



Big Data, Analytics, STR and the SHARE Center

Supporting Hotel-related Academic Research and Education

STR



- Recognized by many as the leader in hotel research, ...
- STR provides a benchmarking service to the hotel industry.
- STR obtains different types of performance data from nearly 60K hotels in every area of the world, ...
- including 90% of chain hotels and most significant independent hotels.
- STR provides data to hotel companies, tourism organizations and consulting firms.
- (STR has been in business since 1985, has 20 offices throughout the world, and regularly conducts presentations at leading international conferences)

- The SHARE Center is STR’s way to “give back” to academia.
- “Supporting Hotel-related Academic Research and Education”
- Our mission is to provide universities around the world ...
 - with large volumes of different types ...
 - of hotel and tourism data, as well as related resources, ...
 - for research, student projects and for use in the classroom
- Launched in 2011, there are nearly 750 member schools from 70 different countries. (GW, UCF, VT, PSU, CalSt, UofSA, UNLV, MMU, Jam)
- STR strives to be an industry leader when it comes to bridging the gap between industry and academia.

Hotel and Tourism Data



1. **Hotel Performance (Occupancy/ADR, monthly/daily)**
2. **Hotel Profit & Loss (accounting/profitability)**
3. **Hotel Pipeline & Supply (development)**
4. **User-defined Destination/Tourism reports**
5. **Hotel Census data (attribute information)**
6. **Hotel Industry Stats (property/room counts)**
7. **Hotel Company information**
8. **Hotel Sales Transaction data**
9. **Hotel Forecast reports**

Professors and students can request data for industry segments or specific groups of hotels anywhere in the world.

Samples of these reports and data files are available.

Special requests available for academic research

Tab 13 - Raw Data

Market: Nashville, TN
 Job Number: 461988_SINIM Staff: DV Created: December 11, 2012

Sample Data

Date	Occupancy		ADR		RevPar		Supply		Demand		Revenue		Census & Sample %		
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants
Jan 10	43.1	-7.0	84.46	-4.7	36.38	-11.4	1,097,462	2.9	472,634	-4.3	33,323,556	-8.9	312	35,402	85.8
Feb 10	52.9	1.6	86.88	-7.1	45.37	-5.6	931,256	2.0	524,510	3.6	45,567,017	-3.8	312	35,402	85.4
Mar 10	60.5	9.7	91.56	-0.8	55.37	8.8	1,100,469	2.3	665,503	12.2	60,334,837	11.3	313	35,493	85.5
Apr 10	59.3	4.4	91.26	-2.6	53.72	1.7	1,064,940	2.1	626,845	6.5	57,207,659	3.8	313	35,498	85.9
May 10	67.9	25.3	83.04	-6.3	56.38	14.1	1,007,624	-6.5	684,051	17.1	56,806,583	6.7	311	32,504	84.6

Tab 8 - Daily Raw Data

Market: Nashville, TN
 Job Number: 461988_SINIM Staff: DV Created: December 11, 2012

Compared to same Day of Week last year.

Day	Month	Year	Date	Week	Day Of Week	Occupancy	ADR	RevPar	Supply	Demand	Revenue	Census & Sample %								
						This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	Census Props	Census Rooms	% Rooms STAR Participants				
1	1	2012	Jan 01, 2012	201201	Sunday	36.3	49.7	81.23	244	23.50	86.3	35,829	1.2	13,013	51.5	1,057,062	88.5	317	35,829	80.2
2	1	2012	Jan 02, 2012	201201	Monday	29.3	-3.1	63.75	-2.9	20.40	-5.9	35,829	1.2	10,480	-1.9	731,007	-4.8	317	35,829	80.2
3	1	2012	Jan 03, 2012	201201	Tuesday	41.1	10.7	75.65	0.3	31.06	11.1	35,823	1.2	14,709	12.0	1,112,747	12.4	317	35,829	80.2



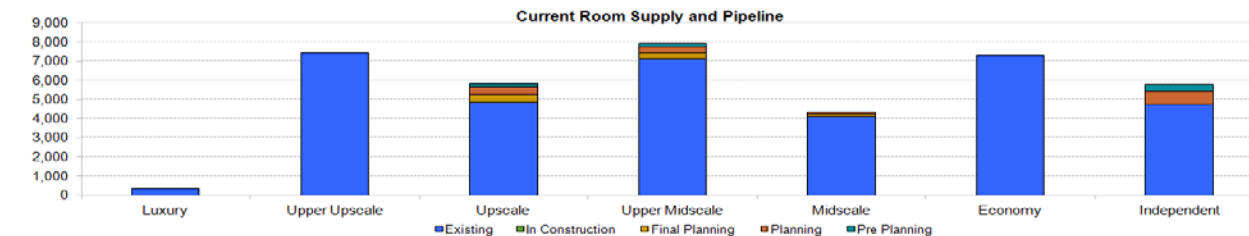
STR Analytics
 2013 Custom HOST Report
 Summary

2012		2011	
Props:	17	Props:	17
Rooms:	4,067	Rooms:	4,067
Occupancy:	75.4%	Occupancy:	72.9%
ADR:	\$123.76	ADR:	\$117.06
RevPAR:	\$93.34	RevPAR:	\$85.35

	2012			2011			Variance %	
	Ratio to Sales 1	Amount Per Available Room	Amount Per Occupied Roomnight	Ratio to Sales 1	Amount Per Available Room	Amount Per Occupied Roomnight	Amount Per Available Room	Amount Per Occupied Roomnight
REVENUE	%	\$	\$	%	\$	\$	%	%
Rooms	74.6 %	\$ 34,070	\$ 123.76	73.7 %	\$ 31,147	\$ 117.06	9.4 %	5.7 %
Food	12.9	5,880	21.36	13.0	5,477	20.58	7.4	3.8
Beverage	2.8	1,265	4.59	2.9	1,210	4.55	4.5	1.0

Tab 2 - Supply Summary

Location: Nashville, TN
 Publication Date: February 23, 2012



Hotels	Historic Supply					
	Jan-07	Jan-08	Jan-09	Jan-10	Jan-11	Jan-12
Luxury	1	1	1	1	1	1
Upper Upscale	14	14	15	15	15	15
Upscale	23	25	27	31	32	33
Upper Midscale	58	62	62	66	68	71
Midscale	43	46	49	48	49	46
Economy	83	88	87	87	83	83
Independent	66	61	61	64	66	68
Total	288	297	302	312	314	317

Pipeline Projects	Pipeline Projects			
	In Constr.	Final Planning	Planning	Pre Planning
	1	3	2	2
	3	2	3	2
		2	1	
	4	7	11	6

Rooms	Historic Supply					
	Jan 07	Jan 08	Jan 09	Jan 10	Jan 11	Jan 12
Luxury	340	340	340	340	340	340
Upper Upscale	7,136	7,136	7,419	7,419	7,417	7,420
Upscale	3,453	3,704	3,973	4,542	4,639	4,851
Upper Midscale	6,157	6,548	6,476	6,760	6,887	7,126
Midscale	3,986	4,271	4,321	4,258	4,363	4,085
Economy	7,232	7,868	7,801	7,756	7,208	7,282
Independent	4,558	3,882	4,075	4,327	4,531	4,704
Total	32,862	33,749	34,405	35,402	35,385	35,808

Pipeline Projects	Pipeline Projects			
	In Constr.	Final Planning	Planning	Pre Planning
	800	414	375	181
	588	310	309	109
		160	91	
	1,388	884	1,490	350
				720

Smith Travel Research's Trend Report
 Smith Travel Research is prohibited from
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Monthly, daily performance data, P&L revenue and expense data, also pipeline/development data for H&T research

Training-related Resources



- Training programs with supporting material
- Help with student projects
- Student competitions
- Access to articles – HotelNewsNow.com
- Access to special studies – Airbnb, hostels, Google
- Global Industry publications – country, continent, cities
- Sample reports and hotel industry reference information
- Speaker support for Deans, Directors and Department Heads
- SHARE Online Community, updates, webinars, educator forums
- Analytics certifications for students, professors & industry

Industry Relevant Training Programs



Current:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals
- Property Level Benchmarking
- Hotel Industry Performance Reports and Research
- Tourism Industry Analytics and Tourism Related Data
- Hospitality and Tourism Future Trends
- How to Conduct a Market Study
- How to Conduct a Feasibility Study
- How to Conduct an Impact Analysis
- Hotel Industry Economics

Comprehensive training packages are provided with PowerPoint, application exercises, and all supporting materials.

Samples available

In progress:

- Revenue Management
- How to Conduct a Profitability Analysis, a Development Analysis, a Market Level Forecast, International Geography and Excel for Hotel Professionals

Certifications in Hospitality & Tourism Analytics



- Two industry relevant certifications related to analytics:
 - Certification in Hotel & Tourism Industry Analytics (CHIA)
 - Hotel Industry Foundations & Introduction to Analytics (HIFIA)
- 10,000 undergraduate and graduate students, professors and industry professionals have been certified. 250 schools offer the CHIA/HIFIA to students. 250 companies using the CHIA
- Recipients receive certificate and CHIA designation that they can use on their resume or business card. (industry stamp of approval)
- Companies starting to ask for certified students. We have great testimonials. Help your students stand out from others.
- Comprehensive training programs provided w/ supporting materials. Free train-the-trainer sessions (and online training) available.
- Future certifications in revenue management and advanced analytics





Questions?



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Benchmarking
↑ **your world**