

STR # 3375 / Created July 18, 2017

Monthly STAR Report : Inn @ The Convention Center

For the Month of: June 2017

Currency: US Dollar / Competitive Set Data Includes Subject Property



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Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Inn @ The Convention Center 420 NE Holladay St Portland, OR 97232-2009 Phone: (503) 233-6331

STR # 3375 ChainID: MgtCo: None Owner: None

For the Month of: June 2017 Date Created: July 18, 2017 Monthly Competitive Set Data Includes Subject Property

June 2017

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	77.1	85.9	89.9	115.22	126.47	91.1	88.89	108.58	81.9
Year To Date	60.8	70.7	86.0	103.17	112.67	91.6	62.73	79.66	78.7
Running 3 Month	67.8	77.5	87.5	105.87	118.22	89.6	71.79	91.62	78.4
Running 12 Month	64.7	73.8	87.7	104.86	116.24	90.2	67.83	85.74	79.1

June 2017 vs. 2016 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	-8.6	-6.7	-2.0	5.7	4.6	1.0	-3.4	-2.4	-1.0
Year To Date	-9.0	-6.0	-3.2	4.1	4.2	-0.1	-5.2	-2.0	-3.3
Running 3 Month	-12.5	-9.5	-3.4	0.8	3.0	-2.2	-11.8	-6.7	-5.5
Running 12 Month	-8.1	-4.2	-4.0	7.4	5.5	1.8	-1.3	1.0	-2.3

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Tab 3 - STAR Summary - My Property vs. Comp Set and Industry Segments

Inn @ The Convention Center 420 NE Holladay St Portland, OR 97232-2009 Phone: (503) 233-6331

STR # 3375 ChainID: MgtCo: None Owner: None

For the Month of: June 2017 Date Created: July 18, 2017 Monthly Competitive Set Data Includes Subject Property

	Occupancy (%)							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Inn @ The Convention Center	77.1	-8.6	60.8	-9.0	67.8	-12.5	64.7	-8.1
Market: Portland, OR	83.6	-1.8	73.6	-0.6	78.7	-1.2	75.2	-0.9
Market Class: Midscale Class	81.0	-0.8	69.0	2.5	74.7	1.0	70.4	1.2
Tract: Portland CBD, OR	87.5	-2.0	78.7	-2.3	83.5	-3.3	80.3	-1.7
Tract Scale: Independents	88.7	0.4	78.4	0.8	84.1	-0.1	79.8	1.9
Competitive Set: Competitors	85.9	-6.7	70.7	-6.0	77.5	-9.5	73.8	-4.2

Inn @ The Convention Center
Market: Portland, OR
Market Class: Midscale Class
Tract: Portland CBD, OR
Tract Scale: Independents
Competitive Set: Competitors

Supply			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
0.0	-0.5	0.0	-0.3
3.3	2.9	3.3	2.3
0.7	0.4	0.5	0.3
6.8	5.3	6.3	4.0
0.0	0.0	0.0	0.9
0.6	0.6	0.6	0.5

	Average Daily Rate							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Inn @ The Convention Center	115.22	5.7	103.17	4.1	105.87	0.8	104.86	7.4
Market: Portland, OR	148.93	2.8	130.13	2.6	137.68	2.4	134.01	2.9
Market Class: Midscale Class	113.15	4.3	95.81	4.2	102.26	4.5	99.00	4.9
Tract: Portland CBD, OR	198.64	0.3	173.11	1.0	184.44	0.1	180.67	0.5
Tract Scale: Independents	181.61	-0.7	156.56	0.7	167.71	-0.5	165.67	0.3
Competitive Set: Competitors	126.47	4.6	112.67	4.2	118.22	3.0	116.24	5.5

Inn @ The Convention Center
Market: Portland, OR
Market Class: Midscale Class
Tract: Portland CBD, OR
Tract Scale: Independents
Competitive Set: Competitors

Demand			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-8.6	-9.5	-12.5	-8.4
1.4	2.2	2.0	1.3
-0.1	2.9	1.6	1.5
4.6	2.9	2.7	2.2
0.4	0.8	-0.1	2.8
-6.2	-5.4	-8.9	-3.8

	RevPAR							
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Inn @ The Convention Center	88.89	-3.4	62.73	-5.2	71.79	-11.8	67.83	-1.3
Market: Portland, OR	124.47	1.0	95.82	2.0	108.38	1.1	100.75	2.0
Market Class: Midscale Class	91.61	3.4	66.06	6.9	76.34	5.6	69.65	6.1
Tract: Portland CBD, OR	173.88	-1.7	136.21	-1.4	154.03	-3.3	145.01	-1.2
Tract Scale: Independents	161.10	-0.3	122.76	1.5	140.98	-0.6	132.18	2.1
Competitive Set: Competitors	108.58	-2.4	79.66	-2.0	91.62	-6.7	85.74	1.0

Inn @ The Convention Center
Market: Portland, OR
Market Class: Midscale Class
Tract: Portland CBD, OR
Tract Scale: Independents
Competitive Set: Competitors

Revenue			
Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
-3.4	-5.8	-11.8	-1.6
4.3	4.9	4.4	4.3
4.2	7.3	6.2	6.5
5.0	3.9	2.8	2.8
-0.3	1.5	-0.6	3.1
-1.8	-1.4	-6.2	1.5

Census/Sample - Properties & Rooms					
Census		Sample		Sample %	
Properties	Rooms	Properties	Rooms	Rooms	
Market: Portland, OR	279	27742	209	24580	88.6
Market Class: Midscale Class	39	3292	31	2827	85.9
Tract: Portland CBD, OR	57	8326	47	7916	95.1
Tract Scale: Independents	26	2342	17	1976	84.4
Competitive Set: Competitors	5	343	4	299	87.2

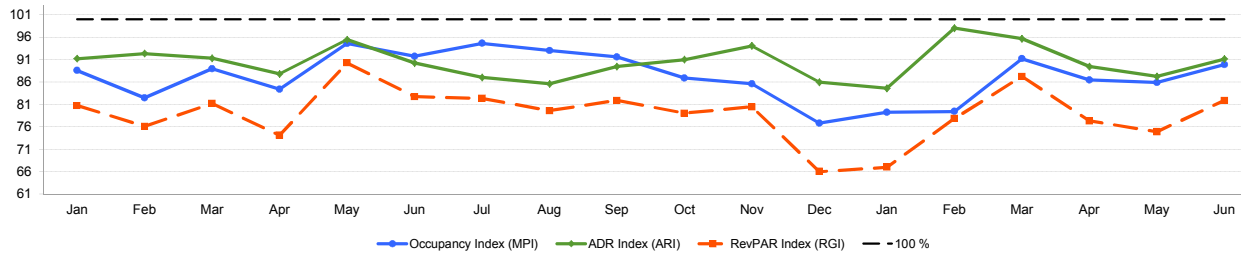
Market: Portland, OR
Market Class: Midscale Class
Tract: Portland CBD, OR
Tract Scale: Independents
Competitive Set: Competitors

Pipeline			
Market: Portland, OR			
In Construction		Planning	
Properties	Rooms	Properties	Rooms
13	2046	20	2940
See Help page for pipeline definitions.			

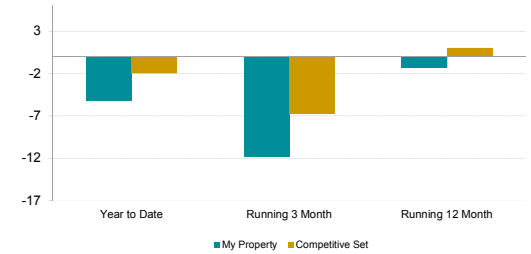
Tab 4 - Competitive Set Report

Inn @ The Convention Center 420 NE Holladay St Portland, OR 97232-2009 Phone: (503) 233-6331
 STR # 3375 ChainID: MgtCo: None Owner: None
 For the Month of: June 2017 Date Created: July 18, 2017 Monthly Competitive Set Data Includes Subject Property

Monthly Indexes



RevPAR Percent Change



Occupancy (%)	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
My Property	52.3	51.1	64.6	64.7	83.3	84.4	86.9	83.7	80.8	64.1	55.7	39.9	41.0	51.0	68.9	65.6	61.0	77.1
Competitive Set	59.0	62.0	72.7	76.7	88.0	92.0	91.8	90.0	88.2	73.7	65.1	52.0	51.8	64.2	75.5	75.9	71.0	85.9
Index (MPI)	88.5	82.4	88.9	84.4	94.6	91.7	94.6	93.0	91.6	86.9	85.6	76.8	79.2	79.4	91.2	86.4	85.8	89.9
Rank	4 of 5	5 of 5	4 of 5	4 of 4	3 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4	4 of 4

Year To Date		
2015	2016	2017
64.1	66.8	60.8
73.3	75.2	70.7
87.5	88.9	86.0
5 of 5	4 of 4	4 of 4

Running 3 Month		
2015	2016	2017
73.4	77.5	67.8
79.6	85.6	77.5
92.1	90.5	87.5
5 of 5	4 of 4	4 of 4

Running 12 Month		
2015	2016	2017
65.4	70.4	64.7
75.8	77.0	73.8
86.3	91.4	87.7
5 of 5	4 of 5	4 of 4

% Chg	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
My Property	26.1	-8.5	-3.5	-6.5	17.5	5.4	-2.6	-11.8	-3.8	-8.6	-14.3	-1.2	-21.6	-0.2	6.5	1.4	-26.8	-8.6
Competitive Set	6.0	-9.7	-4.8	-2.3	16.4	8.3	-0.6	-5.4	2.0	-5.3	-5.1	-0.9	-12.4	3.6	3.9	-1.1	-19.3	-6.7
Index (MPI)	18.9	1.3	1.4	-4.3	1.0	-2.7	-2.0	-6.8	-5.7	-3.5	-9.7	-0.3	-10.5	-3.7	2.5	2.5	-9.2	-2.0
Rank	1 of 5	3 of 5	3 of 5	4 of 4	2 of 4	4 of 4	3 of 4	4 of 4	4 of 4	3 of 4	4 of 4	3 of 4	2 of 4	2 of 4	1 of 4	2 of 4	3 of 4	3 of 4

13.5	4.2	-9.0
6.1	2.6	-6.0
7.0	1.6	-3.2
1 of 5	2 of 4	3 of 4

19.9	5.7	-12.5
4.4	7.5	-9.5
14.9	-1.7	-3.4
1 of 5	3 of 4	3 of 4

17.4	7.7	-8.1
8.9	1.6	-4.2
7.8	5.9	-4.0
1 of 5	1 of 5	4 of 4

ADR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
My Property	86.97	91.80	93.19	95.94	107.97	109.06	111.80	109.36	109.26	110.45	100.01	84.35	80.24	101.37	110.23	101.39	99.07	115.22
Competitive Set	95.39	99.43	102.07	109.25	113.14	120.89	128.47	127.77	122.18	121.42	106.37	98.15	94.89	103.43	115.24	113.38	113.56	126.47
Index (ARI)	91.2	92.3	91.3	87.8	95.4	90.2	87.0	85.6	89.4	91.0	94.0	85.9	84.6	98.0	95.6	89.4	87.2	91.1
Rank	4 of 5	4 of 5	4 of 5	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4

Year To Date		
2015	2016	2017
85.72	99.07	103.17
101.12	108.09	112.67
84.8	91.7	91.6
4 of 5	3 of 4	3 of 4

Running 3 Month		
2015	2016	2017
87.71	105.05	105.87
105.32	114.74	118.22
83.3	91.6	89.6
4 of 5	3 of 4	3 of 4

Running 12 Month		
2015	2016	2017
84.04	97.64	104.86
100.40	110.21	116.24
83.7	88.6	90.2
4 of 5	4 of 5	3 of 4

% Chg	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
My Property	11.7	16.8	4.0	8.0	31.7	18.6	14.5	5.6	12.4	12.3	12.5	1.7	-7.7	10.4	18.3	5.7	-8.2	5.7
Competitive Set	6.5	6.1	-0.6	4.5	12.2	9.7	9.2	4.5	7.9	6.3	5.9	3.8	-0.5	4.0	12.9	3.8	0.4	4.6
Index (ARI)	4.8	10.2	4.7	3.3	17.3	8.1	4.9	1.0	4.2	5.7	6.2	-2.0	-7.3	6.1	4.8	1.8	-8.6	1.0
Rank	1 of 5	1 of 5	2 of 5	2 of 4	1 of 4	1 of 4	1 of 4	3 of 4	1 of 4	1 of 4	1 of 4	3 of 4	4 of 4	1 of 4	2 of 4	2 of 4	4 of 4	2 of 4

27.7	15.6	4.1
17.2	6.9	4.2
9.0	8.1	-0.1
1 of 5	1 of 4	2 of 4

24.0	19.8	0.8
16.8	8.9	3.0
6.2	9.9	-2.2
1 of 5	1 of 4	4 of 4

29.3	16.2	7.4
14.2	9.8	5.5
13.2	5.8	1.8
1 of 5	1 of 5	1 of 4

RevPAR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
My Property	45.47	46.90	60.25	62.04	89.91	92.04	97.12	91.50	88.27	70.75	55.75	33.66	32.90	51.69	75.92	66.48	60.39	88.89
Competitive Set	56.33	61.62	74.20	83.76	99.61	111.26	117.95	114.96	107.81	89.54	69.29	50.99	49.11	66.42	87.04	86.00	80.64	108.58
Index (RGI)	80.7	76.1	81.2	74.1	90.3	82.7	82.3	79.6	81.9	79.0	80.5	66.0	67.0	77.8	87.2	77.3	74.9	81.9
Rank	3 of 5	5 of 5	4 of 5	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4	4 of 4	4 of 4	3 of 4	3 of 4	3 of 4	3 of 4	3 of 4

Year To Date		
2015	2016	2017
54.94	66.19	62.73
74.10	81.27	79.66
74.1	81.4	78.7
4 of 5	3 of 4	3 of 4

Running 3 Month		
2015	2016	2017
64.34	81.43	71.79
83.89	98.23	91.62
76.7	82.9	78.4
4 of 5	3 of 4	3 of 4

Running 12 Month		
2015	2016	2017
54.95	68.73	67.83
76.10	84.90	85.74
72.2	81.0	79.1
4 of 5	4 of 5	3 of 4

% Chg	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
My Property	40.8	6.9	0.4	1.0	54.7	25.0	11.5	-6.9	8.1	2.6	-3.6	0.5	-27.6	10.2	26.0	7.1	-32.8	-3.4
Competitive Set	12.9	-4.2	-5.4	2.1	30.6	18.9	8.5	-1.1	10.1	0.6	0.4	2.9	-12.8	7.8	17.3	2.7	-19.0	-2.4
Index (RGI)	24.7	11.6	6.2	-1.1	18.5	5.1	2.8	-5.9	-1.8	2.0	-4.0	-2.3	-17.0	2.3	7.4	4.4	-17.0	-1.0
Rank	1 of 5	2 of 5	3 of 5	3 of 4	1 of 4	1 of 4	1 of 4	4 of 4	2 of 4	1 of 4	3 of 4	2 of 4	3 of 4	1 of 4	2 of 4	1 of 4	4 of 4	3 of 4

45.0	20.5	-5.2
24.3	9.7	-2.0
16.6	9.9	-3.3
1 of 5	1 of 4	3 of 4

48.6	26.6	-11.8
21.8	17.1	-6.7
22.0	8.1	-5.5
1 of 5	1 of 4	4 of 4

51.8	25.1	-1.3
24.4	11.6	1.0
22.0	12.1	-2.3
1 of 5	1 of 5	2 of 4

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Tab 5 - Response Report

Inn @ The Convention Center 420 NE Holladay St Portland, OR 97232-2009 Phone: (503) 233-6331
 STR # 3375 ChainID: MgtCo: None Owner: None
 For the Month of: June 2017 Date Created: July 18, 2017

This Year

Jun 18th - Father's Day

June 2017 (This Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

June 2016 (Last Year)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Last Year

Jun 7th - First Day of Ramadan

Jun 19th - Father's Day

STR#	Name	City, State	Zip	Phone	Rooms	Open Date
3375	Inn @ The Convention Center	Portland, OR	97232-2009	(503) 233-6331	97	196806
11185	Shilo Inn Rose Garden	Portland, OR	97232-1133	(503) 736-6300	44	197706
17741	Quality Inn Downtown Convention Center Portland	Portland, OR	97232-2010	(503) 233-7933	80	196506
27168	Jupiter Hotel	Portland, OR	97214-1221	(503) 230-9200	80	196306
38669	Motel 6 Portland	Portland, OR	97233-4864	(503) 491-4444	42	199907
					343	

2015		2016						2017																
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Data received:

- = Monthly Only
- = Monthly & Daily

Tab 6 - Submit Data

Independent STAR Program

STR Code:

Name of Property: Inn @ The Convention Center

Contact: Mark Brennan

Please enter your latest data on this form, then submit via email or fax.
If you are entering data using the STR web site, please disregard this form.

	July 2017	July 2016
Rooms Available:		
Rooms Sold:		
Room Revenue:		
<i>Total:</i>	0	0
Currency: <input type="text" value="USD"/>		

Please check the response tab for any incomplete months and submit missing data. Do NOT include complimentary rooms in your numbers.

Submit to us by: **10 August 2017**

Ways to submit data:

Online at: www.str.com

or

Email to: data@str.com

or

Fax to: +1 (615) 338-3536

Tab 7 - Help

Definitions

ADR (Average Daily Rate) - Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Competitive (Comp) Set - A peer group of competitive hotels selected by hotel management to benchmark the subject property's performance.

Contract - Rooms sold/revenue from bookings sold at rates stipulated by contracts including airline crews and permanent guests.

Exchange Rate - The factor used to convert revenue from US Dollars to the local currency. Reports display the monthly exchange rates (the rate on the last day of the month) and the daily exchange rates on the Daily by Month pages. STR obtains exchange rate data from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Fiscal Year To Date (YTD) - Custom fiscal year as specified by individual hotel or hotel group, if a non-calendar Fiscal Year to Date calculation is more applicable (e.g. July – June) to coincide with hotel/hotel groups operations and financial reporting.

Food & Beverage Revenue (F&B) - Revenue derived from food and beverage sales.

Group - Rooms sold/revenue from bookings sold simultaneously in blocks of ten (10) or more.

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100. Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market Class - Class is an industry categorization which includes chain-affiliated and independent hotels. The class for a chain-affiliated hotel is the same as its chain scale. An independent hotel is assigned a class based on its ADR, relative to that of the chain hotels in their geographic proximity. There are six (6) class groups: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale and Economy.

Market Class Combined (or Collapsed) – If a single class segment is insufficient for reporting, classes are combined. There are three combined class segments: Luxury and Upper Upscale, Upscale and Upper Midscale, and Midscale and Economy.

Market Scale - Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are seven (7) scale groups; Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy and Independent.

Market Scale (Collapsed) – Hotels located in the subject property's market and classified in the subject property's STR chain scale segment. There are two (2) market scale (collapsed) groups; Upscale (includes Luxury, Upper Upscale, Upscale, Independent) and Midscale/Economy (includes Upper Midscale, Midscale and Economy).

MTD (Month to Date) - If a month ends during the current week, the MTD number would represent the month that ended.

Occupancy - Rooms sold divided by rooms available multiplied by 100. Occupancy is always displayed as a percentage of rooms occupied.

Other Revenue - All hotel revenue other than room and food and beverage revenue.

Percent Change (% Chg) - Amount of growth – up, down or flat – this period versus same period last year (day, week, running 28 days, running month-to-date). Calculated as $((TY-LY)/LY)*100$.

Percent Change Rank (Occupancy, ADR, RevPar) - The percent change for the property is compared to the percent change of each hotel in the comp set.

Rank (Occupancy, ADR, RevPar) - Property performance ranked versus hotels in the competitive set (e.g. a "3 of 6" ADR ranking means the subject hotel's absolute ADR is third highest of the six competitors).

RevPAR (Revenue per Available Room) - Room revenue divided by rooms available

Room Revenue - Revenue derived from guestroom rental.

Segmented Data - Rooms sold and revenue data broken down by Transient, Group, and Contract.

Tract Scale – Hotels located in the subject property's tract and classified in the subject property's STR chain scale segment. There are four (4) tract scale groups; Upscale (includes Luxury, Upper Upscale, Upscale), Midscale (includes Upper Midscale and Midscale), Economy and Independent.

Transient - Rooms sold/revenue from guests with reservations at Rack, Corporate, Corporate Negotiated, Package, Government or foreign traveler rates.

Planning - The project will go out for bids, construction will start within 4 months, or an architect/engineer has been selected for the project and plans are underway.

In Construction - Ground has been broken or the owner is finalizing bids on the prime (general) contract.

FAQ

How is my hotel performing versus competition?

The monthly STAR report provides timely occupancy, average room rate, revenue per available room benchmarking of your hotel's performance versus your own selected competitors and an STR defined industry segment.

Is my hotel's data included in the competitive numbers?

It depends on your preference. Check the summary page to see if your hotel's data is included or excluded in the competitive set numbers.

How does STR determine currency and exchange rates?

Currency is user-defined and is displayed at the top of the report. STR obtains exchange rate data from Oanda.com.

How are percentage changes computed?

Hotel and competitive performance changes are measured against same period prior year.

Why do my percentage change numbers have such a large range?

The data for this year vs. the same period last year may vary greatly. Consider if you sold 2294 rooms this year vs. 743 last year, the percent change would be 208.7% $((2294-743)/743)*100$.

What is an index?

An index is an easy way to compare your hotel's performance versus competition. An index of 100 or higher means your hotel's absolute performance is the same or better than competition.

What does the "Rank" information mean?

Your hotel's performance is ranked against the other properties in your competitive set. If your hotel's RevPAR rank is "2 of 6", that means your hotel's RevPAR was second highest of the six hotels in your competitive set.

What does "running 28 days" mean?

The most recent 28 days historical performance. The running 28 day numbers are based on the most current 28-day period, ending with the last day included in the weekly report.

What does "run MTD" mean?

Running month-to-date. The MTD numbers are based on a calendar month and include all days of the same month, through the most recent calendar day included in the report. If the most recent week's reporting includes data in two calendar months, the MTD numbers only include data from the recently ended month.

What if there are blanks in my competitive set numbers?

Your competitive set did not include sufficient data for reporting. A minimum of three (3) hotels excluding the subject property must report data in order for STR to provide competitive set performance.

What if there are blanks in my competitive set percentage change?

Your competitive set did not include sufficient data for reporting prior year data.

What is "Pipeline" on the Summary Tab?

Pipeline data is generated based on the STR Pipeline database and details hotels that are being planned but not yet open. Every month STR receives data feeds from its hotel clients and from other verifiable sources to create the definitive database for hotels in planning, final planning or under construction. The data is widely used by investment banks, development groups and hotel owners to estimate future nationwide supply growth and track supply changes in the market.

Who can I contact if I have more questions?

Check out the glossary and FAQ at www.str.com or e-mail support@str.com

If I'm an all-inclusive hotel, how can I benchmark my package rate?

In order to benchmark your package rate, you'll need to participate in the Segmentation program which will break out your revenues by Rooms, F&B, & Other.

This will provide you with a TrevPAR which is the total revenue per available room and is the same as an all-inclusive package rate.