathering expertise to the club industry, maintaining its trusted approach to confidentiality of information. In partnership with IHRSA, STR will provide the club industry with authoritative findings and insights into operations and market growth.

Jay Ablondi, Executive VP of Global Products for IHRSA, commented, "STR's hotel benchmarking products have completely revolutionized the way that hotel operators make business decisions. This product will be similarly transformative for the health club industry. Our members will benefit greatly from STR's timely, relevant and accurate data, and we look forward to working with STR to provide better insights into the evolving industry landscape."

"The U.S. health club industry is highly competitive," said Anne Hawkins, Executive VP for STR. "In order to be successful, management teams and executives must be able to measure and have clear visibility into industry trends. IHRSA has long been recognized as the leading voice of the industry and will be the ideal partner for us as we seek to deliver new, objective information to operators of the more than 30,000 club facilities in the U.S."

Rick Caro, President of Management Vision and strategic advisor to STR, added, "Real data in real time is becoming an asset for the club industry. The opportunity for clubs to have access to current statistical trends and data about their marketplaces in a timely manner can now be a reality. With this new resource, operators in the club industry can benefit from STR's proven success in competitive benchmarking and research to improve their monthly operations."

STR and IHRSA plan to make the benchmarking and information services platform available to IHRSA members and health club operators in early 2015.



About IHRSA

The International Health, Racquet & Sportsclub Association is a not-for-profit trade association representing more than 10,000 health and fitness facilities, gyms, spas, sports clubs and suppliers worldwide. Its mission is to grow, promote and protect the health and fitness industry. As one of the world's leading authorities on the commercial health club industry, IHRSA is the source of the world's only primary consumer research and industry economic and operating studies. For more information on IHRSA research, visit ihrsa.org/research.

About STR, Inc.

STR, Inc., the leading provider of information services to the hotel industry, is expanding the company's operations into other industry verticals, the first of which is the health club sector. The company, founded nearly 30 years ago, currently offers the most robust and comprehensive database covering more than 160,000 hotels worldwide, which is used to provide competitive benchmarking, aggregated market segment data, industry forecasts and construction pipeline reports. Currently, STR's clients include hotel operators, developers, financiers, analysts and suppliers to the hotel industry. STR is affiliated with STR Global, STR Analytics and Hotel News Now. STR recently formed its newest division, Sector Analysis, to apply STR's results-driven model to new sectors. For more information, visit www.str.com.

Contacts

For STR: Please email clubinfo@str.com

For IHRSA: Please email research@ihrsa.org