



Special Webinar for THE-ICE

1. Global Hotel Industry Update,
2. Research Opportunities,
3. COVID-related Student Projects,
4. Virtual Internship Alternatives &
5. Analytics Student Certification Training

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Global Hotel Industry Update





STR by the numbers

20+ offices
450 employees



68,000
hotel customers
globally (properties)



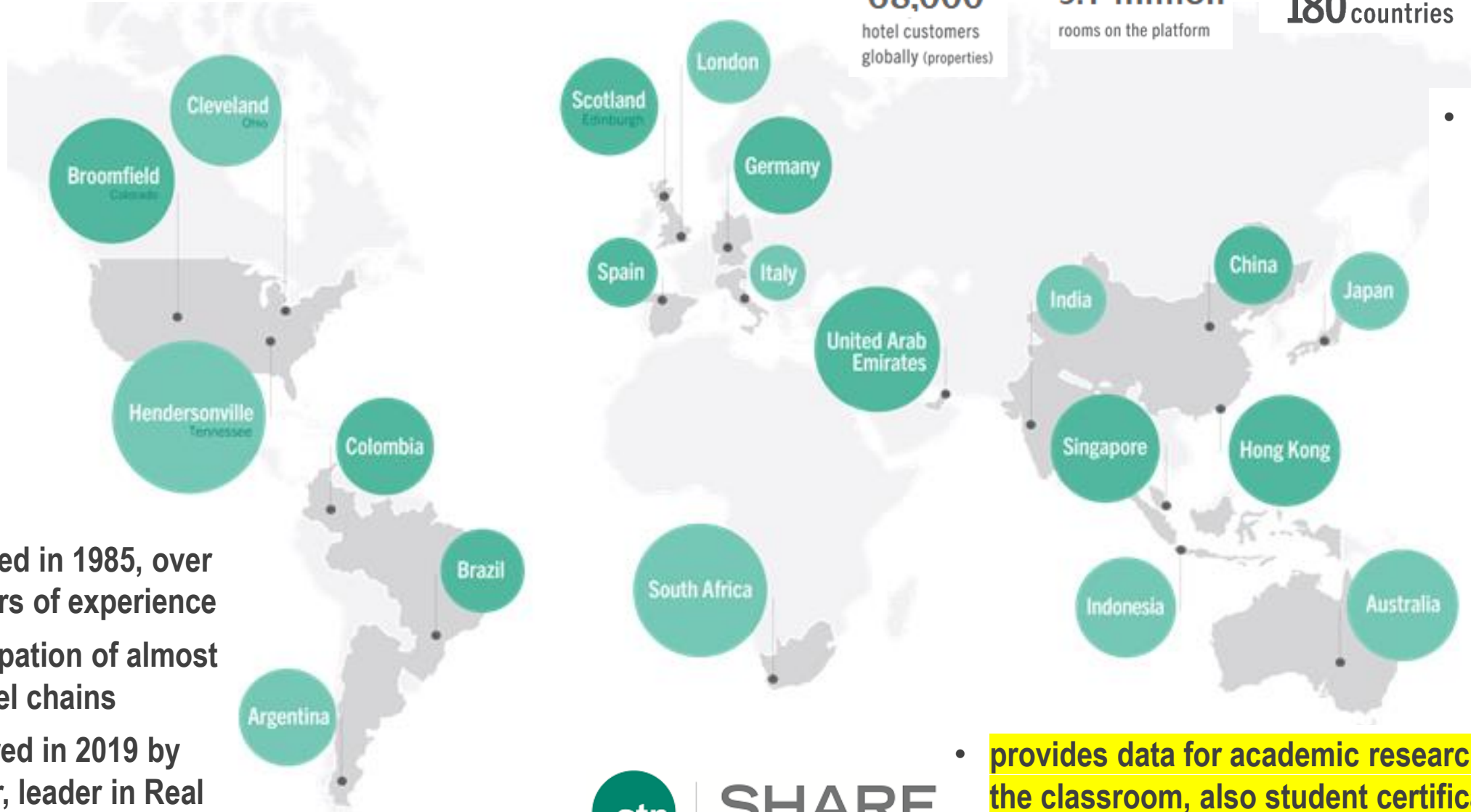
9.1 million
rooms on the platform



Data from
180 countries

- Over 200K hotels in our census database

- STR provides data to hotel companies, tourism organizations, consulting firms and many other businesses



- Founded in 1985, over 35 years of experience
- Participation of almost all hotel chains
- Acquired in 2019 by CoStar, leader in Real Estate data/research

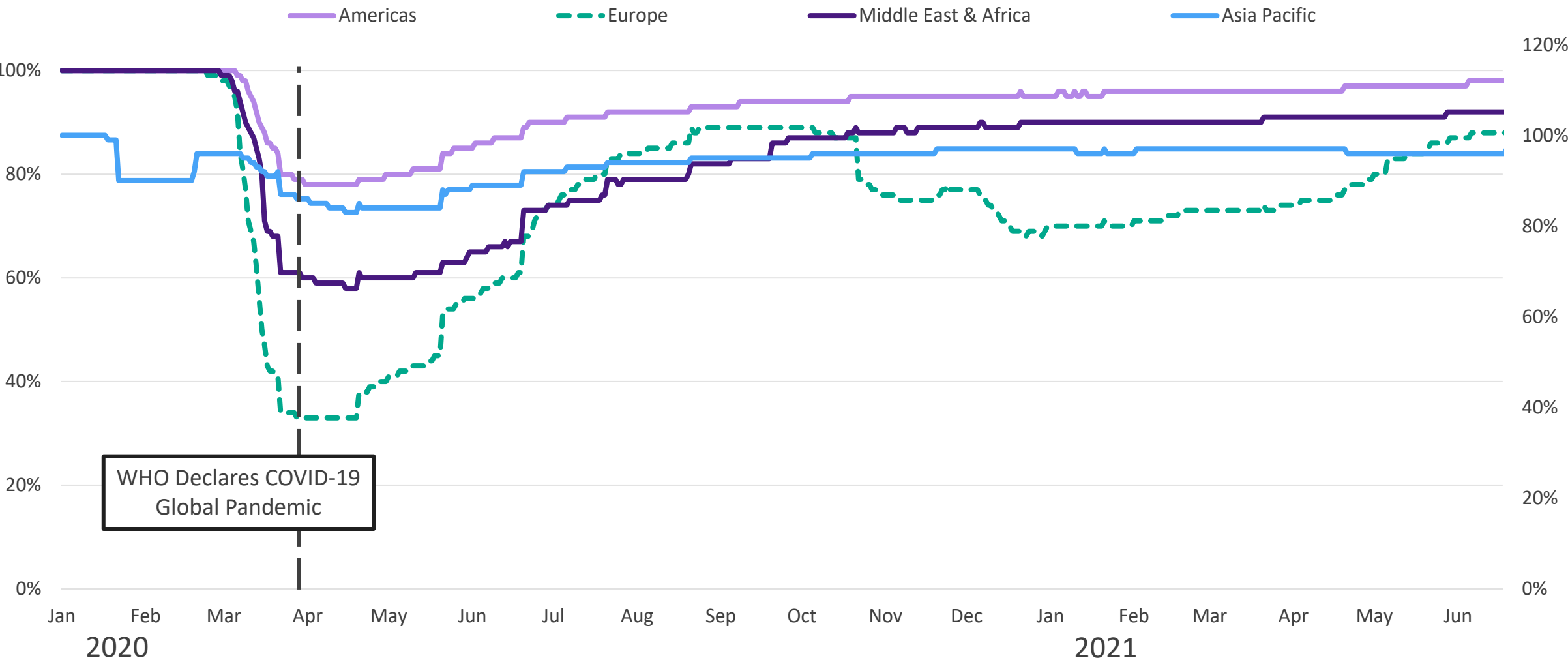


SHARE
c e n t e r

- provides data for academic research and use in the classroom, also student certifications related to data analytics, competition, TTTs and more

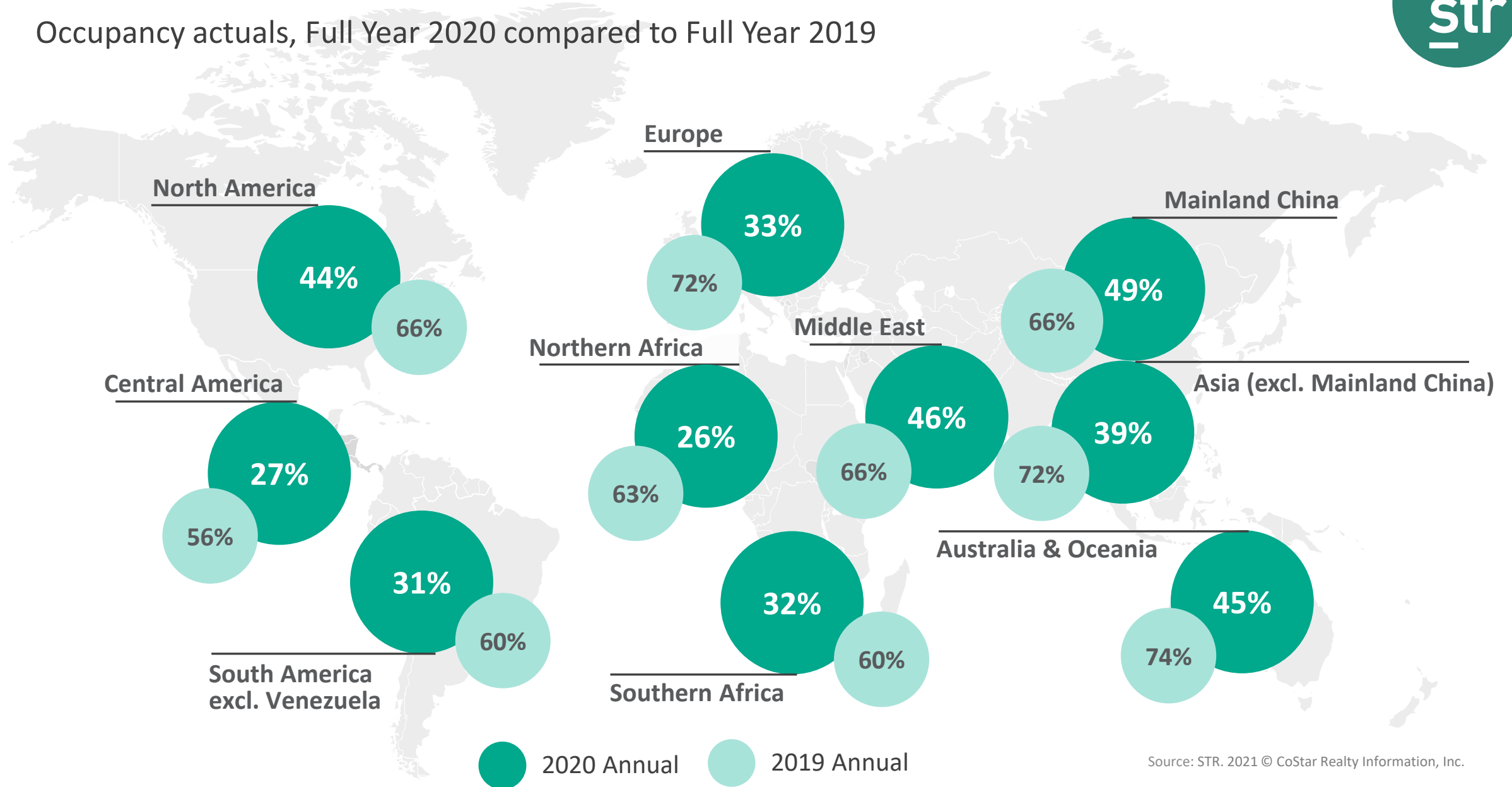
Reported Hotel Room Closures: Comparing Continents

STR Sample Rooms Open by Continent – January 2020 through June 2021



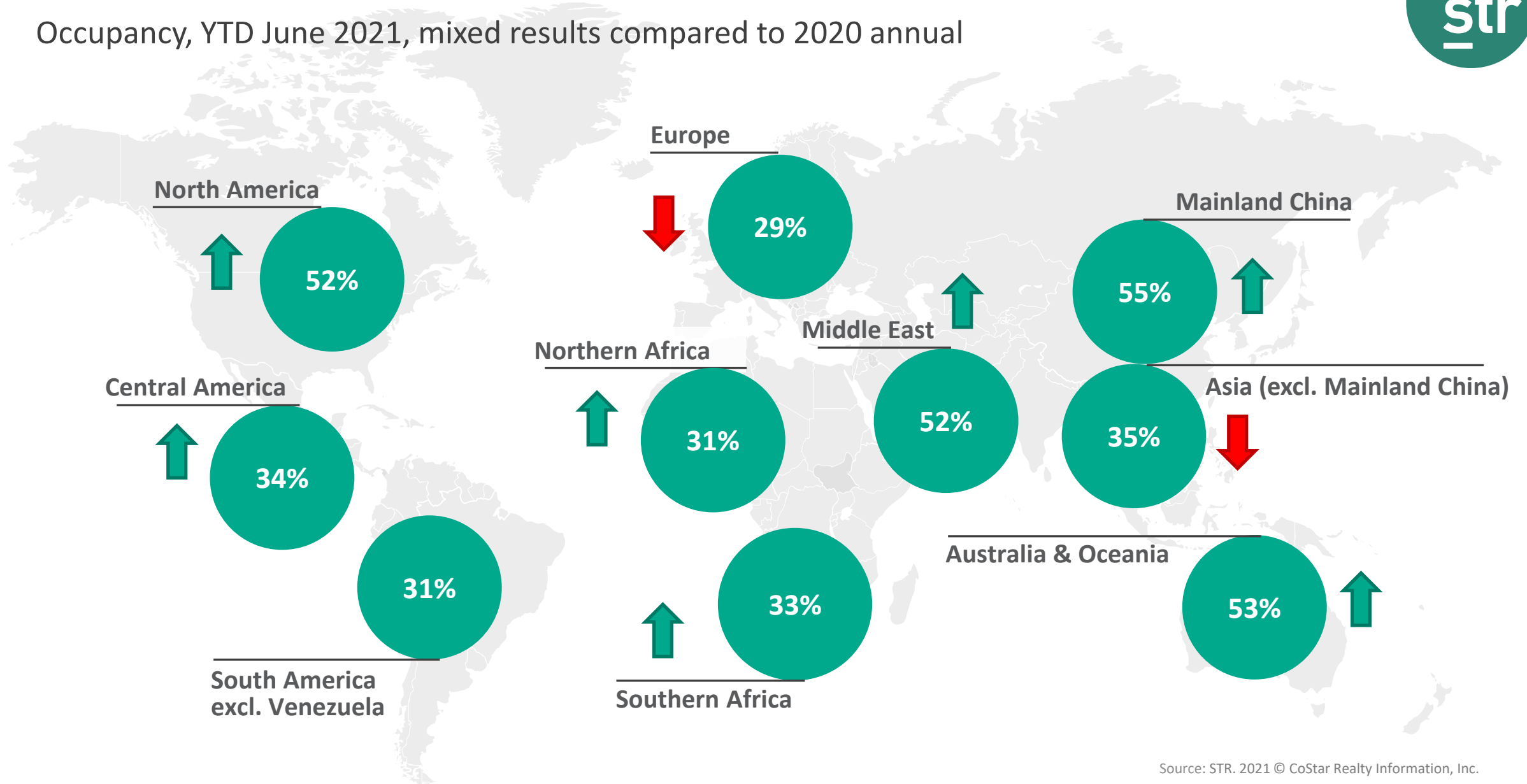
2020 - worst year in the history of the hotel industry

Occupancy actuals, Full Year 2020 compared to Full Year 2019



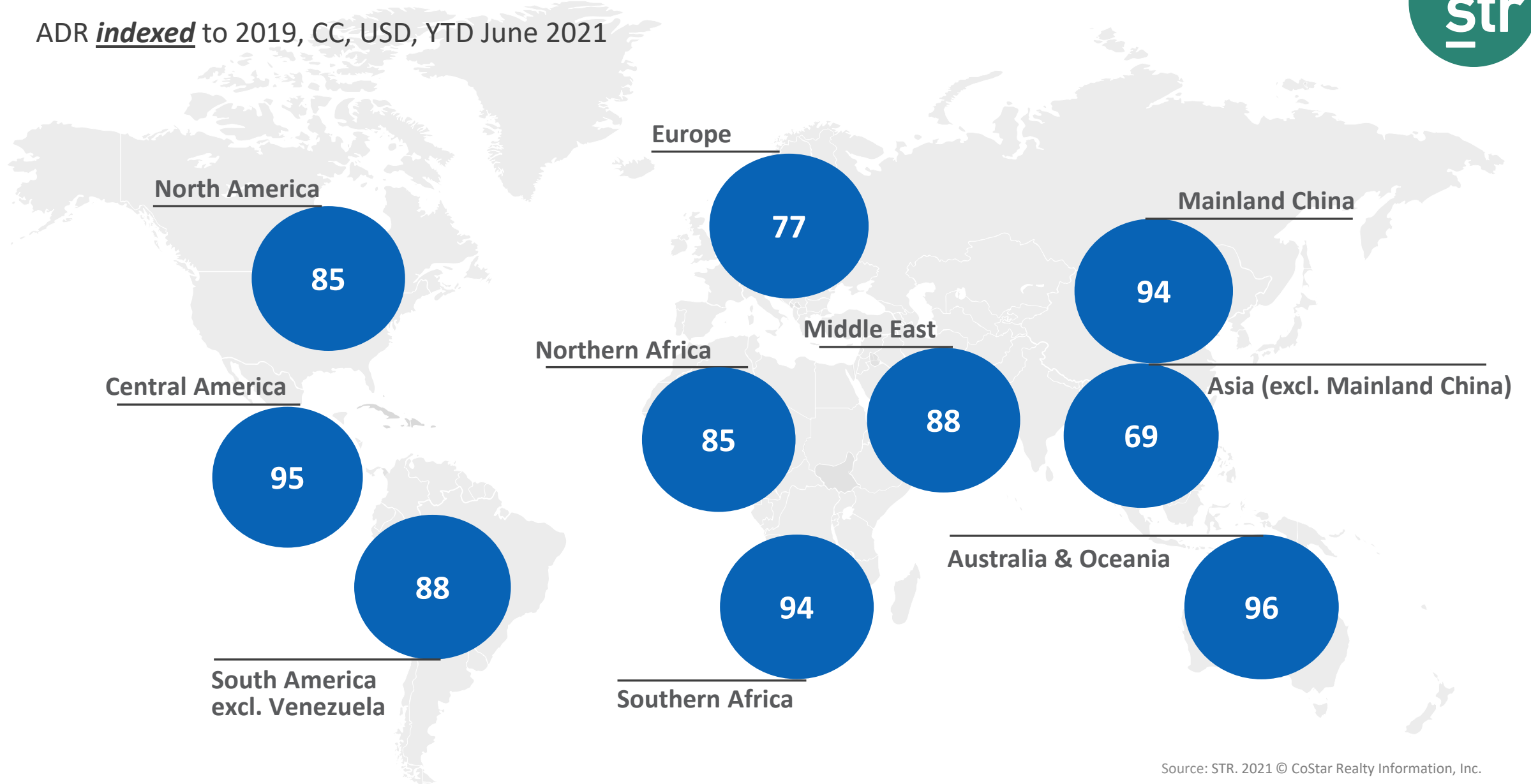
June YTD - A clear divide in occupancy between regions

Occupancy, YTD June 2021, mixed results compared to 2020 annual



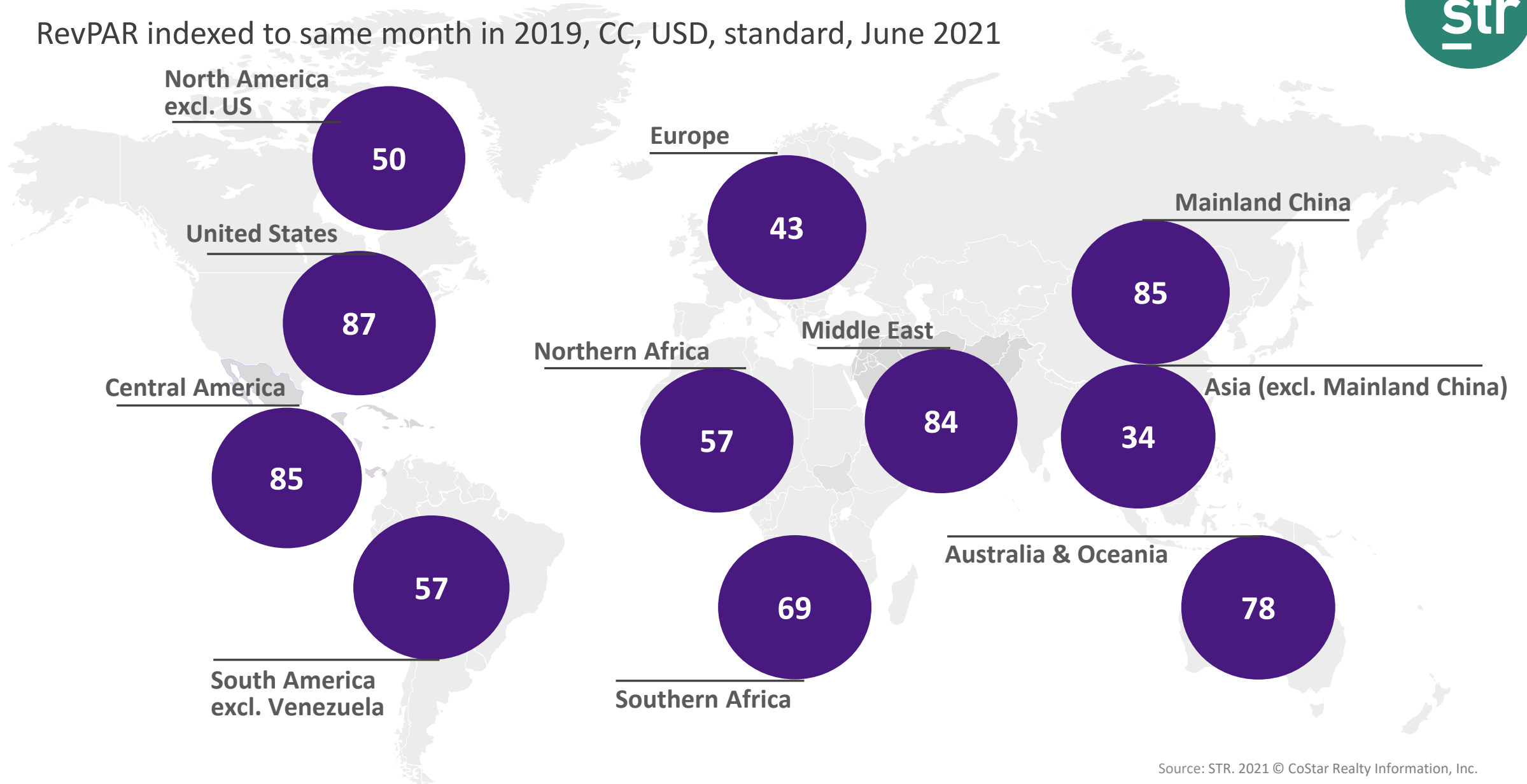
June YTD - Rate recovery generally very strong globally

ADR indexed to 2019, CC, USD, YTD June 2021



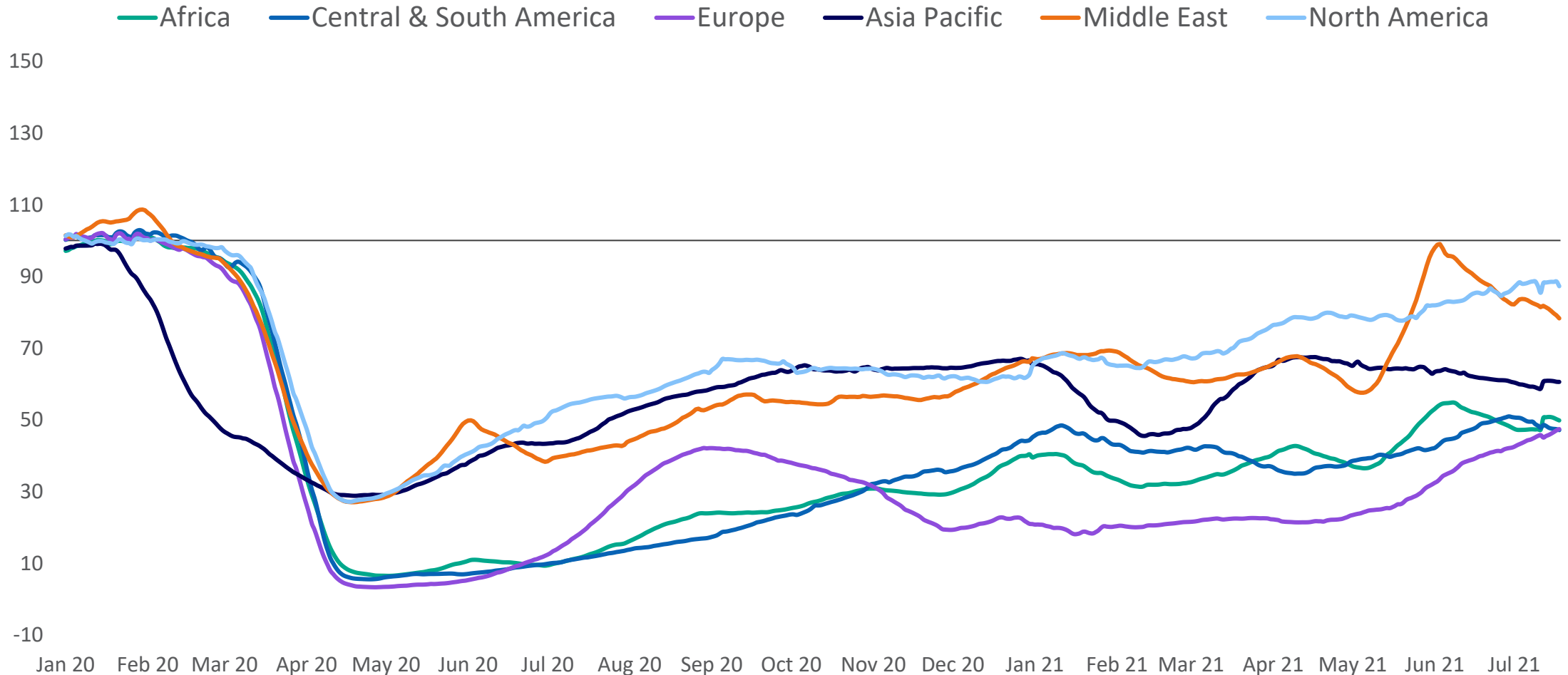
June - US RevPAR inches ahead of China & ME to lead recovery

RevPAR indexed to same month in 2019, CC, USD, standard, June 2021



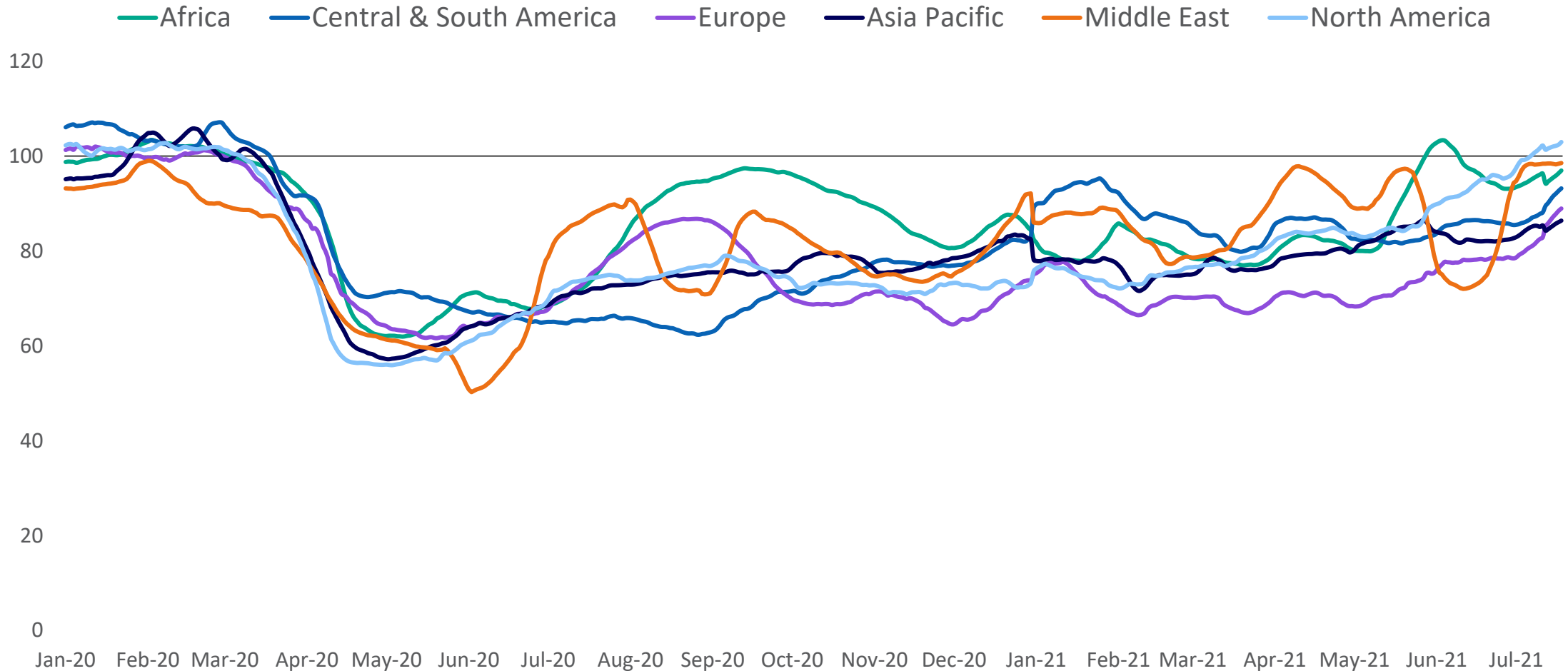
Europe is picking back up and North America taking the lead

Rolling 28 days occupancy (full inventory) indexed to 2019, 1 Jan 2020 – 18 July 2021



North America also winning the race to rate recovery as well

Rolling 28 days ADR indexed to 2019, USD, Constant Currency, 1 Jan 2020 – 18 July 2021

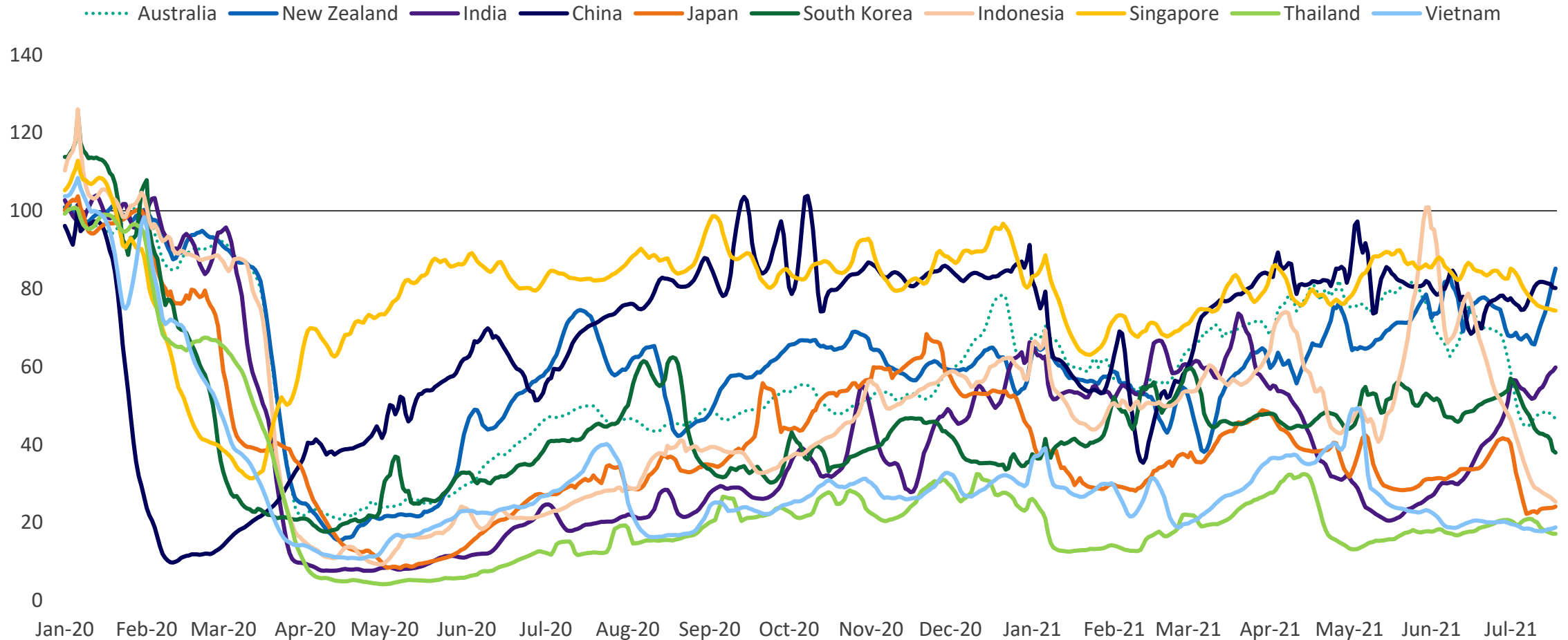




Asia Pacific Update

Wide range of performance across Asia Pacific

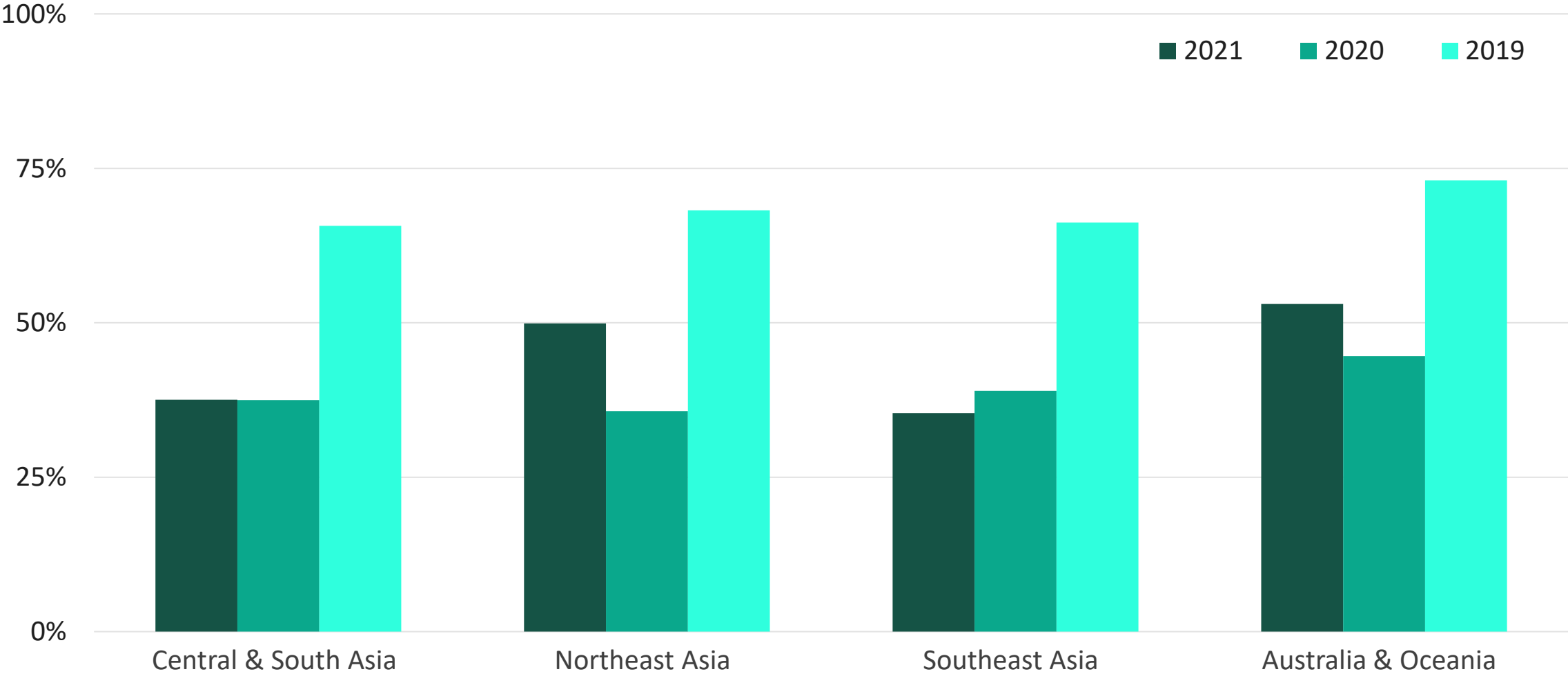
Rolling 7 days Occupancy (full inventory) indexed to 2019, 1 January 2020 – 18 July 2021



Asia Pacific: Continued diversity after a muted Q2 in many places



Asia Pacific Sub-regions, Occupancy (%), 2019 - 2021 YTD January-June



India comes back, Australia and Indonesia fall with new restrictions



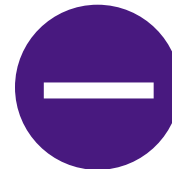
Traditional tourism markets remain very muted first half of the year, Maldives exception
Mainland China Q2 often surpassing 2019 levels



Recent Growth

India domestic demand has rebound from the dark days of the spring pandemic wave, national Occupancy average around 50% in July. **Macau** has seen a strong return to form in July as restrictions adjust down.

The **Maldives** are climbing back up to the highs of Q1 after a more muted Q1 as key source markets recover.



Holding at various levels

At the higher end, **Mainland China** has seen mid-week Occ over 80% in July, and **Hong Kong S.A.R** stabilising its +60% levels. **New Zealand** maintains 60% avg and **Japan** keeps the 30-40% national avg through the ongoing Olympics.

South Korea 40% averages are driven by strong Saturday spikes and **Singapore** and **Philippines** remain held up by Government-supported and Covid-related demand.



Recent Decline

Australia and **Indonesia** have both seen their growth decline rapidly in the past few weeks as broad restrictions limit demand and general travel, affecting all travel segments in the most populated areas.



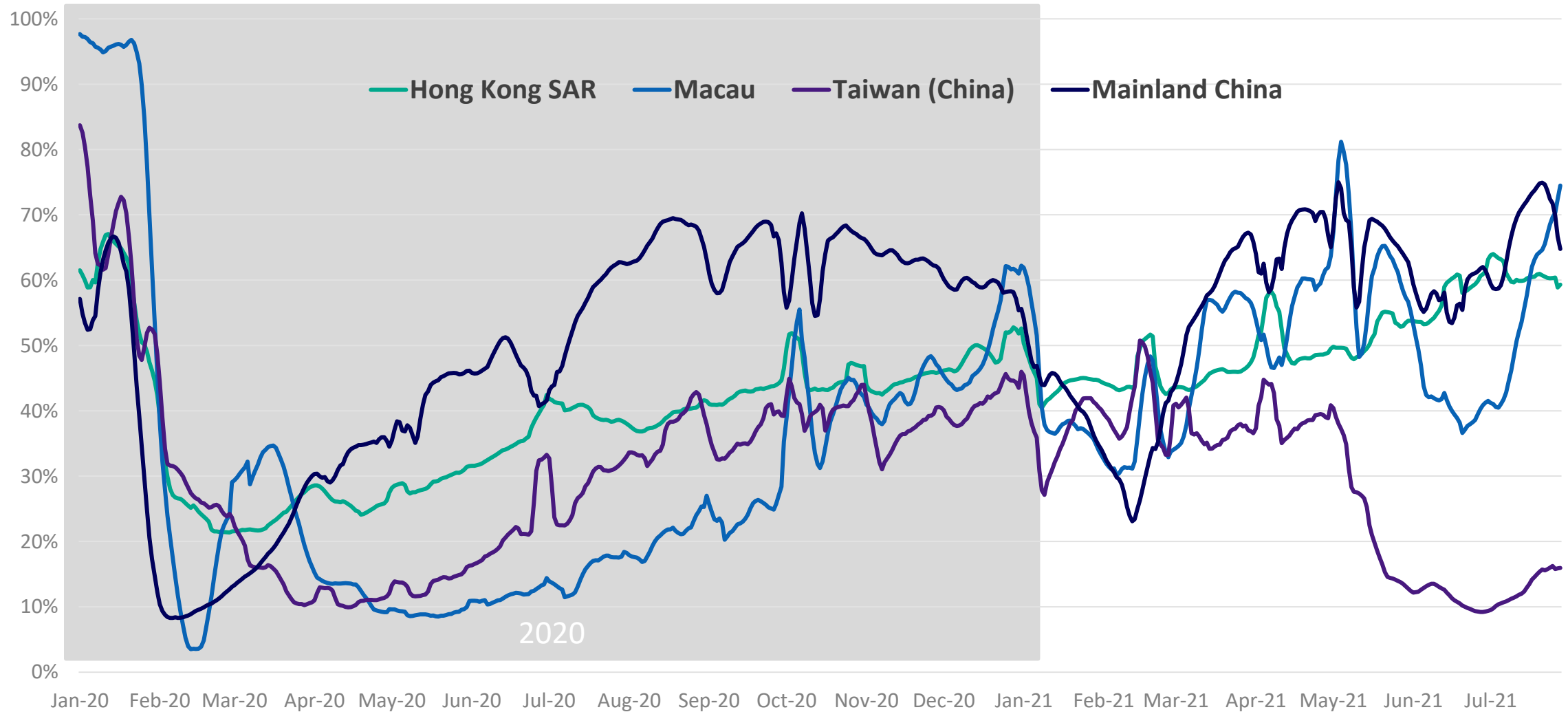
Continued very low Demand

Across all remaining **ASEAN** it remains very low, with hopes around Phuket Sandbox leading **Thailand** upwards. First 3 weeks have moved Occupancy up from nominal to 15-20% across open hotels the island. Low levels also remain across island markets **Sri Lanka**, **Taiwan** and **Fiji**.

China, Macau, and Hong Kong occupancy improves, travel corridor

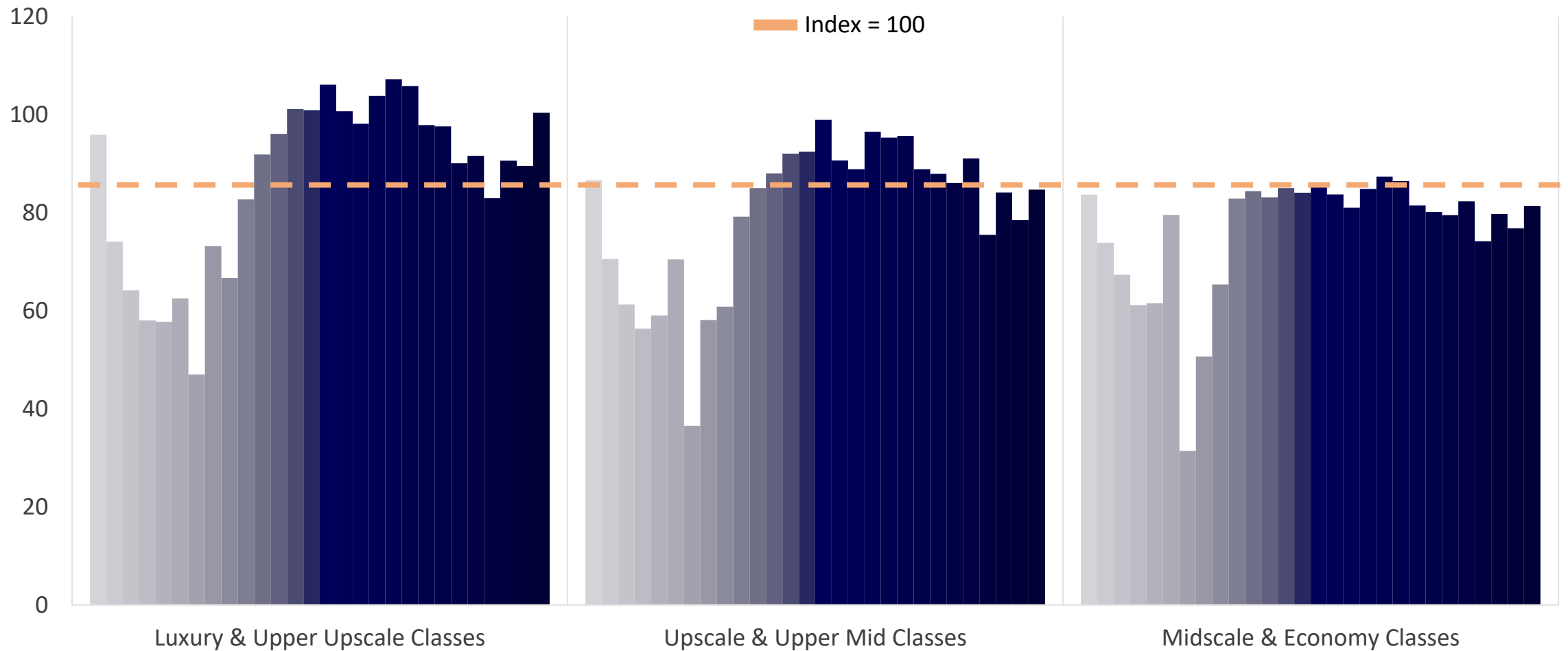


Rolling 7 day average occupancy (standard), January 2020 – May 2021



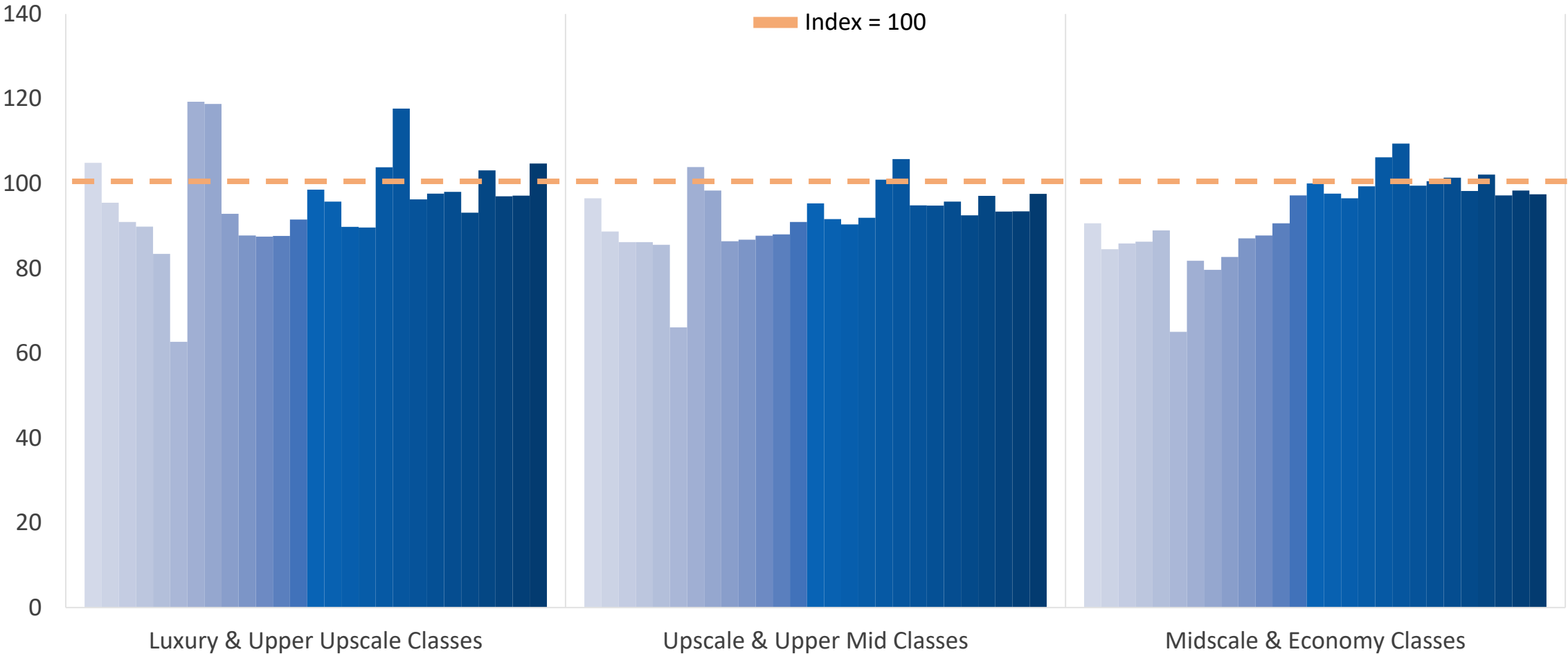
High-end hotel demand is back in China

Mainland China, Weekly demand indexed to 2019, 1st Jan 2021 – 11th July 2021



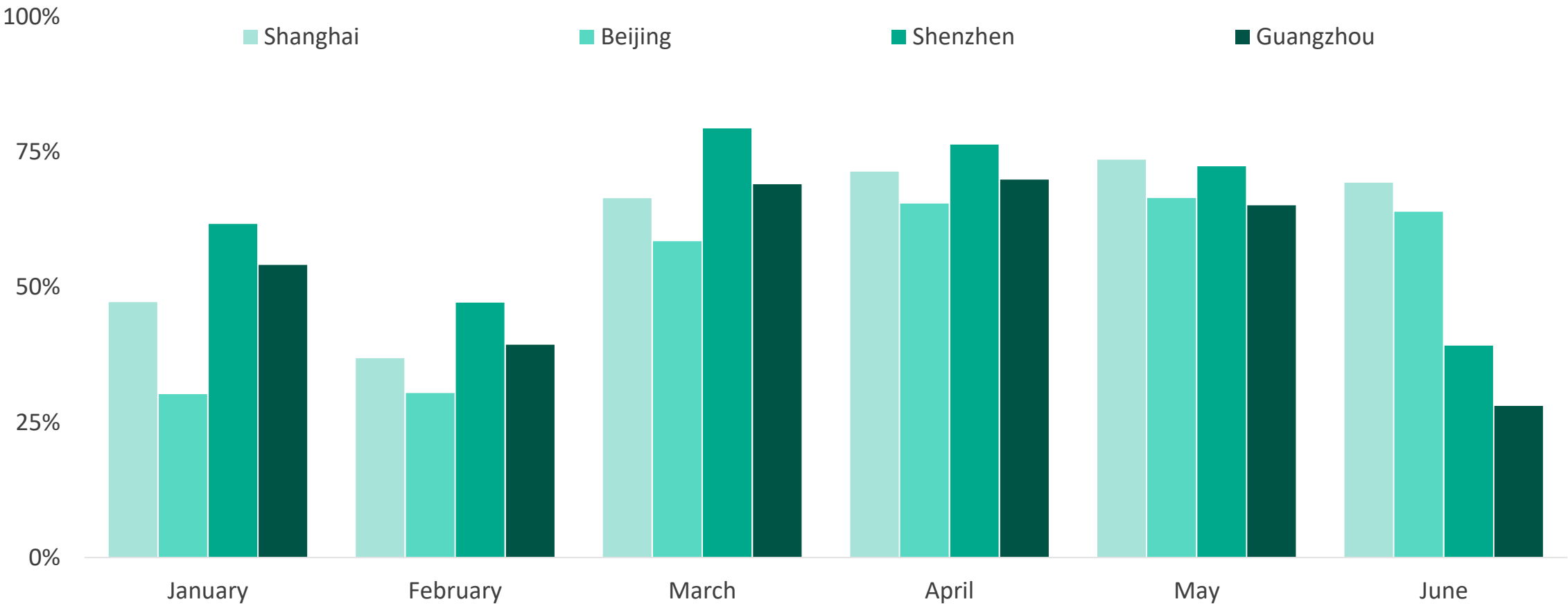
Along with ADR's back at 2019 levels

Mainland China, Weekly ADR indexed to 2019, 1st Jan – 11th July 2021, local currency



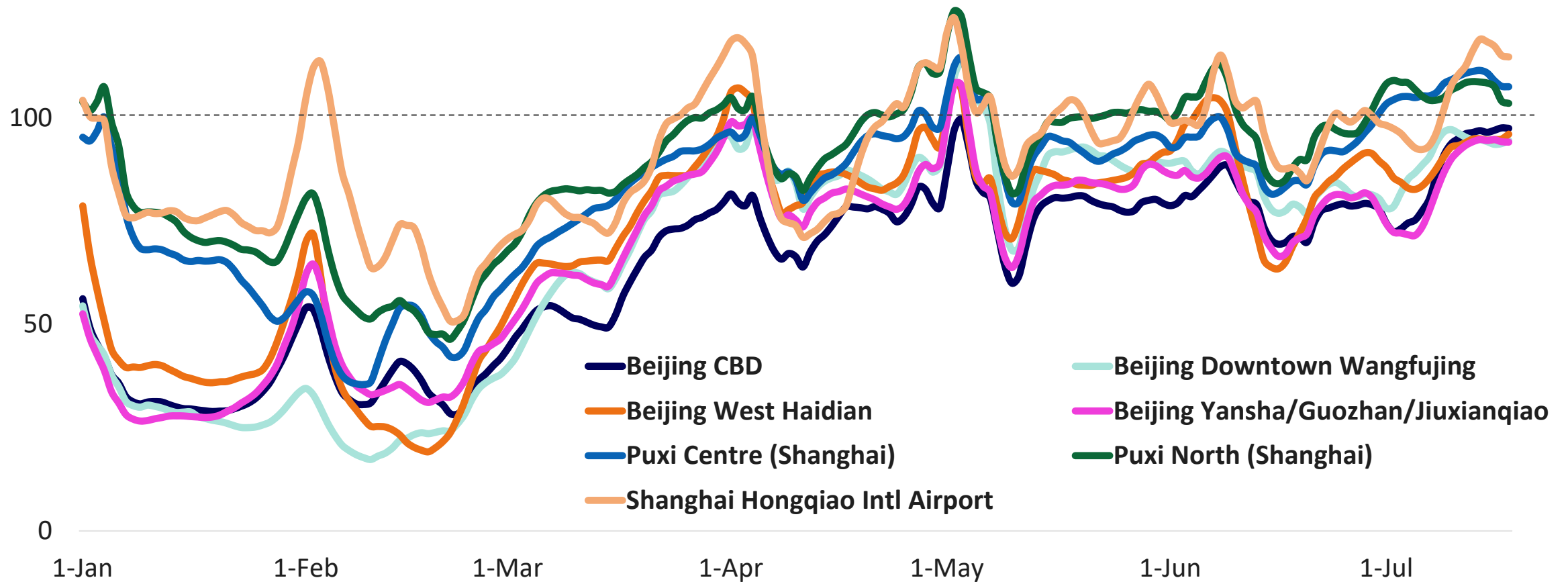
Shenzhen & Guangzhou impacted, but Shanghai on a roll

Tier 1 cities, occupancy (standard), Jan - June 2021



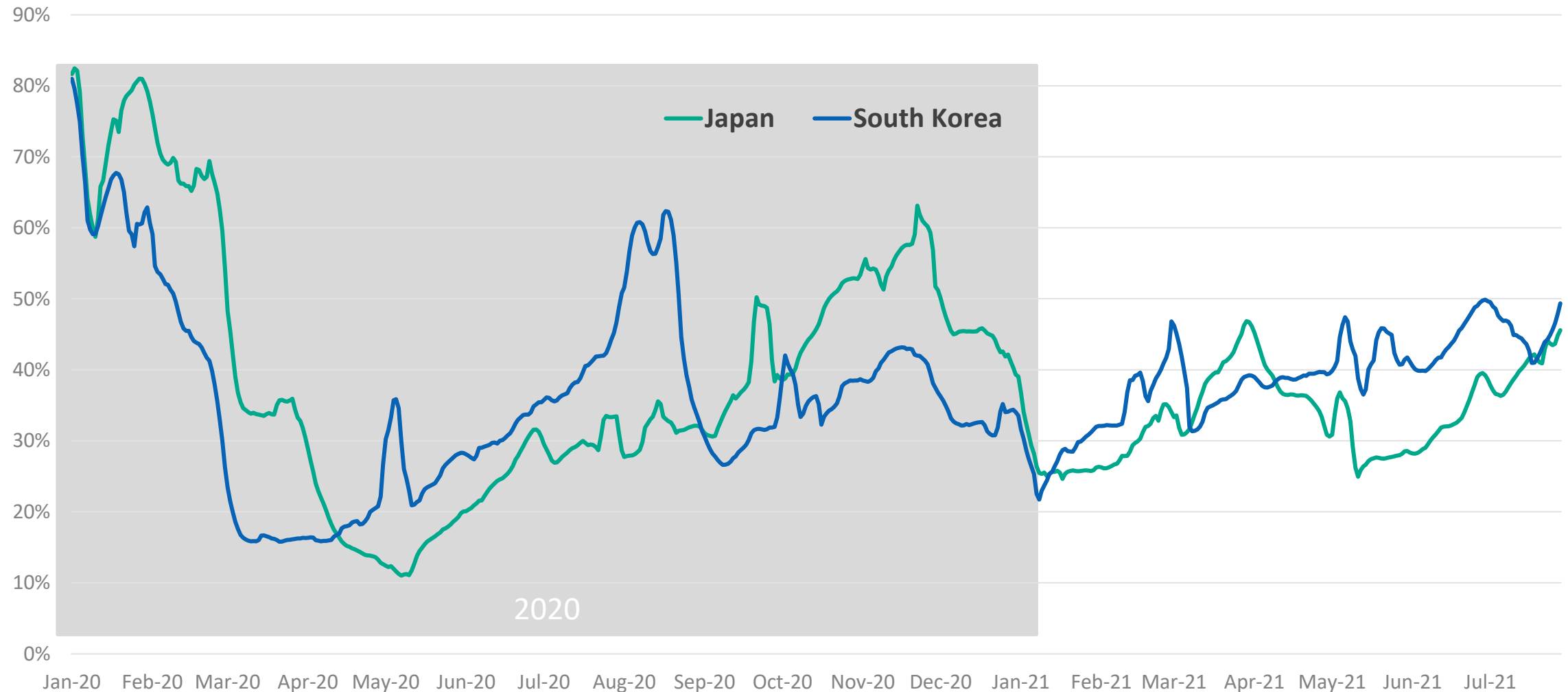
Beijing business demand is on its way back

Selected submarkets, R7 occupancy (standard) indexed to 2019, 1 Jan – 18 Jul 2021



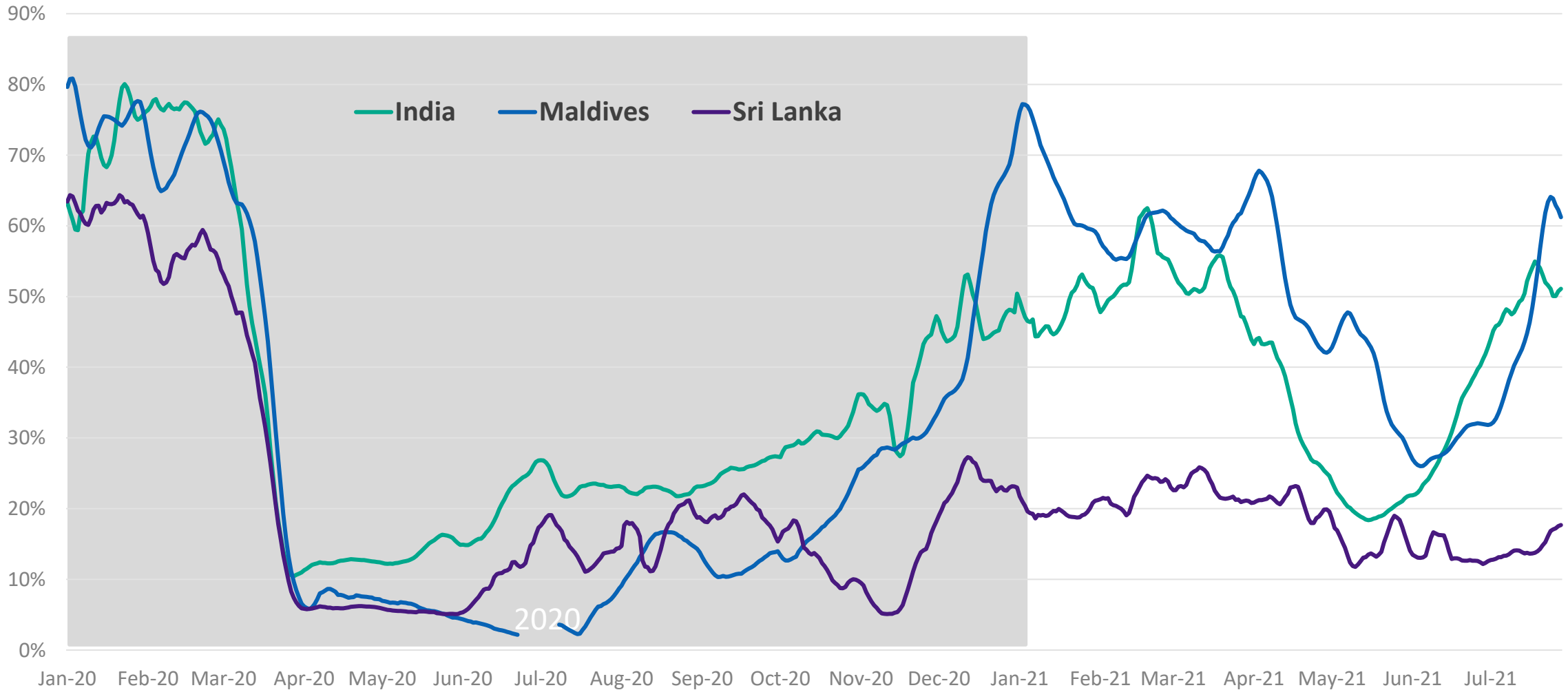
Northern Asia – coming out of 3rd wave in Japan

Rolling 7 day average occupancy (standard), January 2020 – July 2021



Indian Ocean - India and Maldives coming back

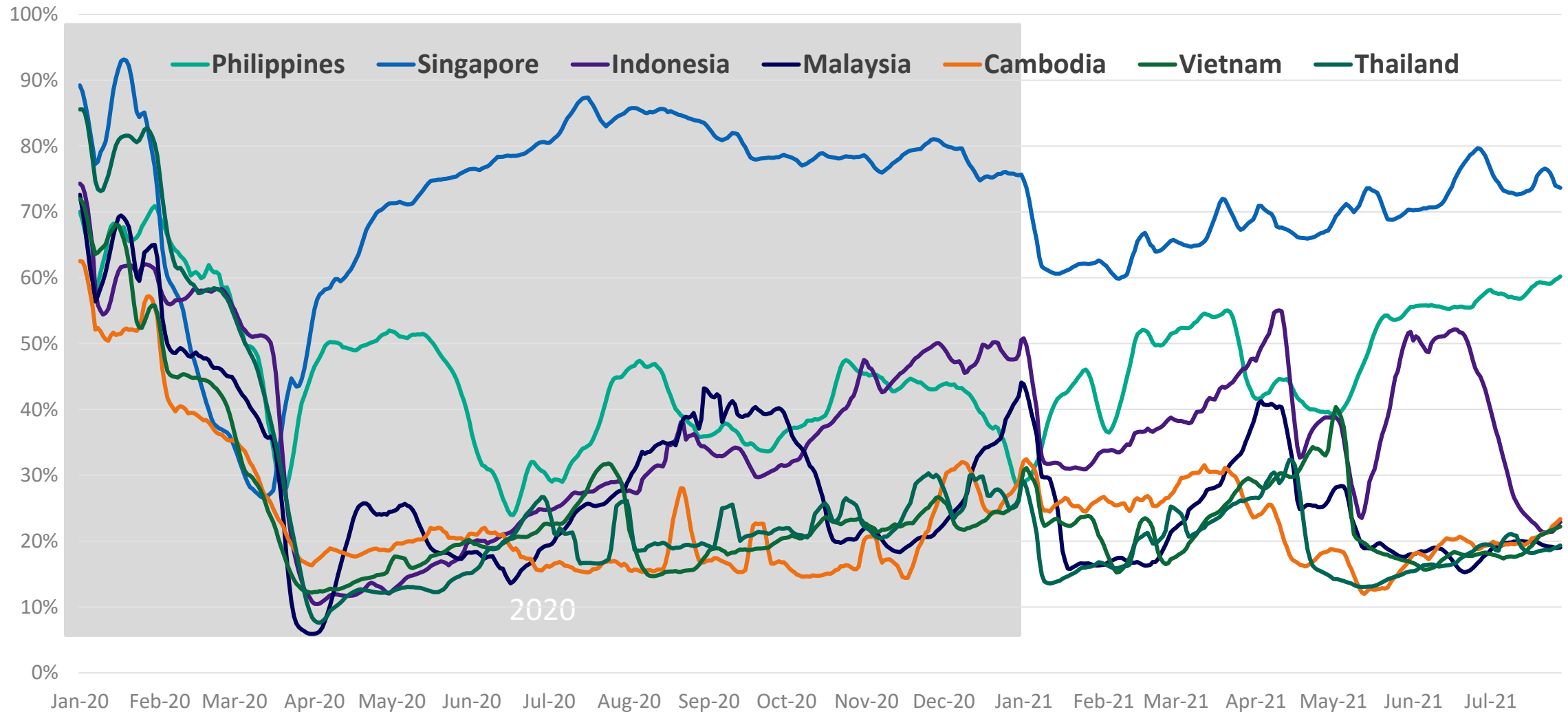
Rolling 7 day average occupancy (standard), January 2020 – July 2021



ASEAN – picture of diversity, many countries very hard hit

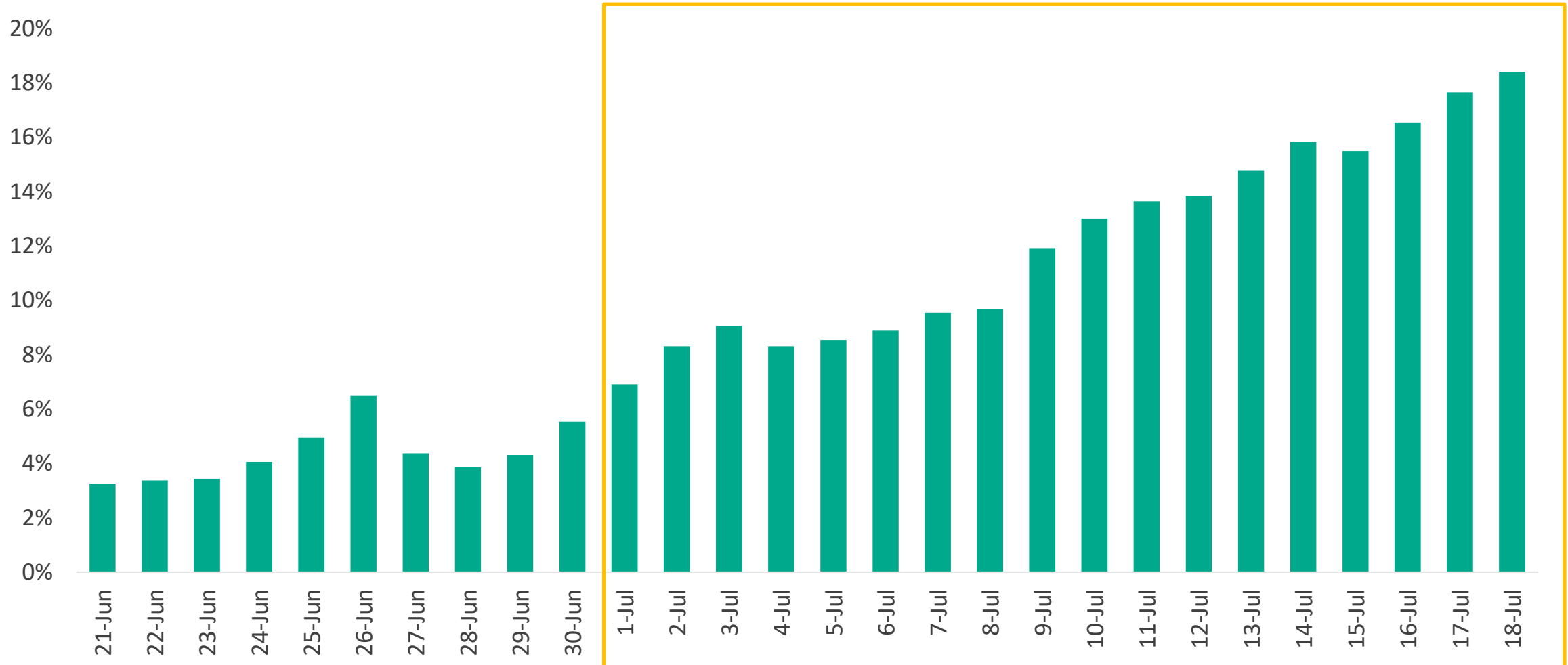


Rolling 7 day average occupancy (standard), January 2020 – May 2021



'Phuket Sandbox opens', occupancy begins a long journey back

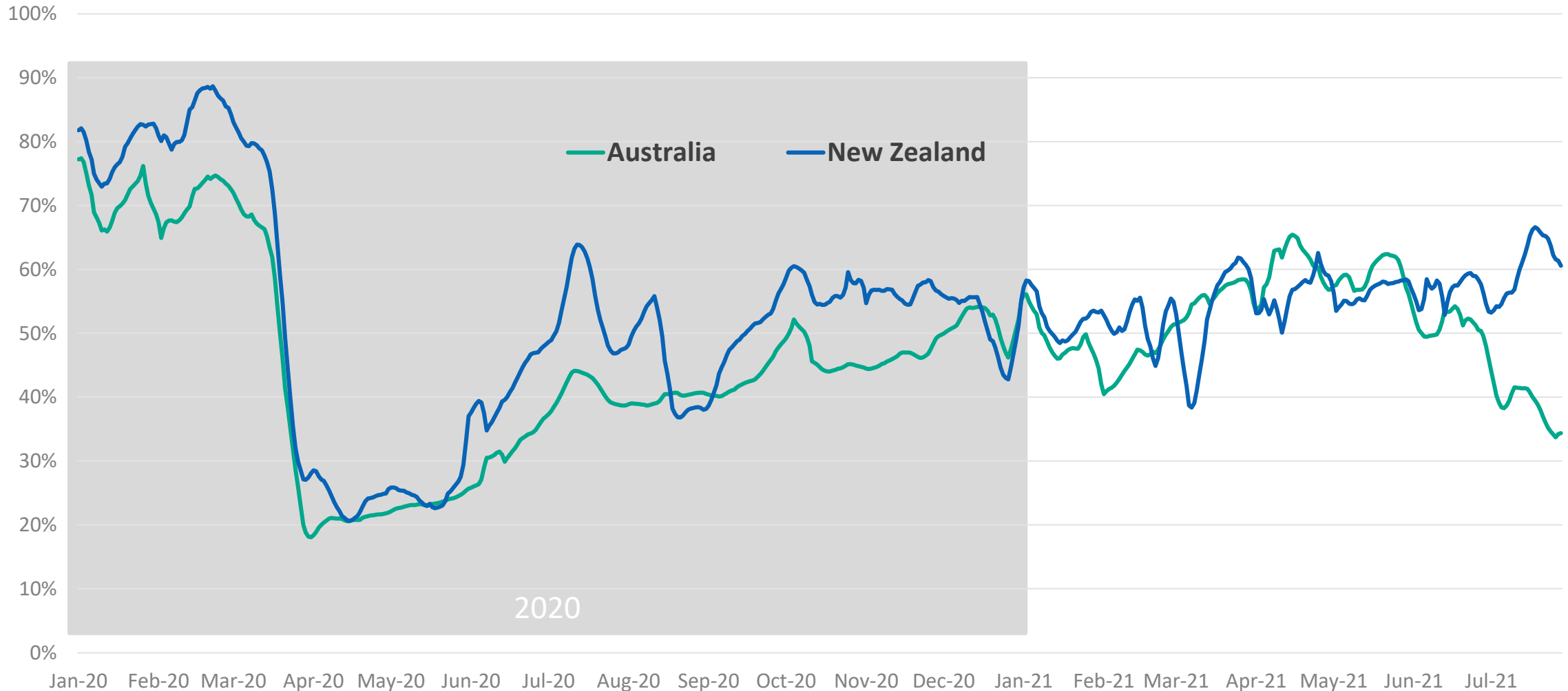
Phuket, daily occupancy (standard), 21 June – 18 July



Australia: recent dip, New Zealand: consistent, bubble: little impact

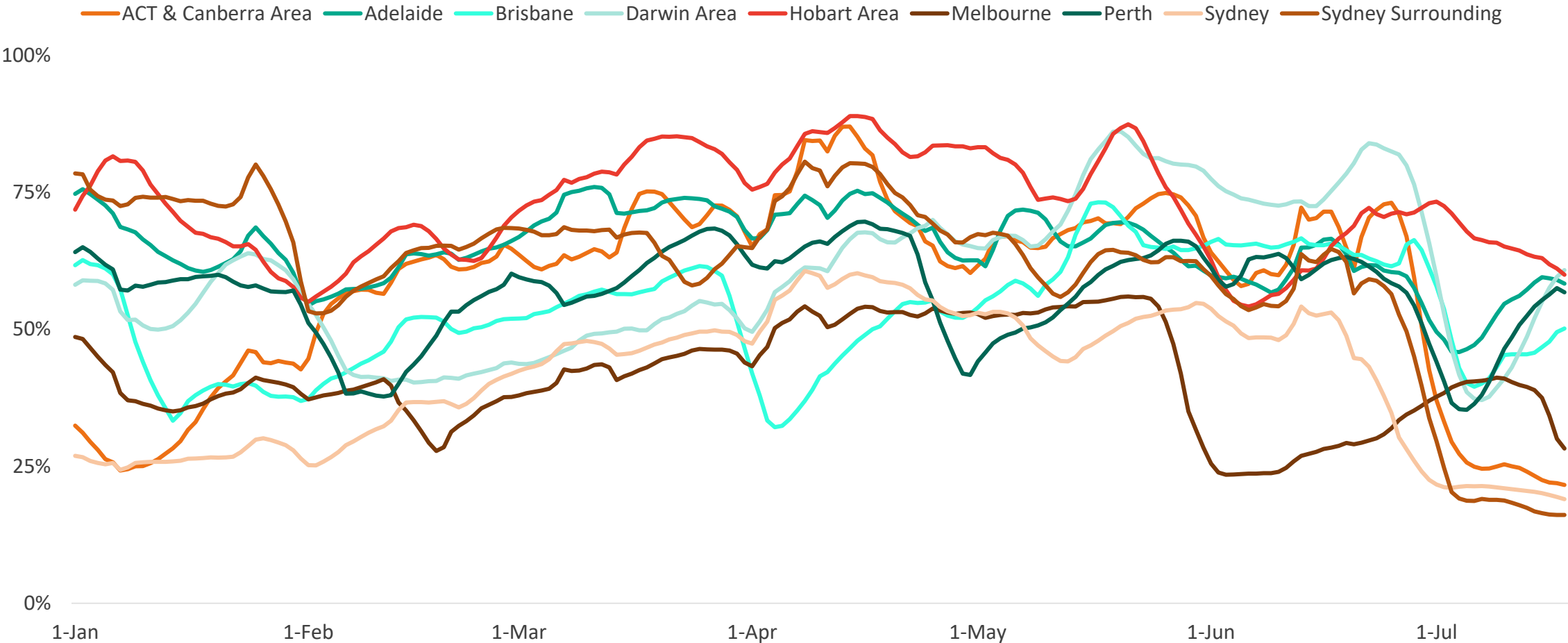


Rolling 7 day average occupancy (standard), January 2020 – July 2021



Australian lockdowns visible, occupancy dipping in 5 five markets

Australia capital markets, R7 occupancy (standard), 2021

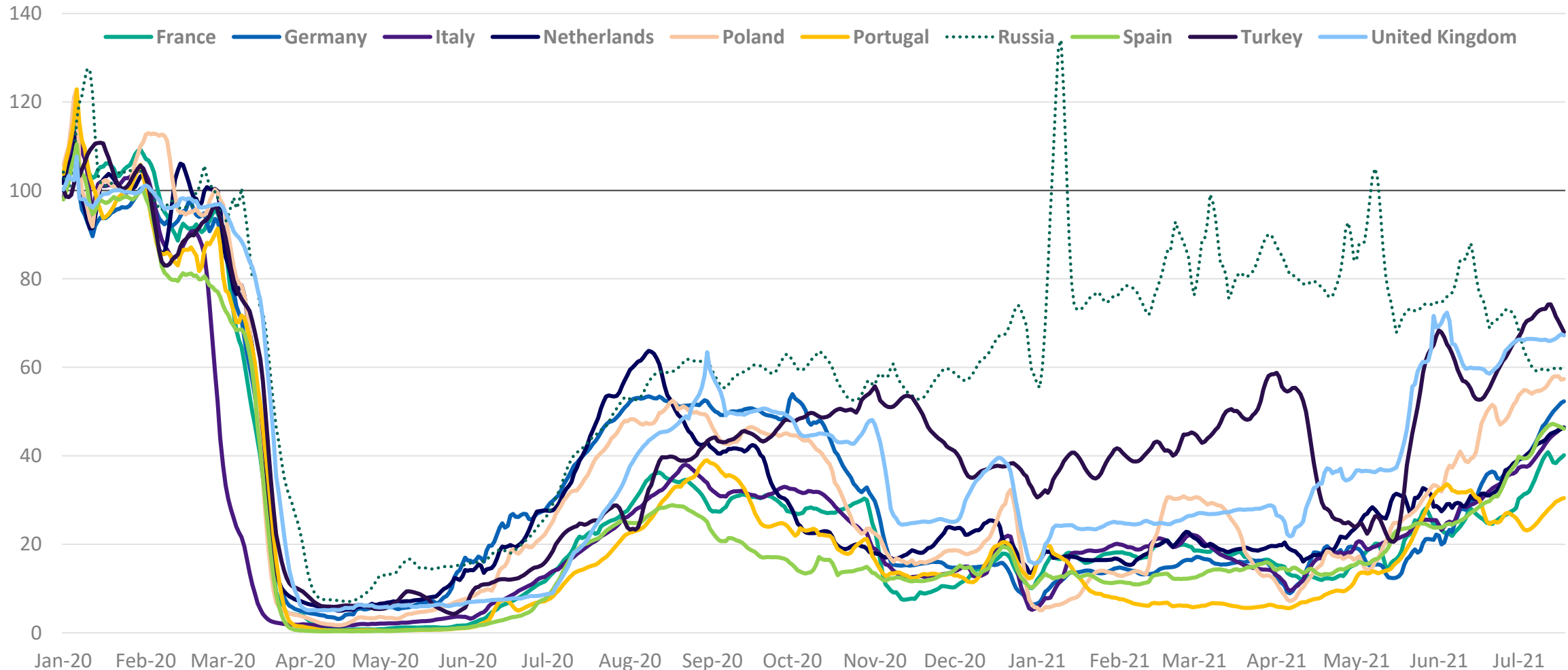




Europe

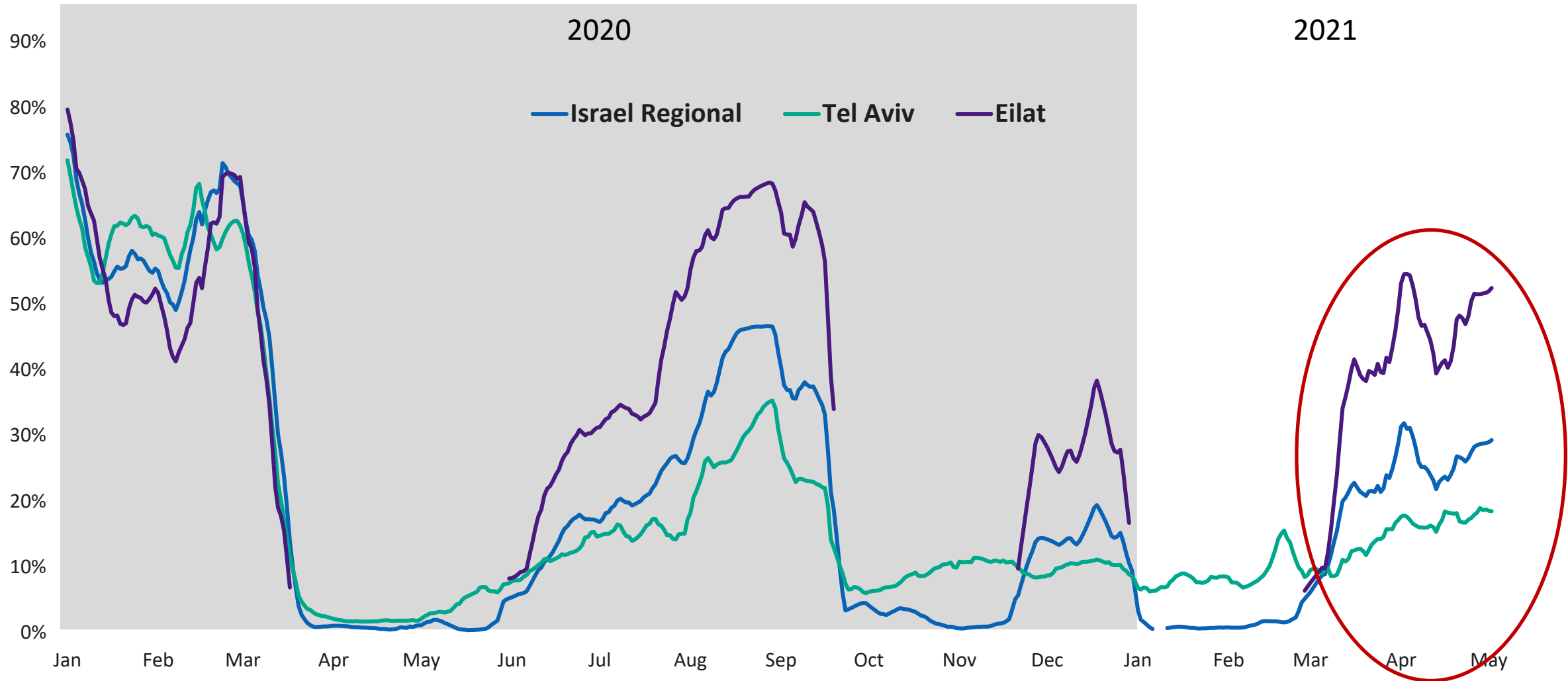
Russia, Turkey, & the UK currently outperforming rest of Europe

Rolling 7 days Occupancy (full inventory) indexed to 2019, 1 January 2020 – 18 July 2021



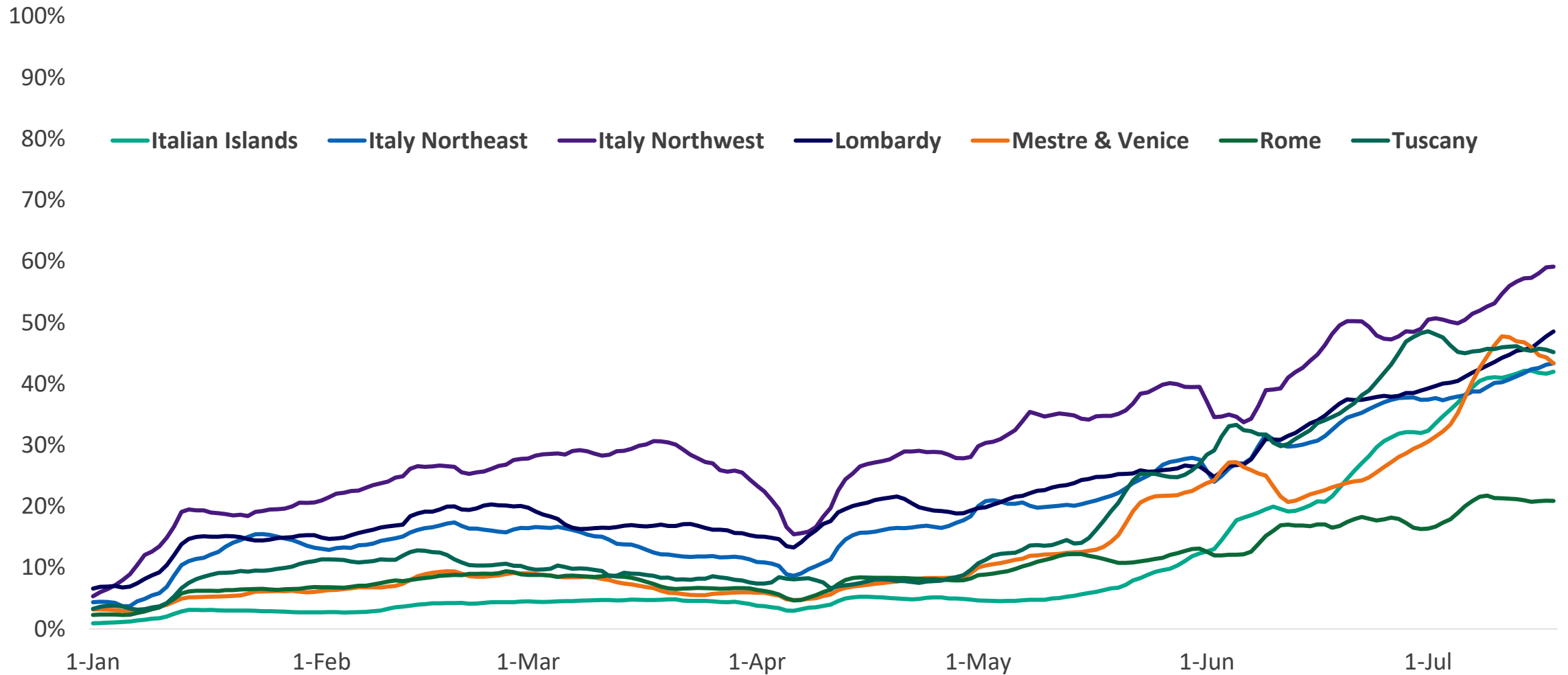
Israeli vaccine drive sees hotel occupancy increase in March & April

R7 occupancy (TRI), January 2020 to May 2nd 2021



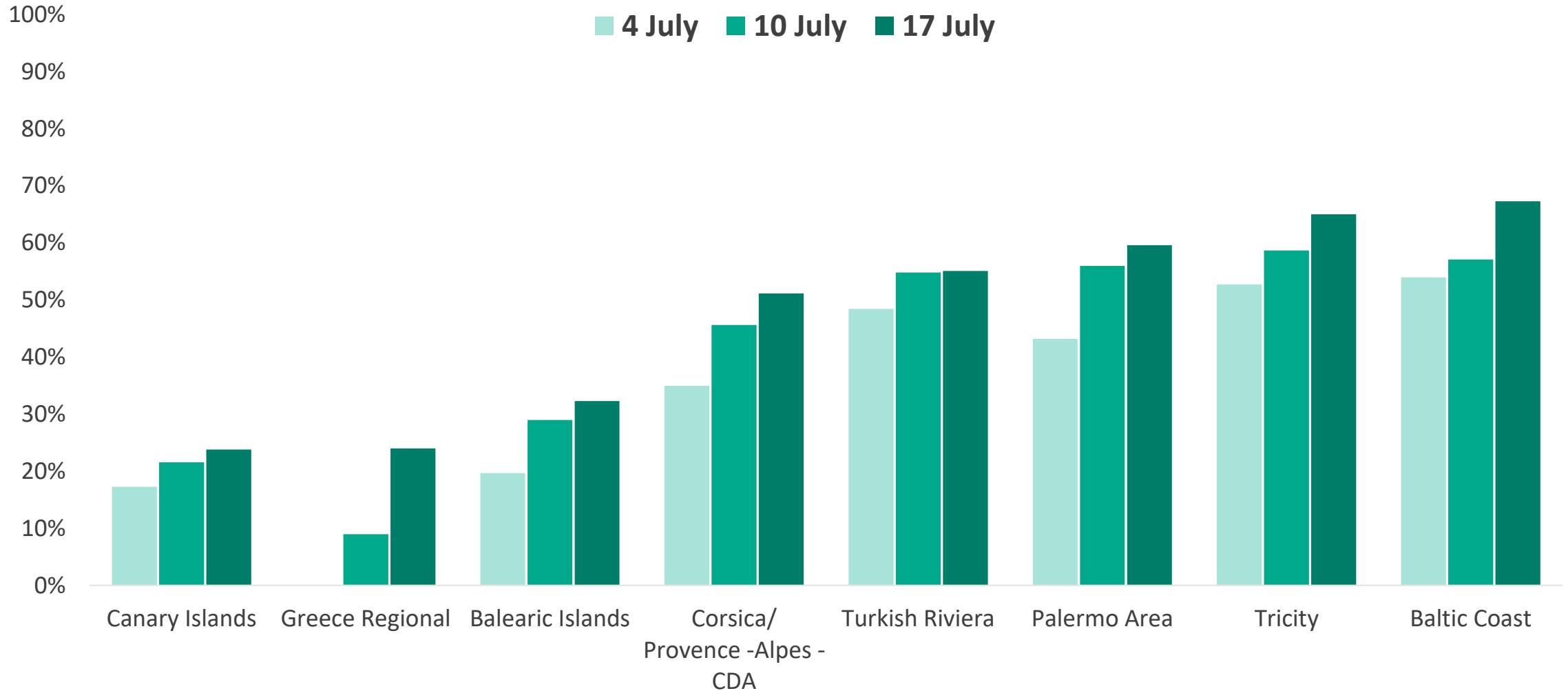
Italy: Regional destination occupancy rapidly rising

Italy, R7 Occupancy (TRI), 2021



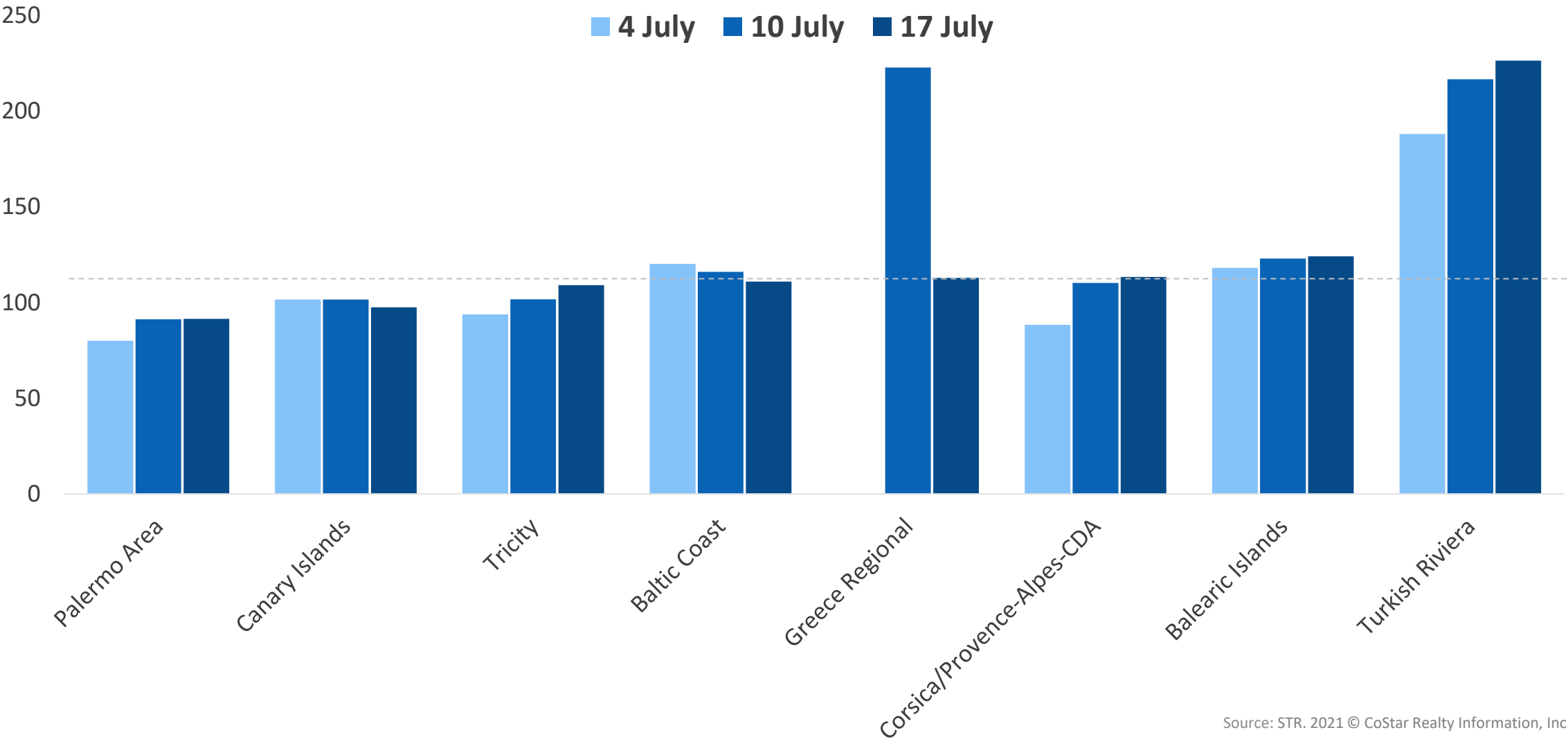
European beachside occupancy begins to climb

Beach markets, Weekly Occupancy (TRI), July 2021



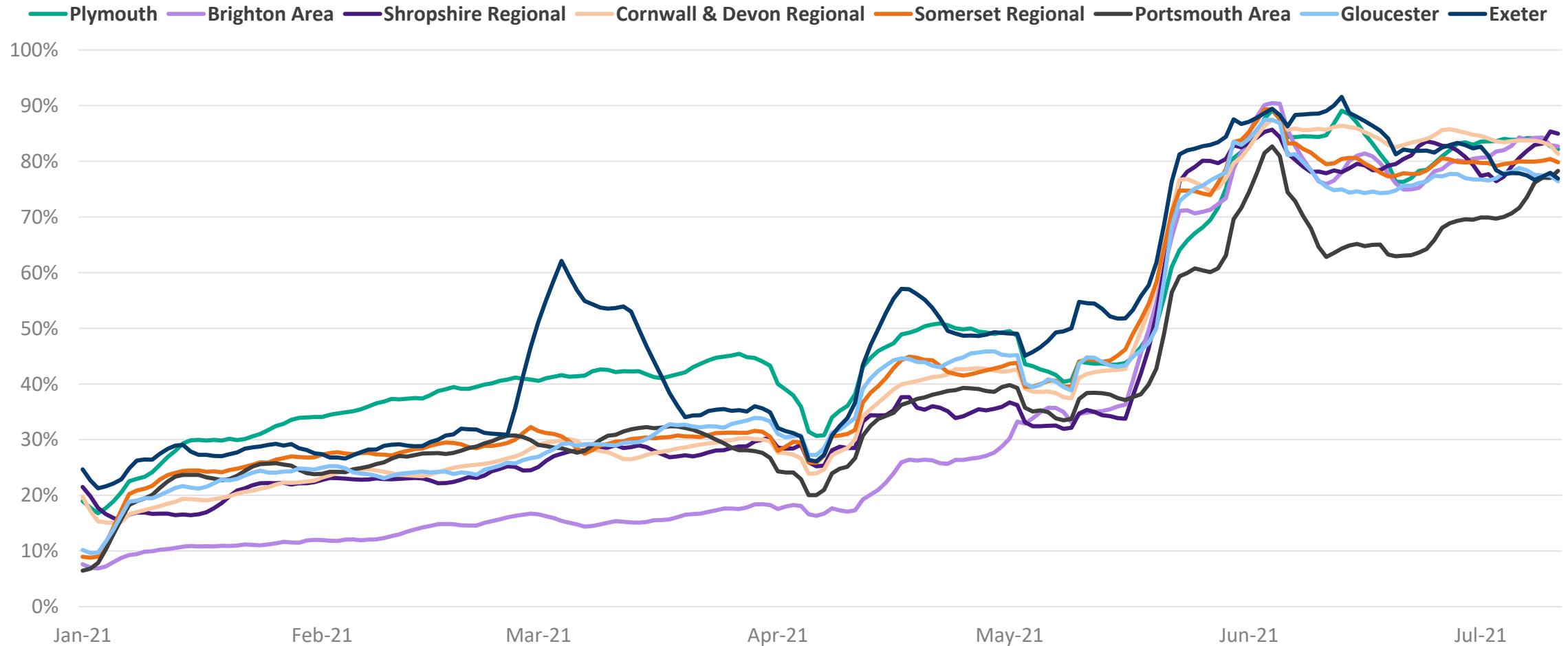
While beach ADRs are already sky-high

Beach markets, Weekly ADR (local currency), July 2021



Leisure driven resort markets are leading the way in the UK

Top occupancy performers*, Rolling 7 days occupancy (TRI), 1st Jan 2021 - 11th Jul 2021

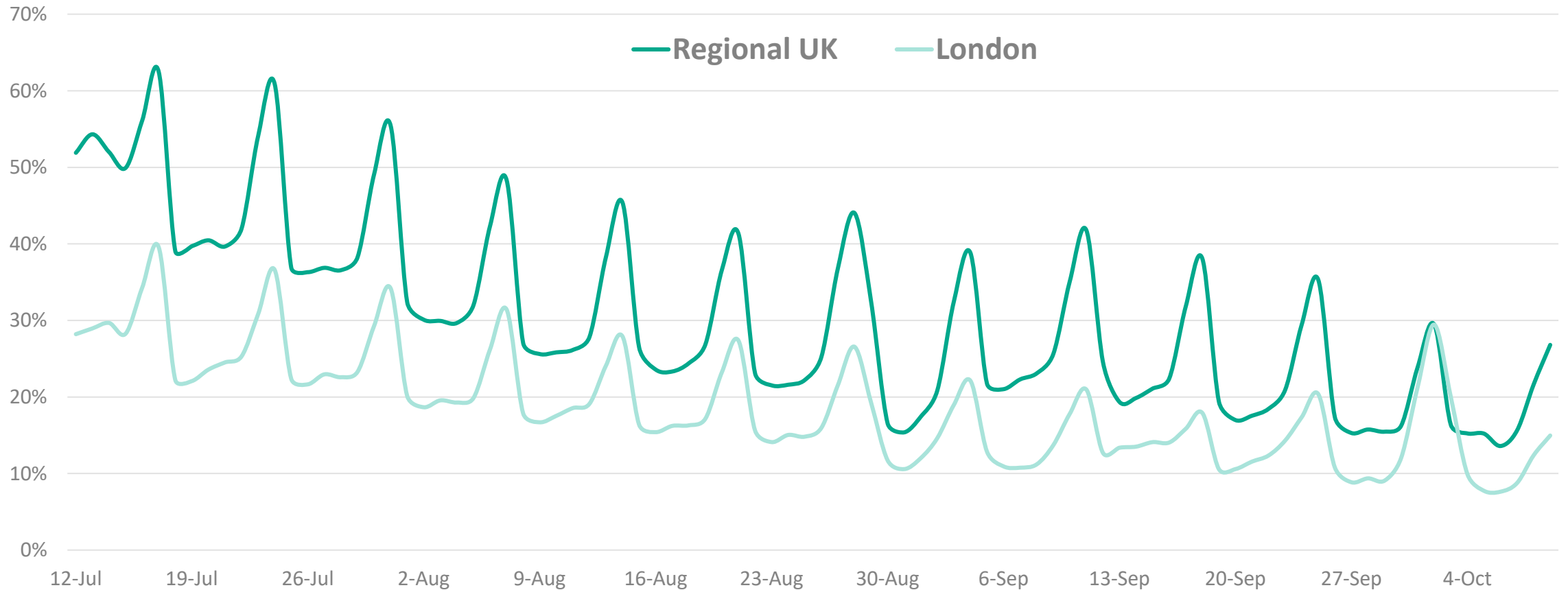


*Top occupancy performance for R7 12th July 2021 (7 days up to 12th July 2021)

UK business on the books underpinned by leisure weekend demand

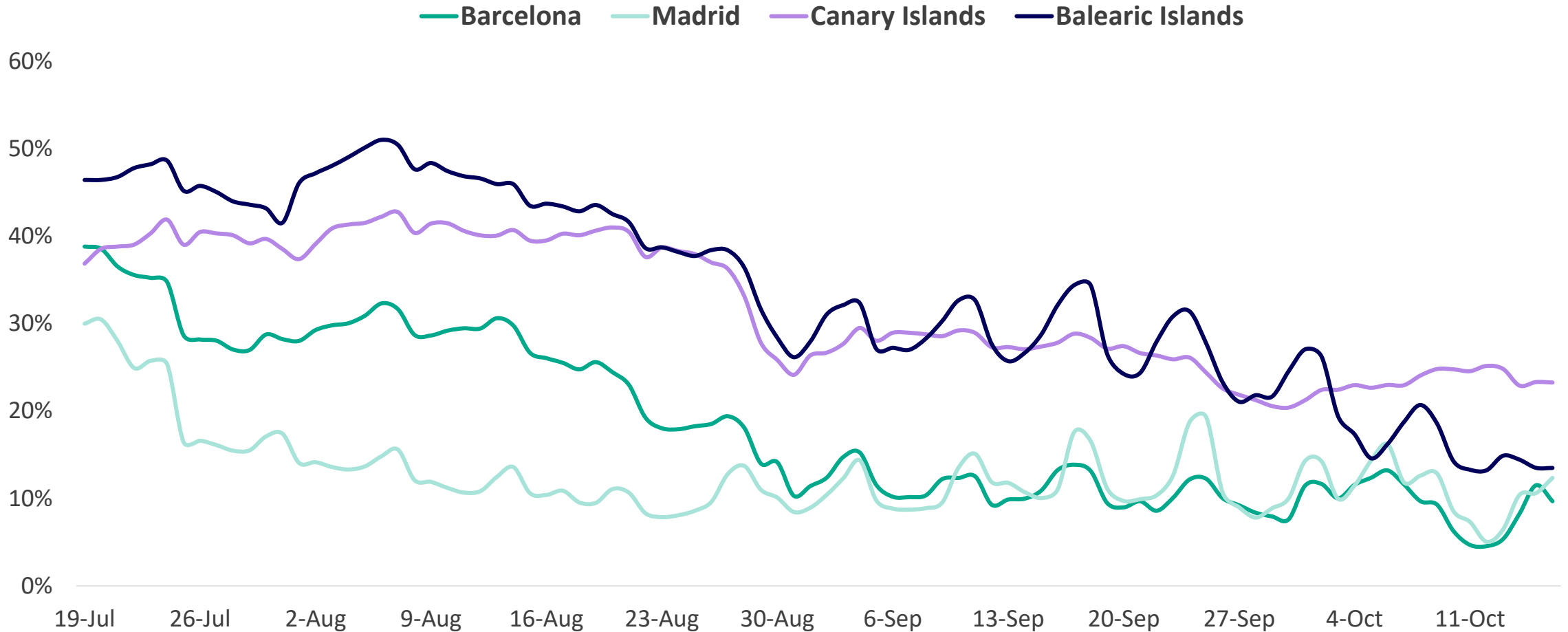


London & Regional UK Occupancy on the books for the next 90 days, As of 12th Jul 2021



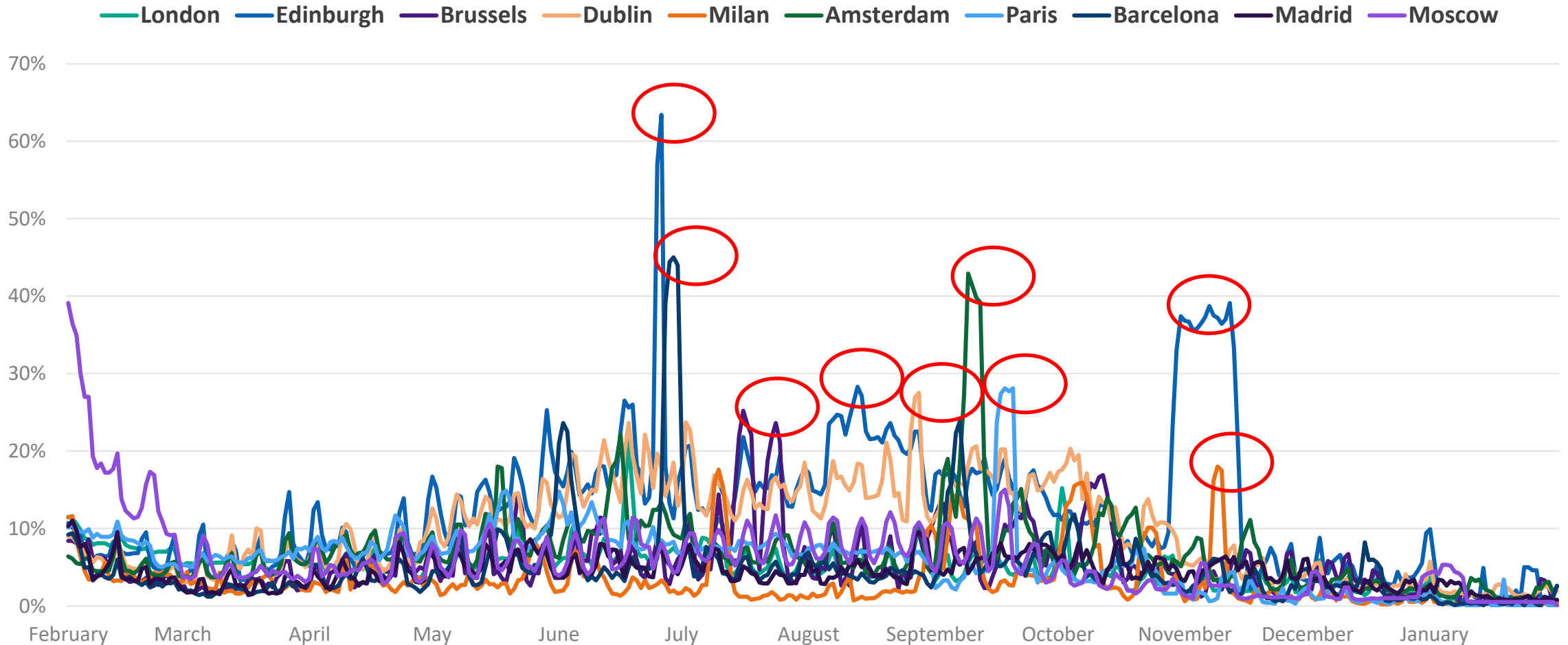
Leisure destinations leading the way in Spain

Occupancy on the books for the next 90 days, as of 19 Jul 2021



And in the fall - demand out there for future events

Occupancy on the books for the next 365 days as of 1st February 2021



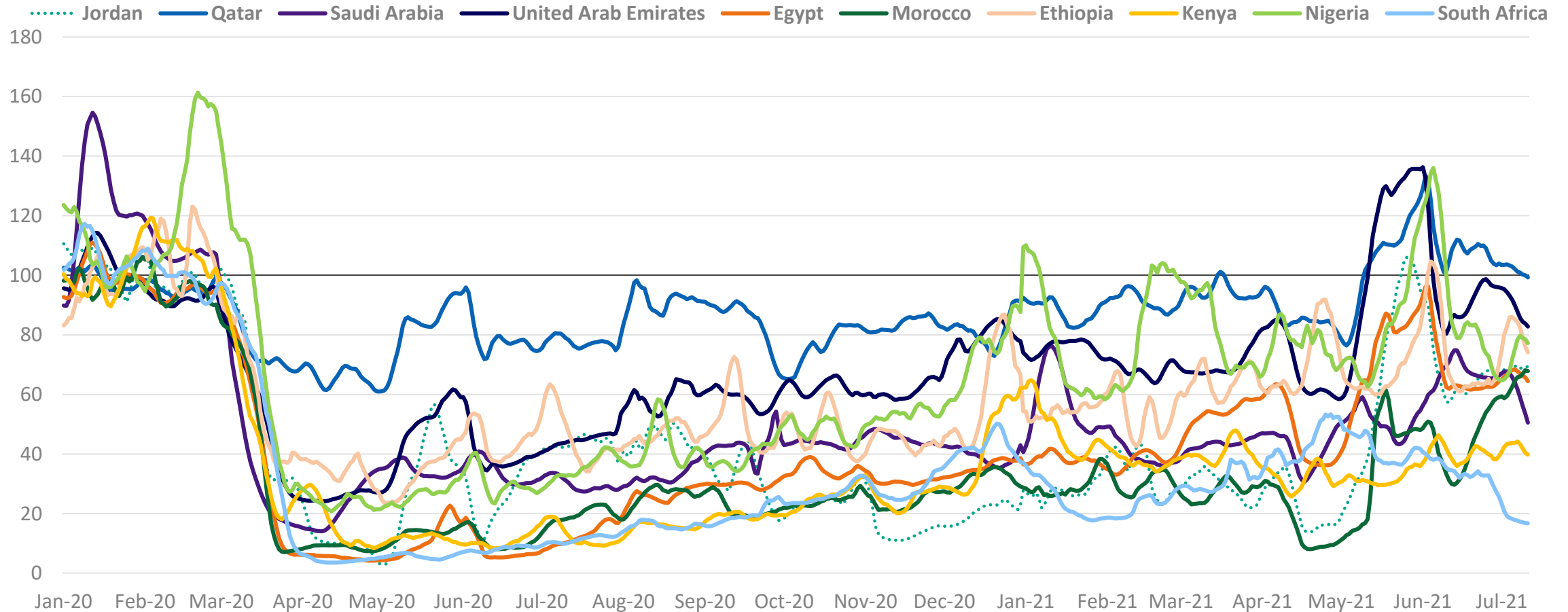


Middle East



Huge country differences across the Middle East & Africa

Rolling 7 days Occupancy (full inventory) indexed to 2019, 1st January 2020 – 11th July 2021



EXPO demand finally starting to appear on the books

Dubai, occupancy on the books for the next 365 days as of 5 July 2021



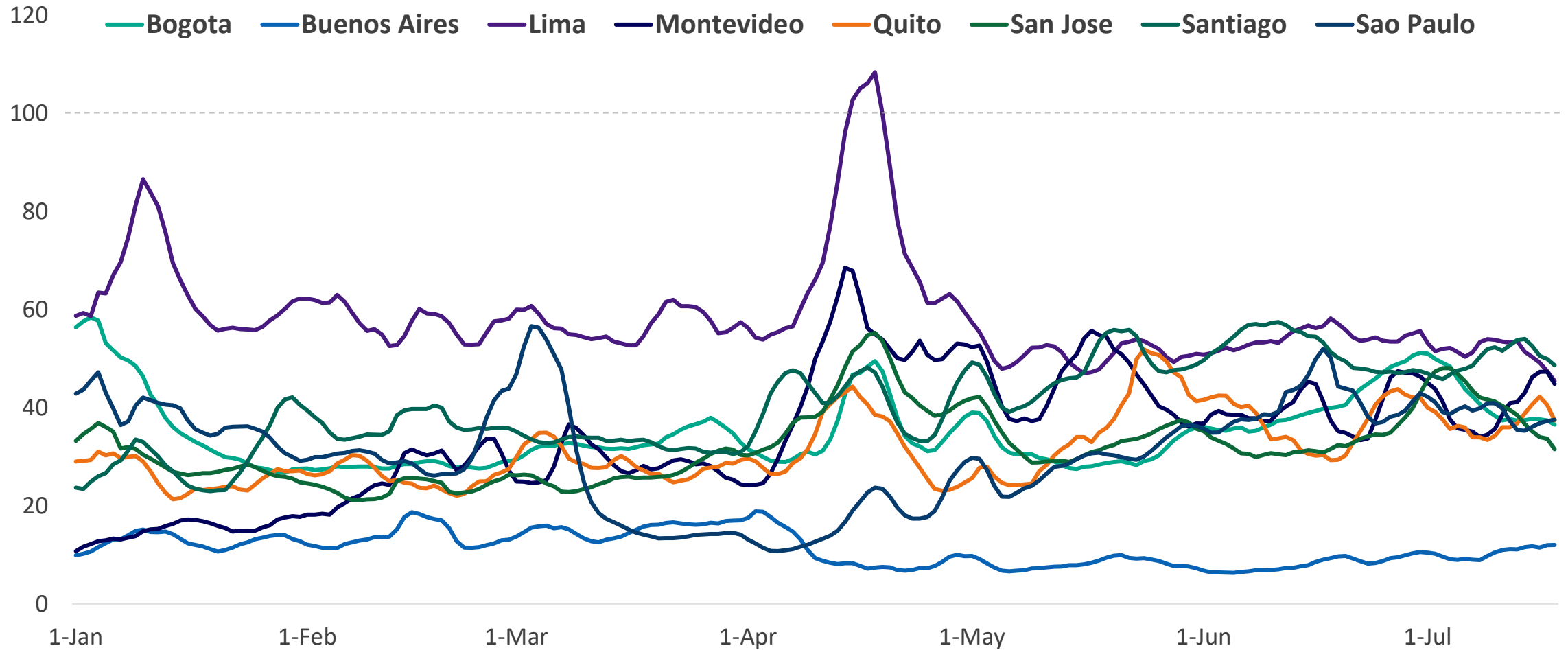


Central and South America

Source: STR. 2021 © CoStar Realty Information, Inc.

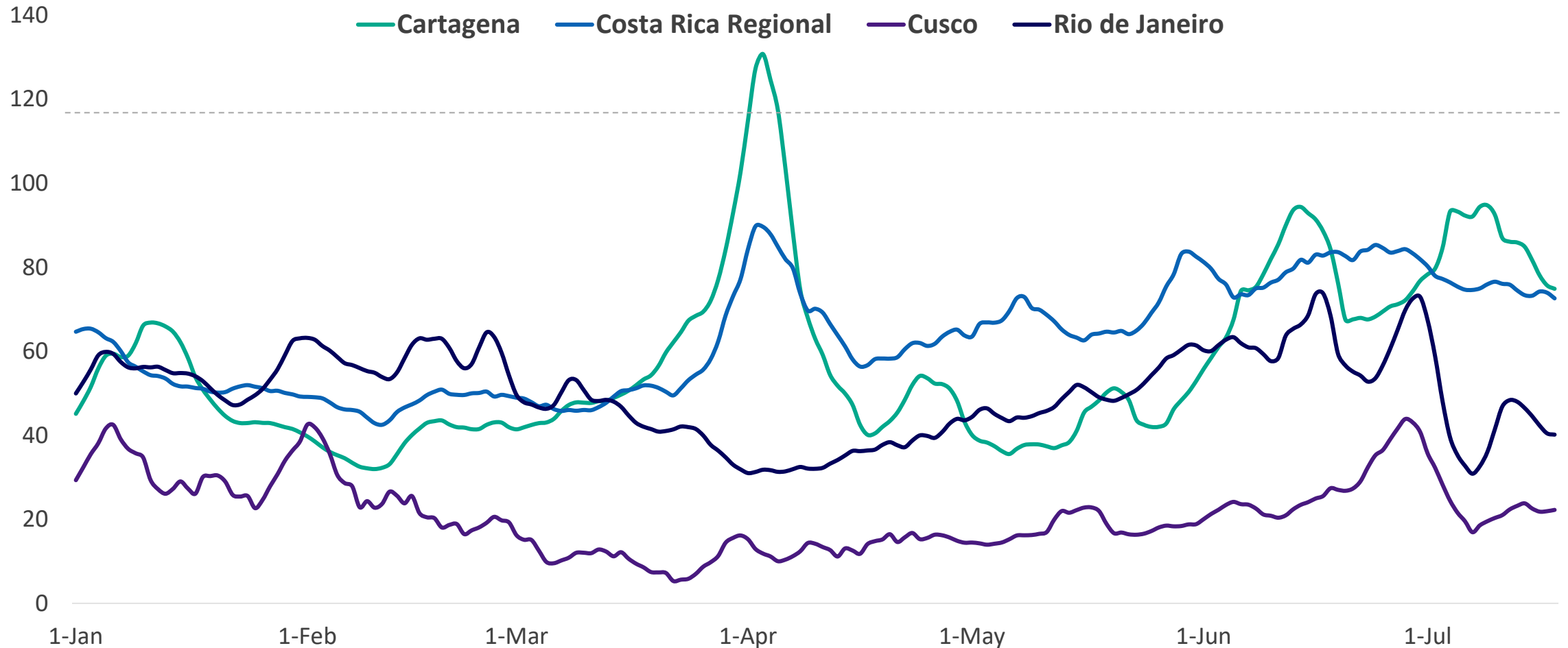
Capital markets struggle to get halfway to 2019 levels

Capitals, R7 occupancy (TRI) indexed to 2019, 1 Jan – 18 Jul 2021



Beach markets more than 50% back; Cusco waiting for int'l arrivals

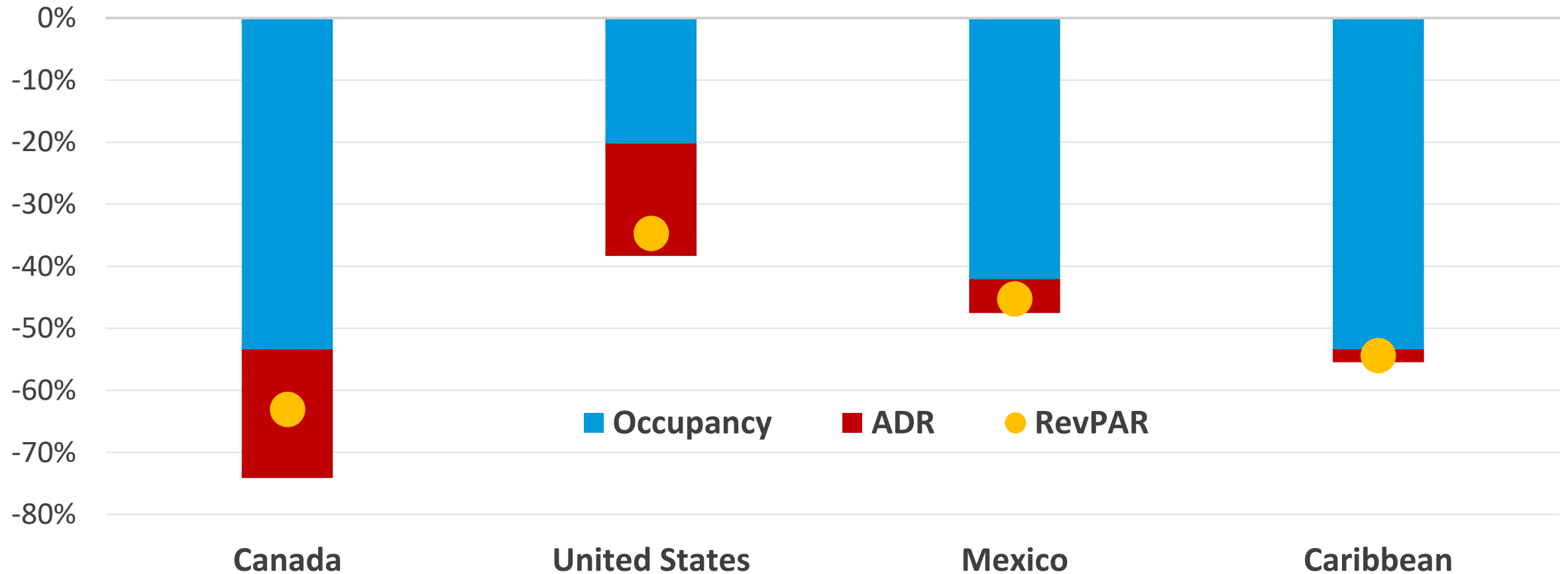
Beaches, R7 occupancy (TRI) indexed to 2019, 1 Jan – 18 Jul 2021





North America

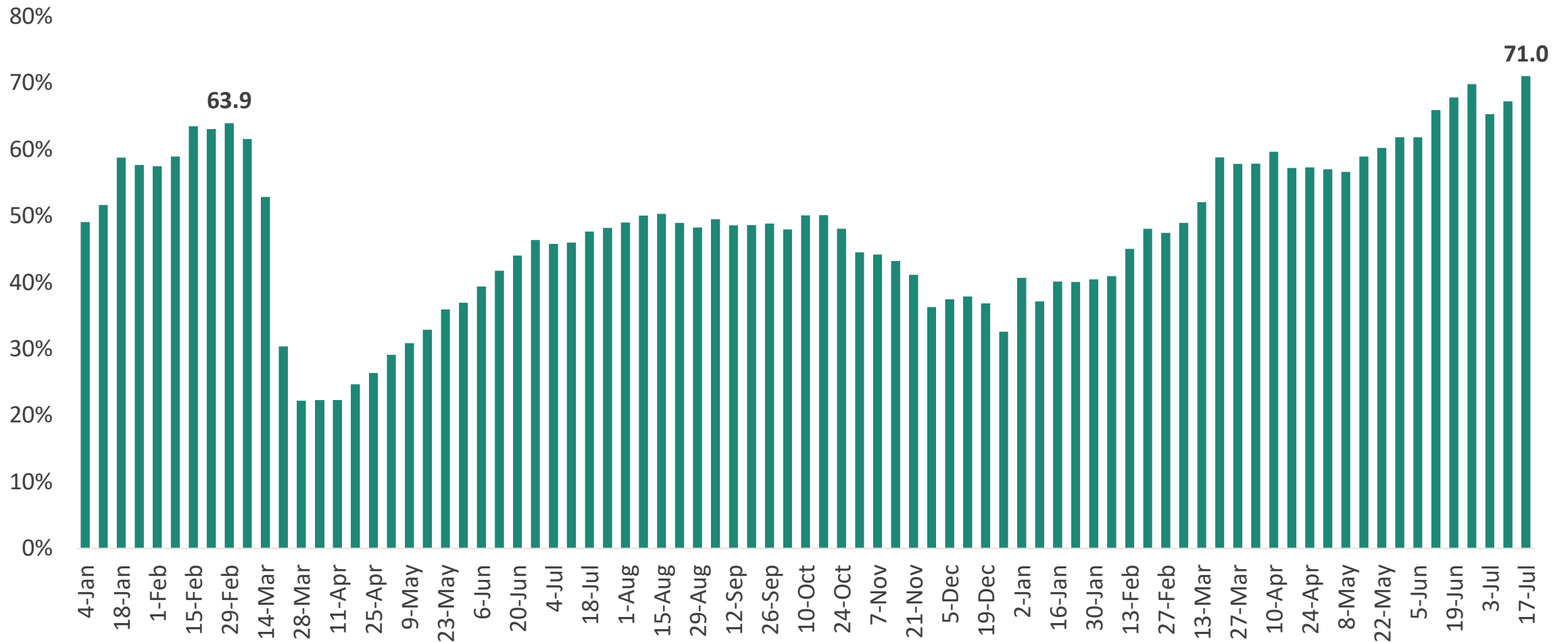
NA - Ease of travel is driving the recovery



May YTD 2021 vs 2019, RevPAR % Change by Contribution of OCC/ADR % Change (USD)

US: Occupancy continues to recover, highest since October 5, 2019

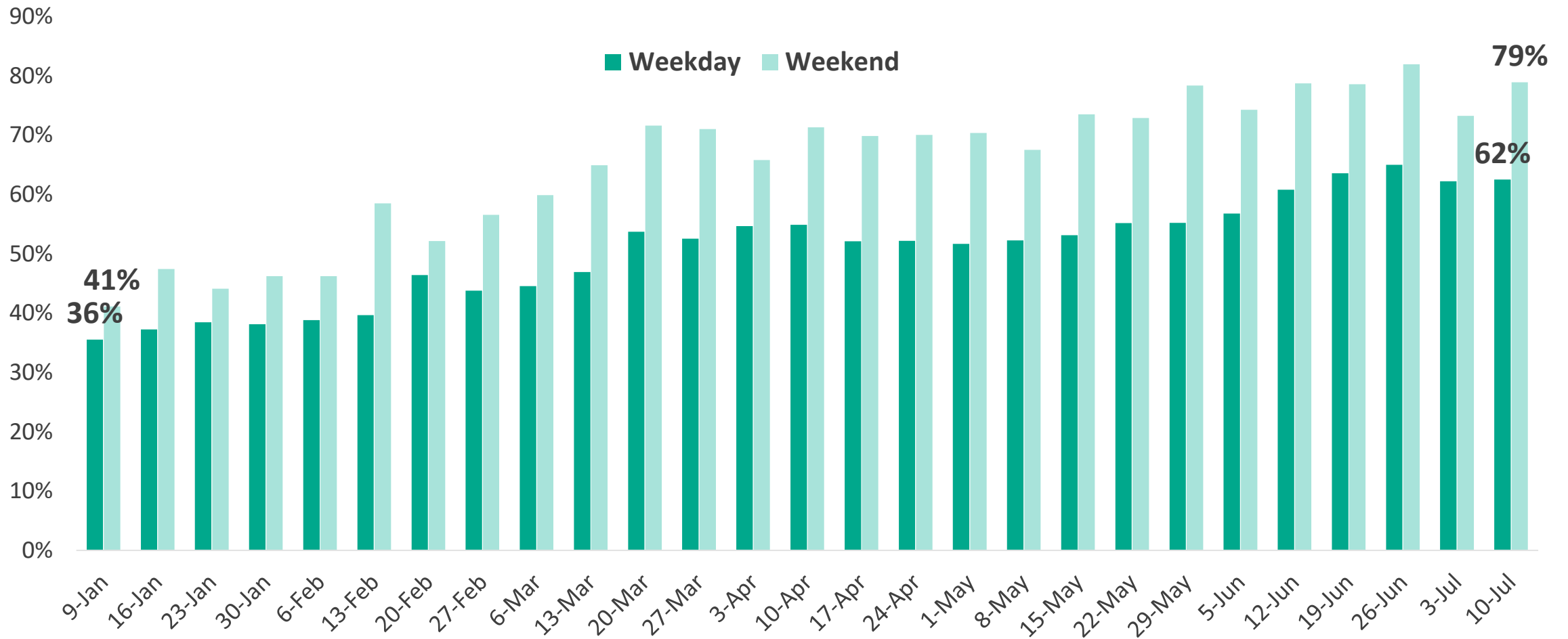
Total U.S., weekly occupancy, January 4, 2020 – June 6, 2021



Memorial Day Saturday Occupancy at 83%, just under 2019/18 (86, 85%)

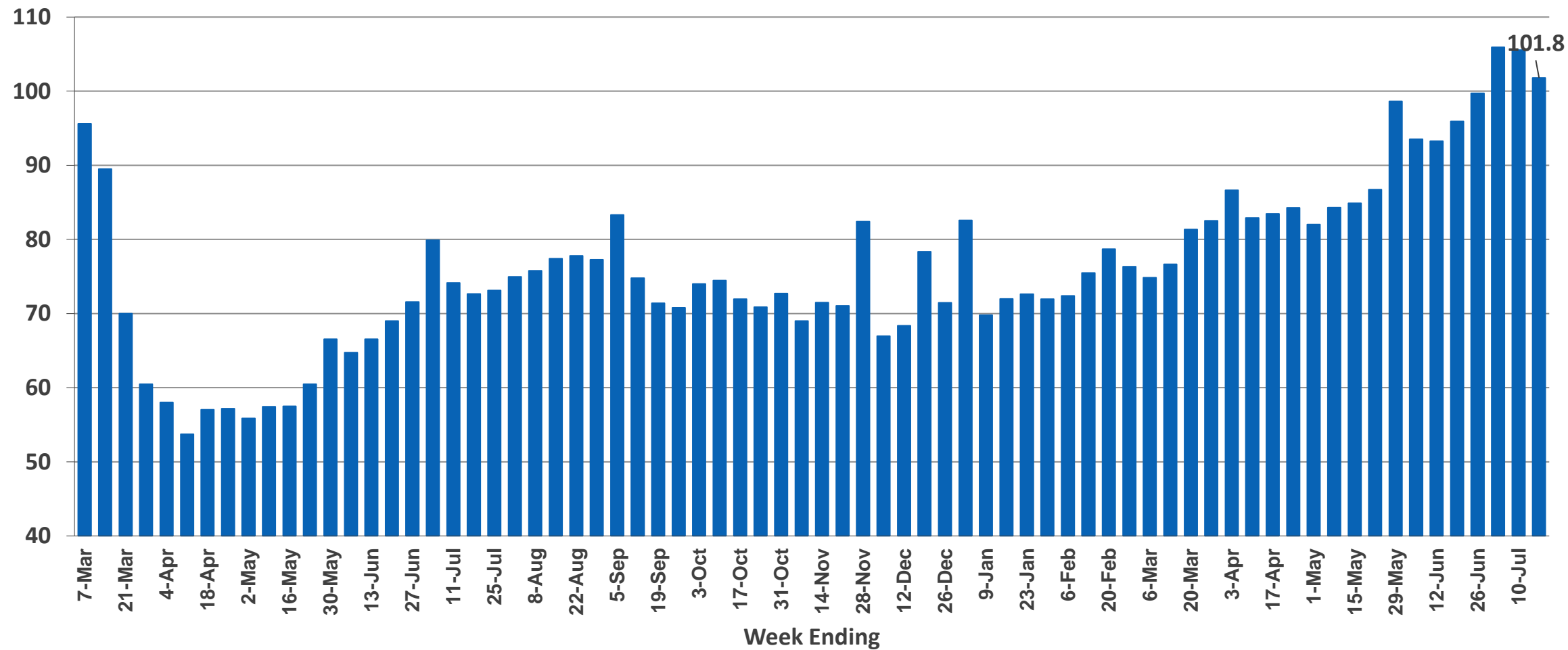
Led by the leisure traveler

Total U.S., occupancy by day of week, 2021



ADR remained above the 2019 level for a third week.

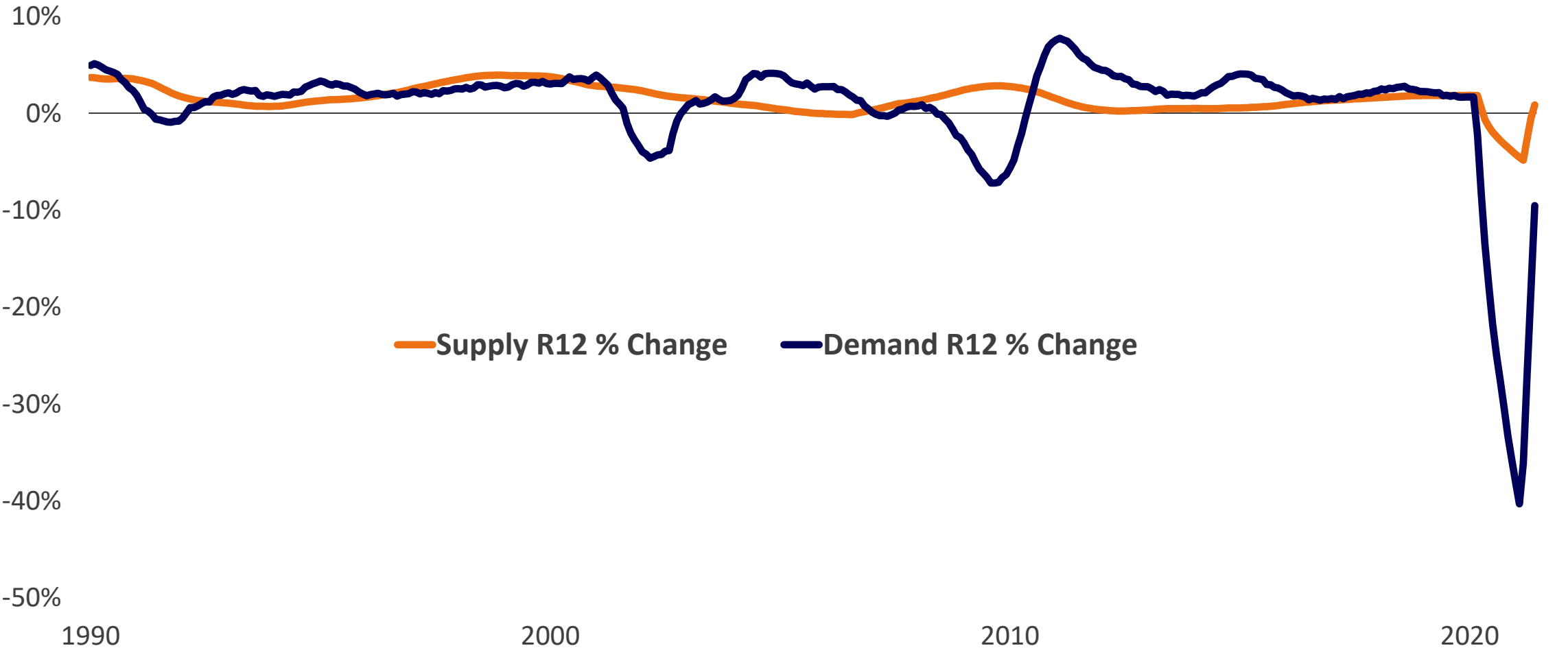
U.S. Weekly ADR Indexed to 2019



Source: STR. 2021 © CoStar Realty Information, Inc.

Annualized demand % change nearing positive figures

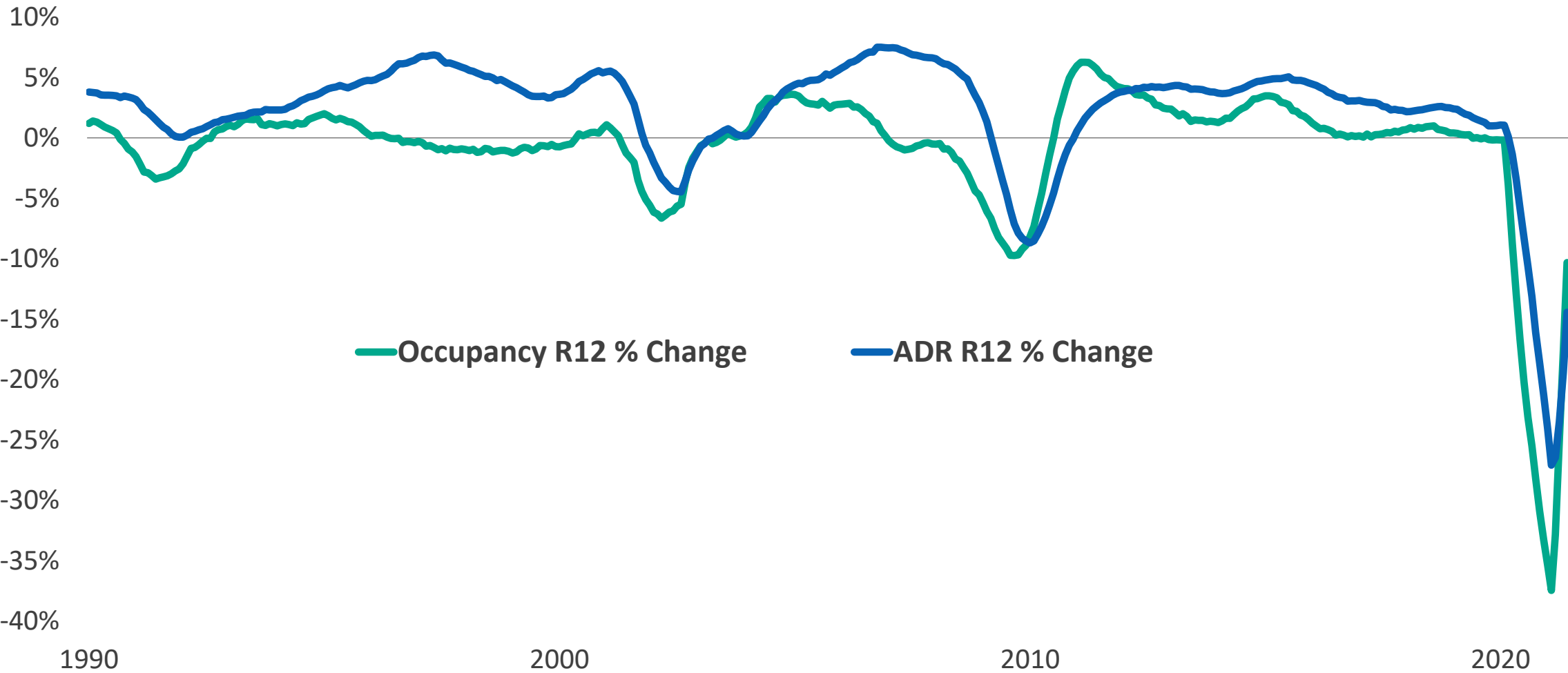
Total U.S., 12 MMA supply (standard) and demand % change, Jan 1990 – June 2021



Source: STR. 2021 © CoStar Realty Information, Inc.

Occupancy and ADR: Continued improvement

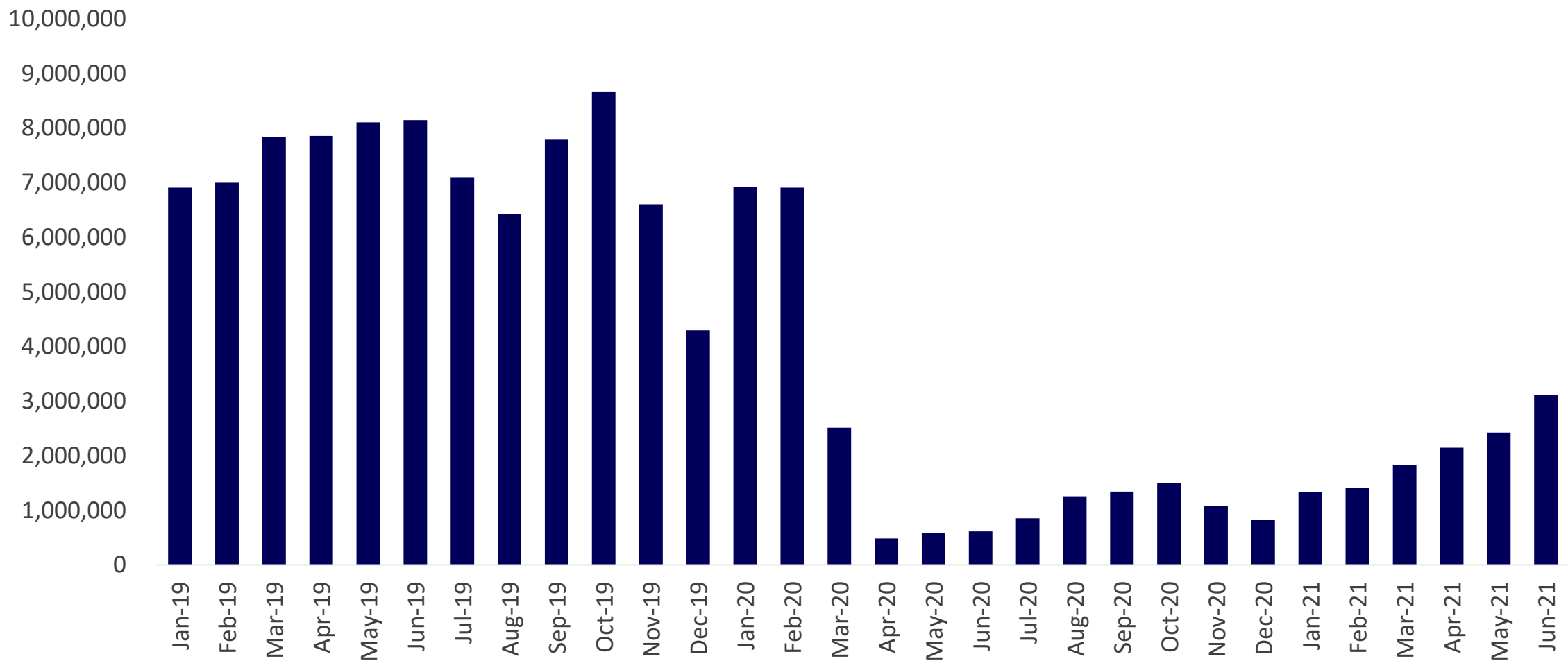
Total U.S., 12 MMA Occupancy (standard) and ADR % change, Jan 1990 – June 2021



Source: STR. 2021 © CoStar Realty Information, Inc.

June 2021: Over 3 million group rooms sold, a new pandemic record

Total U.S., Group demand, Jan 2019 – Jun 2021, still off more than 50%



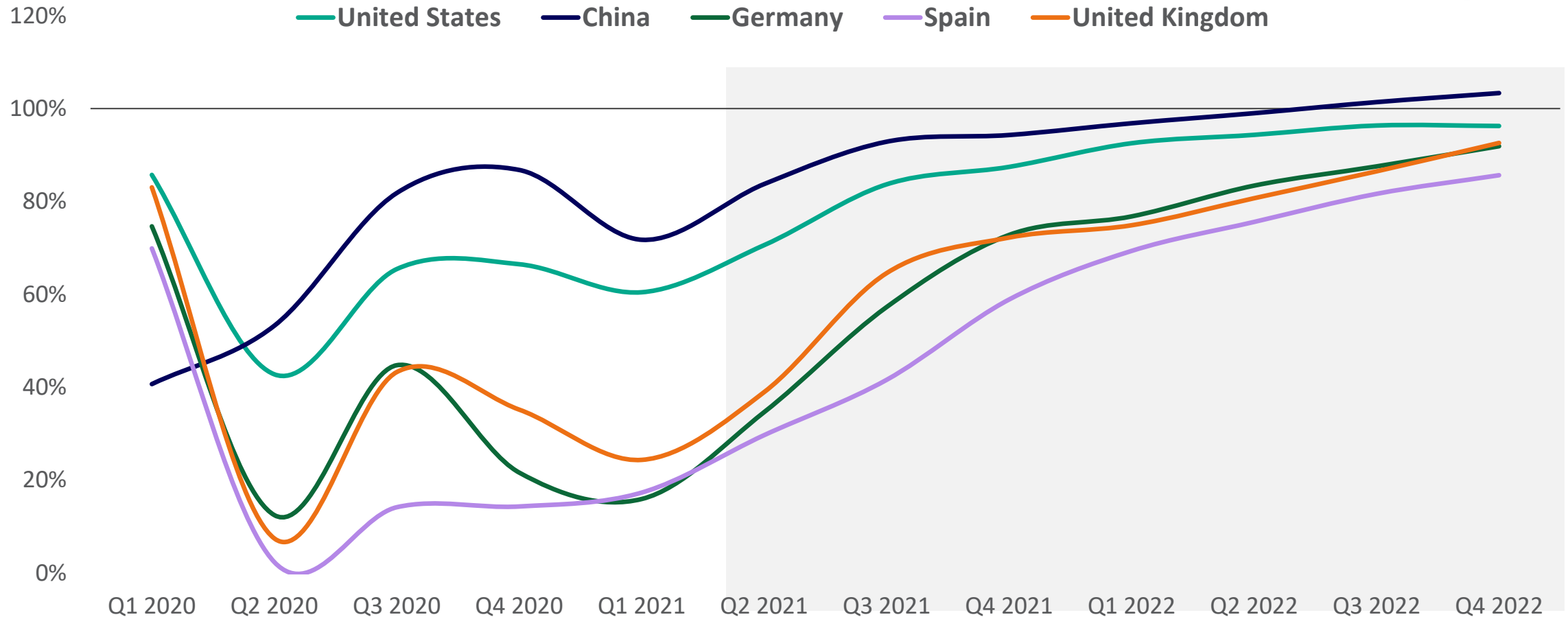
Recovery, Bright Spots, & Lessons Learned



Recovery: complicated, different areas, will take time, multiple metrics

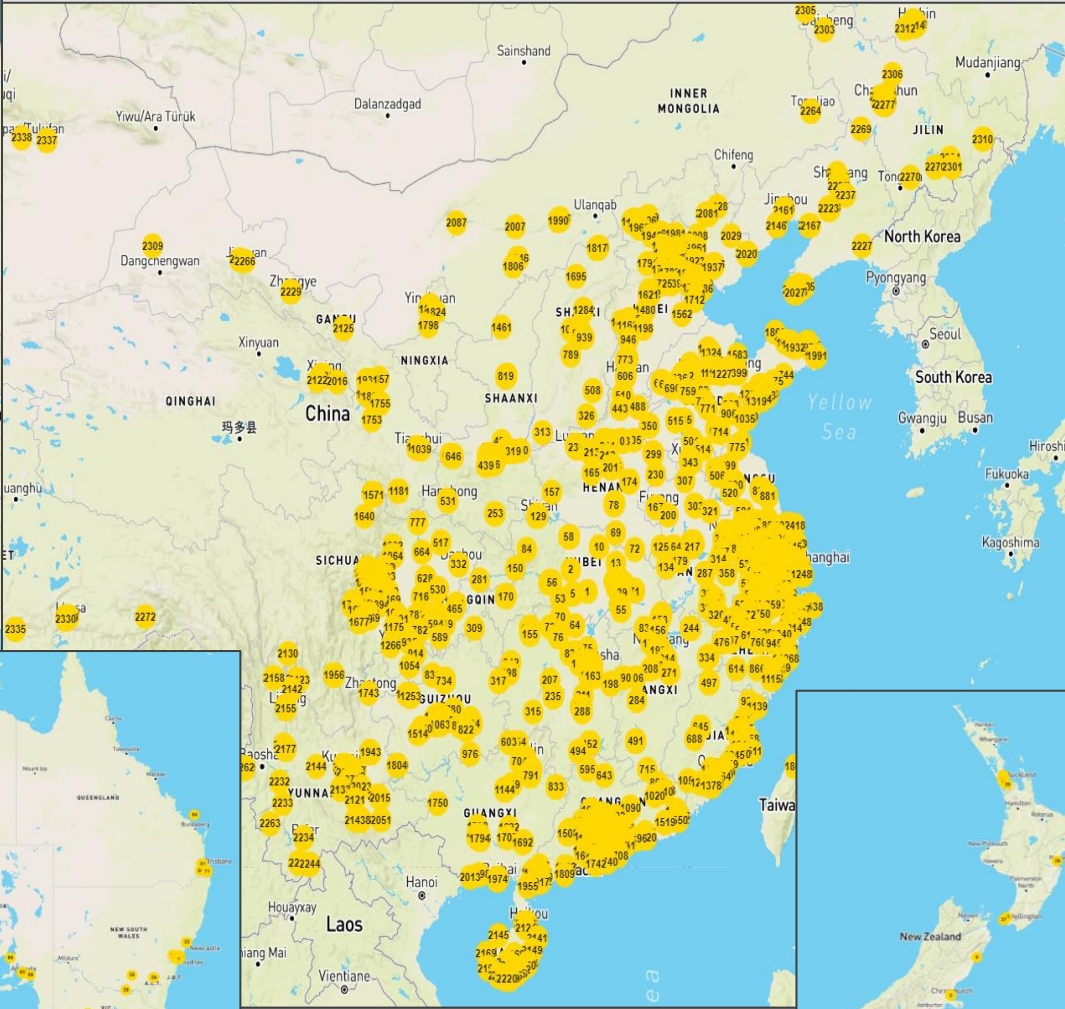
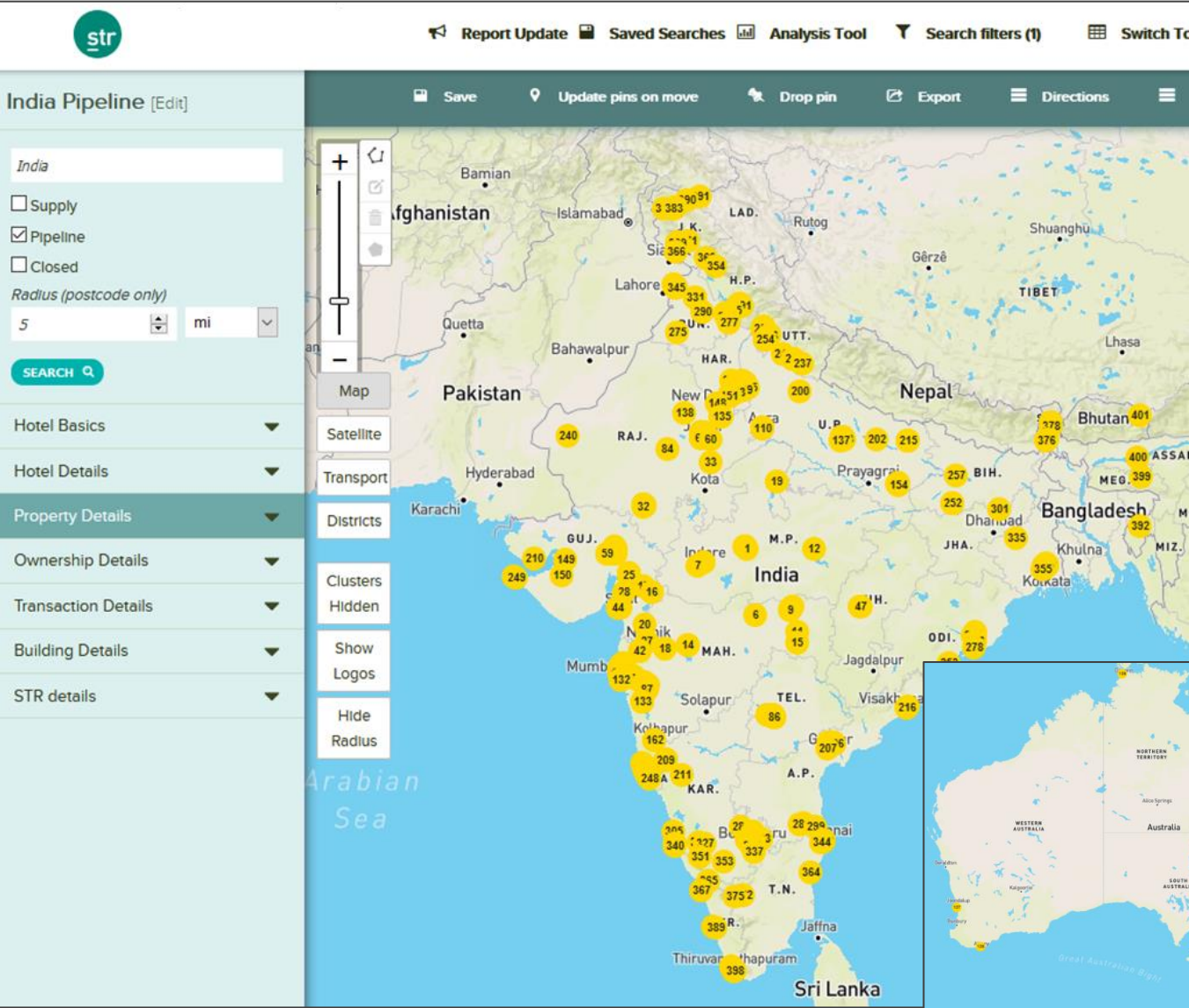


China, Germany, Spain Aggregated Markets – US & UK total forecast, Demand % of 2019



China includes: Beijing, Shanghai, Guangzhou, Hangzhou, Chengdu
Germany includes: Berlin, Cologne, Dusseldorf, Frankfurt, Hamburg, Munich, Stuttgart
Spain includes: Barcelona, Madrid

New supply, regardless of delays, will put pressure on recovery pace



Source: STR. 2021 © CoStar Realty Information

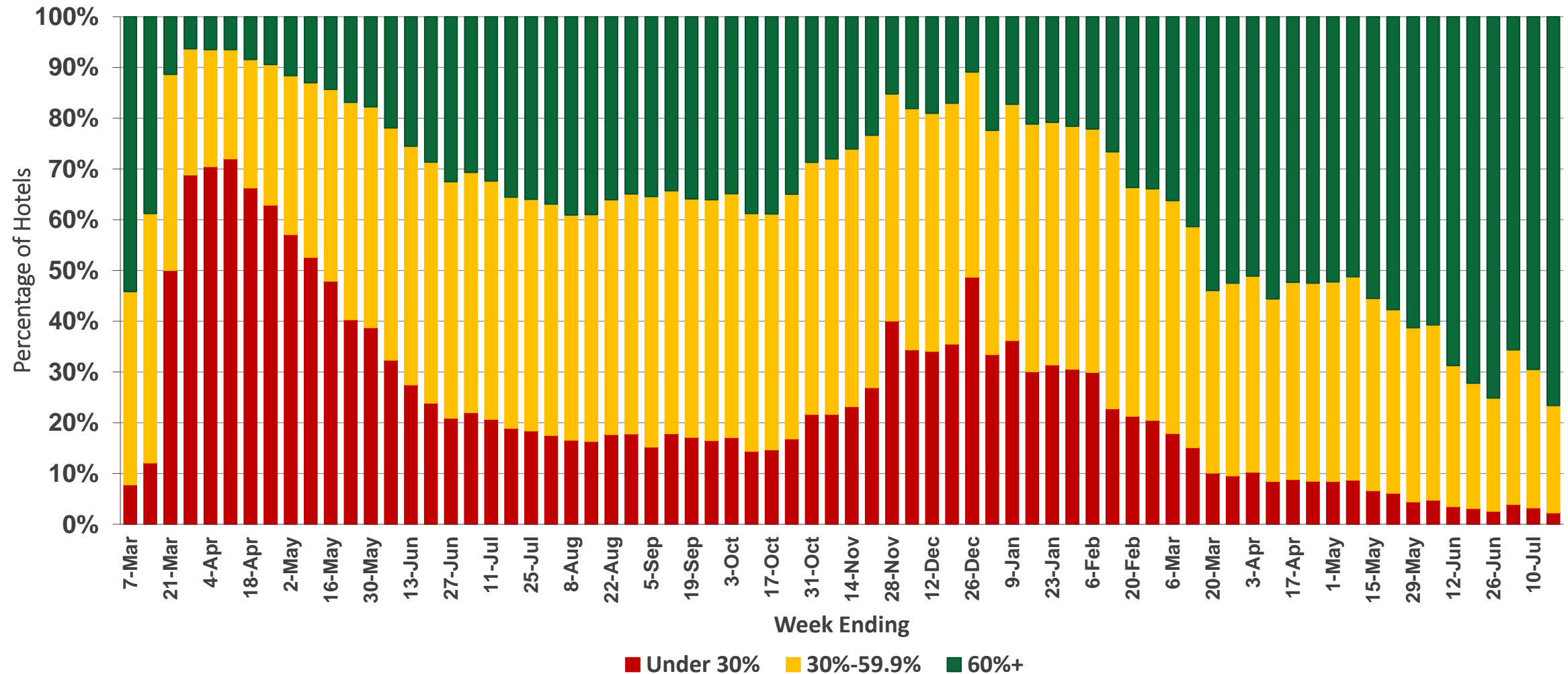
Bright Spots in the Storm – exceptions & misconceptions (presentation available)



1. Most of the worst is behind us
2. Most hotels have reopened
3. Some areas of the world are returning to “normal”
4. Returning to “normal” is happening not just in China
5. In some areas, this means gradual recovery over time
6. Second wave recovery time frames are generally shorter
7. The hotel industry has experienced cycles before and has recovered
8. All hotels are not created equal
9. Some resort destinations had a good year
10. The resort destinations are different than the typical popular ones
11. ADRs are strong in some areas
12. Smaller cities are outperforming larger cities
13. Regional markets are outperforming gateway cities
14. Some large cities are closing the gap
15. Domestic (drive-to) markets are outperforming fly-to markets
16. Short-haul markets are outperforming long-haul markets
17. Coast and country hotels are outperforming
18. Parks and outdoor destinations are outperforming
19. Islands have maintained resilience
20. Locations with transportation access performed better
21. Weekend getaways have gained a new respect
22. Staycations are “in”
23. Holidays are more popular than ever
24. Lower Class hotels are outperforming Upper Class hotels
25. Higher end hotels did better holding ADR
26. There are exceptions where Upper Class hotels outperform or are gaining strength
27. Extended stay hotels are outperforming non-Extended Stay
28. When it comes to Locations, the winners are Interstate, Small Town and Suburban
29. Affiliations may not matter
30. Smaller hotels are outperforming larger hotels
31. Transient business/hotels are outperforming group business/hotels
32. Some business demand beginning to return
33. Group business always recovers eventually
34. Wedding business is coming back
35. Some events in 2020 showed strength
36. Forward looking data for events in 2021 shows positive signs
37. That includes group business
38. Meetings and events will be redefined in the future
39. Hotel industry will need to consider the long-term impacts of the new virtual world
40. Shorter booking windows offer new opportunities
41. Hotels developing “war room” mentality
42. Hotel company CEOs are optimistic
43. Industry forecasts show recovery over time
44. Prior to COVID, people were traveling more than ever
45. Every intent-to-travel survey shows a great deal of pent-up demand
46. Pipeline update is positive in many areas
47. Forward Occupancy counts more now than ever
48. Hotel that were open before lockdown ended outperformed afterwards
49. Restrictions don’t always correlate to occupancy
50. No one is complaining about “overtourism”
51. Performance measurement techniques have changed/improved

Not all hotels are created equal

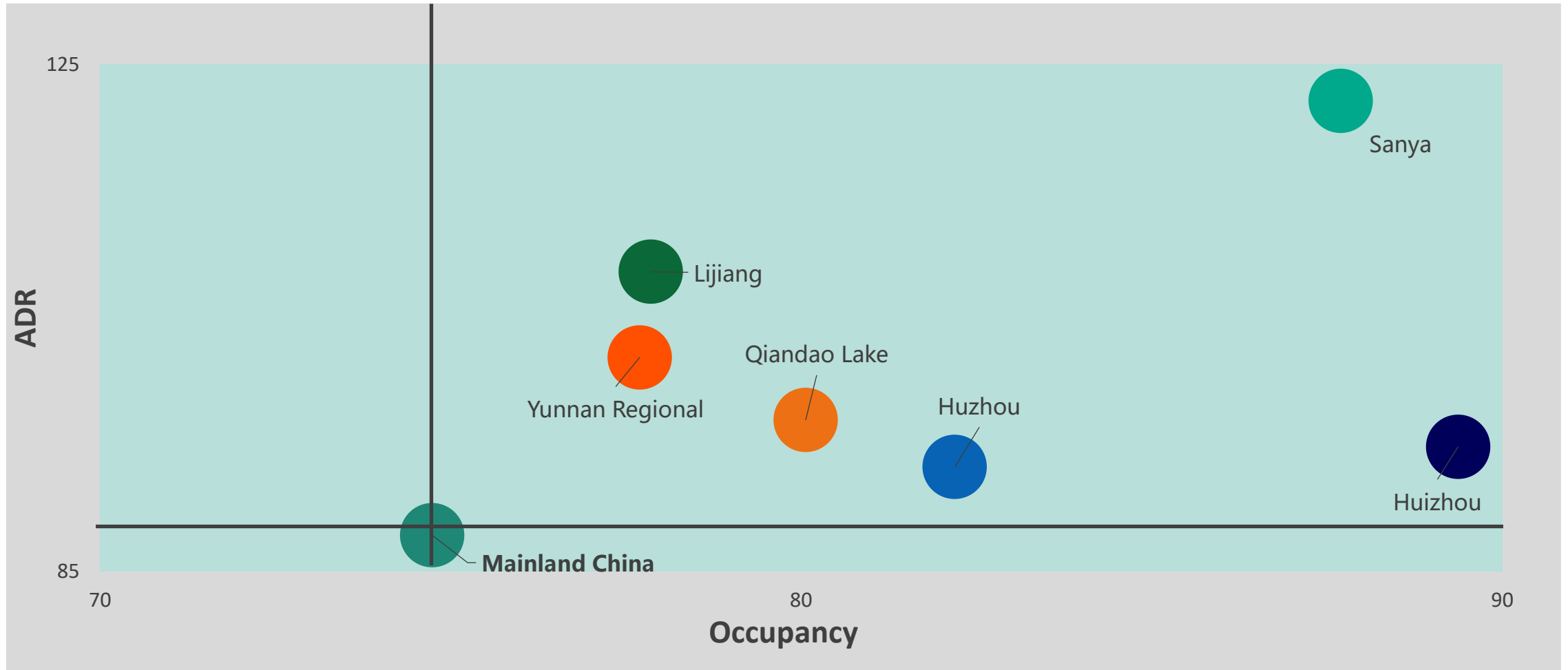
U.S. Weekly Occupancy Distribution—Reporting Hotels



Not all destinations are created equal, especially leisure markets



Other leisure examples – Maldives, Darwin, Sochi, Algarve, Swiss ski resorts, Cotswolds, UK coasts, Dubai, Cairo, Gatlinburg, Myrtle Beach, Florida Panhandle, parks, quieter beaches



Key Leisure Markets, Occupancy and ADR index against Same Time Last Year, FY 2020 , CNY

Source: STR. 2021 © CoStar Realty Information, Inc.

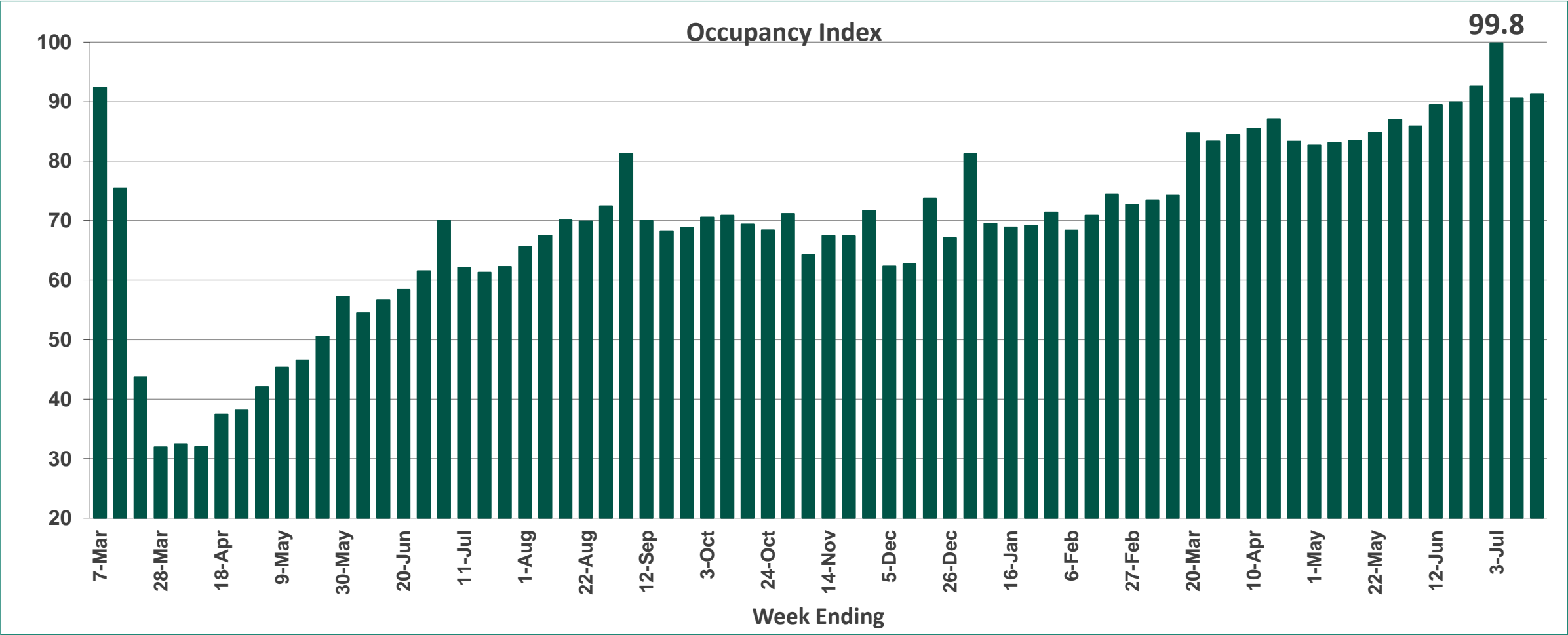
Lessons Learned (presentation available)



1. No real adequate points of comparison
2. Closures require new methodologies to measure Occupancy - Standard vs. Total Room Inventory
3. Percent Changes lose meaning – index to 2019
4. Started measuring week-over-week in/decreases (when everything was so negative)
5. We ran out of Recovery scenarios
6. We are running out of numbers of waves and lockdowns
7. Grouping hotels by metric (such as Occupancy or size) can serve as a barometer
8. Shorter booking windows, impulse buying
9. Companies adopting “war room mentality”
10. Wide diversity in property performance - benchmarking has never been more important
11. Forward occupancy strongly correlated to achieved performance
12. New correlations – Cases, airport counts, vaccinations
13. Hotels that stayed opened performed better

Weekly occupancy index closing in on 100%

U.S. Weekly Occupancy Indexed to 2019



Source: STR. 2021 © CoStar Realty Information, Inc.



- Research and Student Project Opportunities



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- Stands for “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,
 - for research, student projects and for use in the classroom,
 - as well as related resources, including student certifications, training programs, student competitions and more
- Launched in 2011, there are over 1000 schools involved from 80 different countries.
- The SHARE Center partners with 50 different academic associations and support organizations.
- The SHARE Center is STR’s way to “give back” to academia.
- STR strives to be a leader when it comes to bridging the gap between industry and academia.

Research Opportunities - Different types of Hotel & Tourism Data

1. Hotel Performance (Occupancy, ADR, RevPAR) data
2. Hotel Profit & Loss (accounting/profitability) data
3. Hotel Pipeline & Supply (development) data
4. Hotel Industry Statistics (property/room counts)
5. User-defined Destination/Tourism reports
6. Hotel Census data (attribute information)
7. Forecast reports
8. Hotel Company information
9. Hotel Sales Transaction data
10. New data: forward looking, monthly P&L, CoStar

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

Samples of these reports and data files are available. Let us know what your needs are or what you would like to see.

Used for research, student projects and in the classroom.

Monthly Raw Performance Data

Tab 13 - Raw Data

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

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		84.48	-4.7	36.38	-11.4	1,097,462	2.9	472,634	-4.3	39,929,556	-8.9	312	35,402	85.8
Feb 10	52.9	1.6		86.88	-7.1	45.97	-5.6	991,256	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	60,934,837	11.3	313	35,499	85.5
Apr 10	58.9	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	-8.9	56.38	14.1	1,007,624	-6.5	684,051	17.1	56,806,583	6.7	311	32,504	84.6
Jun 10	68.6	9.0		89.30	-5.2	61.28	3.3	980,790	-6.8	673,011	1.6	60,102,054	-3.7	313	32,693	84.4
Jul 10	68.2	13.5		83.45	-3.0	56.89	10.1	1,008,926	-7.2	687,804	5.3	57,397,288	2.1	313	32,546	84.6
Aug 10	57.4	9.6		80.95	-5.4	46.45	3.7	1,008,926	-7.4	578,920	1.5	46,860,714	-4.0	313	32,546	84.1
Sep 10	60.0	10.5		85.68	-3.2	51.39	7.0	976,380	-7.8	585,692	2.0	50,180,137	-1.3	313	32,546	84.2
Oct 10	61.4	3.3		88.59	-4.9	54.42	-1.8	1,012,367	-7.4	621,856	-4.4	55,089,876	-9.1	314	32,657	83.7
Nov 10	51.6	-2.9		87.89	-2.8	45.39	-5.6	1,066,080	0.7	550,579	-2.2	48,388,467	-4.9	315	35,536	85.2
Dec 10	49.3	5.2		89.11	0.7	43.93	5.9	1,101,616	0.7	543,076	5.9	48,393,290	6.6	315	35,536	84.9
Jan 11	46.1	7.1		87.98	4.1	40.56	11.5	1,097,772	0.0	506,115	7.1	44,525,686	11.5	314	35,412	85.5
Feb 11	55.0	3.9		89.27	2.8	49.10	6.8	991,536	0.0	545,331	4.0	48,682,437	6.8	314	35,412	85.5
Mar 11	62.9	4.0		91.53	-0.0	57.56	3.9	1,097,772	-0.2	690,330	3.7	63,182,880	3.7	314	35,412	85.5
Apr 11	65.2	10.8		95.42	4.6	62.25	15.9	1,062,360	-0.2	693,021	10.6	66,130,506	15.6	314	35,412	85.2
May 11	63.6	-6.3		92.99	12.0	59.14	4.9	1,097,679	8.9	698,156	2.1	64,921,731	14.3	314	35,409	84.6
Jun 11	73.4	7.0		99.07	10.9	72.75	18.7	1,062,270	8.3	780,090	15.9	77,281,637	28.6	314	35,409	85.2
Jul 11	70.7	3.7		90.92	9.0	64.27	13.0	1,097,834	8.8	776,023	12.8	70,555,645	22.9	314	35,414	85.2
Aug 11	63.4	10.5		91.33	12.8	57.90	24.7	1,097,803	8.8	695,952	20.2	63,562,319	35.6	314	35,413	85.2
Sep 11	64.5	7.5		95.15	11.1	61.37	19.4	1,062,390	8.8	685,212	17.0	65,199,105	29.9	314	35,413	85.2
Oct 11	67.8	10.4		99.15	11.9	67.22	23.5	1,097,927	8.5	744,384	19.7	73,807,660	34.0	314	35,417	85.0
Nov 11	59.7	15.6		93.33	6.2	55.70	22.7	1,066,260	0.0	636,317	15.6	59,389,984	22.7	315	35,542	85.2
Dec 11	51.8	5.1		91.04	2.2	47.16	7.4	1,107,909	0.6	573,905	5.7	52,249,289	8.0	316	35,739	85.7
Jan 12	51.1	10.9		89.00	1.2	45.50	12.2	1,110,699	1.2	567,843	12.2	50,537,165	13.5	317	35,829	85.3
Feb 12	60.1	9.3		91.83	2.9	55.22	12.5	1,003,212	1.2	603,274	10.6	55,398,369	13.8	317	35,829	85.3
Mar 12	73.6	17.0		97.95	7.0	72.05	25.2	1,110,761	1.2	816,996	18.3	80,028,140	26.7	317	35,831	85.9
Apr 12	68.4	4.9		98.22	2.9	67.22	8.0	1,075,020	1.2	735,703	6.2	72,260,942	9.3	317	35,834	84.8
May 12	70.3	10.5		97.36	4.7	68.42	15.7	1,114,543	1.5	783,253	12.2	76,256,385	17.5	318	35,953	84.2
Jun 12	78.2	6.5		106.33	7.3	83.17	14.3	1,078,530	1.5	843,661	8.1	89,705,067	16.1	318	35,951	84.4
Jul 12	70.0	-0.9		93.56	2.9	65.53	2.0	1,114,450	1.5	780,562	0.6	73,031,009	3.5	318	35,950	84.6
Aug 12	64.8	2.2		93.41	2.3	60.51	4.5	1,125,114	2.5	728,877	4.7	68,083,239	7.1	319	36,294	84.7
Sep 12	65.7	1.9		97.13	2.1	63.82	4.0	1,089,210	2.5	715,663	4.4	69,513,708	6.6	319	36,307	84.7
Oct 12	70.9	4.5		103.51	4.4	73.37	9.1	1,125,486	2.5	797,715	7.2	82,574,138	11.9	319	36,306	84.6

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All key performance indicators for each month for multiple years, easy to analyze or graph

Daily Raw Performance Data

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	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	24.4	29.50	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	69.75	-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	35,829	1.2	14,709	12.0	1,112,747	12.4	317	35,829	80.2
4	1	2012	Jan 04, 2012	201201	Wednesday	46.6	10.0	79.57	-3.6	37.05	6.1	35,829	1.2	16,685	11.3	1,327,540	7.4	317	35,829	80.2
5	1	2012	Jan 05, 2012	201201	Thursday	47.0	0.0	81.18	-2.4	38.12	-2.4	35,829	1.2	16,824	1.2	1,365,794	-1.3	317	35,829	80.2
6	1	2012	Jan 06, 2012	201201	Friday	45.5	-2.6	76.19	-3.7	34.69	-6.1	35,829	1.2	16,314	-1.4	1,243,036	-5.0	317	35,829	80.2
7	1	2012	Jan 07, 2012	201201	Saturday	41.9	-2.2	76.34	-4.4	31.98	-6.5	35,829	1.2	15,009	-1.0	1,145,822	-5.4	317	35,829	80.2
8	1	2012	Jan 08, 2012	201202	Sunday	35.4	-2.0	81.26	3.0	28.74	1.0	35,829	1.2	12,673	-0.8	1,029,785	2.2	317	35,829	80.2
9	1	2012	Jan 09, 2012	201202	Monday	51.5	2.5	91.04	2.7	46.88	5.2	35,829	1.2	18,449	3.7	1,679,541	6.5	317	35,829	80.2
10	1	2012	Jan 10, 2012	201202	Tuesday	57.6	13.2	92.28	-2.6	53.19	10.2	35,829	1.2	20,652	14.5	1,905,885	11.5	317	35,829	80.2
11	1	2012	Jan 11, 2012	201202	Wednesday	58.4	18.7	93.06	2.7	54.38	21.9	35,829	1.2	20,940	20.1	1,948,549	23.3	317	35,829	80.1
12	1	2012	Jan 12, 2012	201202	Thursday	57.0	19.2	89.47	0.4	51.00	19.6	35,829	1.2	20,424	20.6	1,827,267	21.0	317	35,829	80.2
13	1	2012	Jan 13, 2012	201202	Friday	61.4	12.4	87.70	-2.9	53.84	9.1	35,829	1.2	21,995	13.7	1,929,048	10.4	317	35,829	80.2
14	1	2012	Jan 14, 2012	201202	Saturday	65.5	12.1	91.48	-0.3	59.92	11.7	35,829	1.2	23,468	13.4	2,146,853	13.1	317	35,829	79.9
15	1	2012	Jan 15, 2012	201203	Sunday	41.3	17.3	84.57	4.4	34.93	22.4	35,829	1.2	14,798	18.7	1,251,544	23.8	317	35,829	80.2
16	1	2012	Jan 16, 2012	201203	Monday	47.9	11.0	91.02	3.3	43.57	14.6	35,829	1.2	17,150	12.3	1,560,984	16.0	317	35,829	80.2
17	1	2012	Jan 17, 2012	201203	Tuesday	59.5	10.3	96.04	2.5	57.15	13.1	35,829	1.2	21,322	11.6	2,047,804	14.4	317	35,829	80.2
18	1	2012	Jan 18, 2012	201203	Wednesday	62.3	8.7	96.80	4.2	60.29	13.2	35,829	1.2	22,313	10.0	2,159,998	14.6	317	35,829	79.2
19	1	2012	Jan 19, 2012	201203	Thursday	53.4	-2.7	90.18	-3.9	48.14	-6.5	35,829	1.2	19,125	-1.6	1,724,652	-5.4	317	35,829	80.2
20	1	2012	Jan 20, 2012	201203	Friday	54.1	16.7	90.07	0.4	48.75	17.1	35,829	1.2	19,392	18.1	1,746,629	18.5	317	35,829	80.2
21	1	2012	Jan 21, 2012	201203	Saturday	54.0	23.9	89.95	2.3	48.59	26.7	35,829	1.2	19,354	25.4	1,740,959	28.2	317	35,829	80.2
22	1	2012	Jan 22, 2012	201204	Sunday	36.5	36.9	86.83	13.3	31.66	55.0	35,829	1.2	13,064	38.5	1,134,376	56.9	317	35,829	80.2
23	1	2012	Jan 23, 2012	201204	Monday	58.2	25.5	101.85	7.7	59.24	35.1	35,829	1.2	20,837	27.0	2,122,357	36.7	317	35,829	80.2
24	1	2012	Jan 24, 2012	201204	Tuesday	65.1	11.6	99.76	3.5	64.89	15.5	35,829	1.2	23,308	12.9	2,325,074	16.9	317	35,829	80.2
25	1	2012	Jan 25, 2012	201204	Wednesday	64.7	11.1	99.19	0.6	64.22	11.8	35,829	1.2	23,198	12.4	2,300,973	13.1	317	35,829	80.2
26	1	2012	Jan 26, 2012	201204	Thursday	53.3	-3.3	87.77	-1.8	46.76	-5.0	35,829	1.2	19,090	-2.1	1,675,493	-3.9	317	35,829	80.2
27	1	2012	Jan 27, 2012	201204	Friday	56.3	-0.4	91.16	-0.9	51.33	-1.3	35,829	1.2	20,174	0.8	1,839,100	-0.1	317	35,829	80.2
28	1	2012	Jan 28, 2012	201204	Saturday	55.0	1.9	91.53	-0.3	50.37	1.6	35,829	1.2	19,717	3.1	1,804,719	2.8	317	35,829	80.0
29	1	2012	Jan 29, 2012	201205	Sunday	34.5	4.4	78.55	-6.2	27.10	-2.0	35,829	1.2	12,360	5.7	970,881	-0.9	317	35,829	79.9
30	1	2012	Jan 30, 2012	201205	Monday	52.3	13.0	88.28	-1.0	46.15	11.9	35,829	1.2	18,729	14.3	1,653,496	13.2	317	35,829	80.2
31	1	2012	Jan 31, 2012	201205	Tuesday	62.2	20.8	91.04	-2.1	56.61	18.3	35,829	1.2	22,277	22.2	2,028,190	19.7	317	35,829	80.5

KPIs for each day for multiple years, allows you to study special events and conduct impact analyses (sporting, political, weather, meetings, ...).

Obtaining Data from STR

- The SHARE Center provides data to professors and students for academic research, student projects and for use in the classroom
- You can request data for any user-defined group of hotels
 - For example a country, city, specific type of hotels, selected properties
 - Data represents the average for the group of hotels
 - Samples are available, we're glad to discuss your needs and assist
- Unidentified property data available to correlate (3rd party or survey data)
- Easy to access, provided in Excel with raw data
- Quick turn around, current data (last week/month), back to 1980/90s
- Anywhere in the world, we'll show you exactly which hotels participate
- Schools do need to be a member of the SHARE Center

COVID-related Research Opportunities are Limitless

- **Compare different areas (countries, cities) of the world or different types of hotels (classes, locations) during 2020-21.**
- **Compare different types of hotel business (group/transient, business/leisure) in different areas and for different types of hotels during 2020-21.**
- **Analyze various exceptions related to “bright spots” during 2020-21**
- **Compare 2020-21 performance metrics to other periods of time (2009, 2001).**
- **Compare government response and tourism-related interventions to performance metrics.**
- **Analyze various events that did take place in 2020 or ones that are starting to return in 2021.**
- **Correlate hotel data to various types of third-party data (economic, airline, cases, vaccinations, meeting).**

Research Case Studies – over 500 articles, some high-profile tourism examples

- Sing – Externalities of Mega Sport Events and Transboundary Haze—Evidence From the Hotel Industry
- Williams – A SWOT Analysis of the Lodging and Tourism Industry in New Orleans
- Fairley - Turnaround Strategies in Destination Marketing Organizations
- Baggio, Sainaghi - The World Milan Expo 2015: Short-term Effects on Hospitality Firms
- Agarwal – Differing views of lodging reality: Airdna, STR, and Airbnb
- Kubicova, Kirimhan, Li – The impact of crises on hotel room demand in developing economies: The case of terrorist attacks of 9/11 and the global financial crisis
- Novikova - Localized Revenue Implications of Severe Tornado Outbreaks on the Lodging Industry
- Sainaghi, Mauri, d'Angella - Decomposing seasonality in an urban destination: the case of Milan
- Radic, Dragicevic, Sotosek - Causality between Terrorism and FDI in Tourism: Evidence from Panel Data
- Choi, Lee, Singal - An exploratory temporal analysis of the lodging market and state economic recovery from Hurricane Sandy
- Sustar, Azic – Measuring Tourism Seasonality Across Selected Mediterranean Countries
- Dermisi - Hotel terrorist attacks and their worldwide/USA performance implications
- Sainaghi, Mauri, Ivanov, d'Angella - Mega events and seasonality: The case of the Milan World Expo 2015
- Heyes, Nadkarni - Brand Dubai: Sustaining its Luxury Image
- Price-Howard, Crossley - A Longitudinal Analysis of Music Tourism Impacts
- Seung Hyun, Lee Jaeyong Lee - Does price gouging happen in the lodging industry? Case of Hurricane Florence
- Chikish, Humphreys, Liu, Nowak - Professional Sports Events, Concerts, and Urban Place Based Policy: Evidence from the Staples Center
- Peng, Lin, Ren - Ice Bucket Challenge, Butterfly Effect, and Hotels' Strategic Configurations—The Case of the Hotel Industry in China
- Persic, Vlasic - Health Tourism Development-Specifics of Croatian Health/Spas/Healing Resorts and Special Hospitals
- Oggionni - A qualitative inquiry of destination marketing organizations and hotels' business-to-business relationship
- Barreda, Zubieta, Chen, Cassilha, Kageyama - Evaluating the impact of mega-sporting events on hotel pricing strategies: the case of the 2014 FIFA World Cup
- Ivanov, Ivanov - Do hotel chains improve destination's competitiveness?
- Deskins - Economic Impact of the Summit Bechtel Family National Scout Reserve on West Virginia
- Grand - Forecasting the Potential Impact Viral Outbreaks will Have on the United States Tourism Industry
- Semercioz, Pehlivan, Sozuer, Mert - Crisis management practices and strategic responses through customer loyalty and price strategy in hard times
- Kirillova, Lee, Lehto - Willingness to travel with pets: a US consumer perspective
- Hefner, McLeod, Crotts - An analysis of cruise ship impact on local hotel demand—An event study in Charleston, South Carolina
- Crotts, Mazanec - Diagnosing the impact of an event on hotel demand: The case of the BP oil spill
- Hein - Localized revenue implications of severe tornado outbreaks on the lodging industry
- Kosova - The Impact of Terrorism and Economic Shocks on US Hotels



- **Analytics**

Certifications and Virtual Internships



**HOTEL DATA
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STR Certification Training

- **Analytics certifications from STR**
 - Industry recognized stamps of approval, add to resume or business card
 - Help students stand out, countless testimonials
 - Full training package, free train-the-trainer sessions, online videos
- **Certification in Hotel Industry Analytics (CHIA)**
 - Jointly launched in 2012 by STR, AHLEI and ICHRIE
 - Obtained by nearly 35,000 people
- **Certification in Advanced Hospitality and Tourism Analytics (CAHTA)**
 - Launched in 2019 with multiple endorsements (see below)
 - Includes comprehensive steps, case scenarios and valuable templates



CHIA Certification Outline

1. Hotel Industry Analytical Foundations

- a. Players/affiliations
- b. Geographic Categorizations
- c. Non-geographic Categorizations
- d. Benchmarking in the Hotel Industry

2. Hotel Math Fundamentals, the metrics used by the Hotel Industry

- a. Property
- b. Competitive Set
- c. Industry
- d. International issues

3. Property Level Benchmarking (STAR Reports)

- a. Introduction
- b. Monthly STAR Reports
- c. Weekly STAR Reports
- d. Additional STAR Reports

4. Hotel Industry Performance Reports

- a. Introduction and Trend Reports
- b. Pipeline Reports
- c. HOST/Profitability Reports
- d. Destination and Additional Reports

CAHTA Training Outline

1. Intro to Hospitality and Tourism Research

2. How to Conduct a Market Study

- a. What is a Market Study?
- b. General Makeup of the Market
- c. Current Statistics
- d. Trended Data
- e. Market Breakdown
- f. Comparable Markets
- g. Types of Business
- h. Pipeline Data
- i. Summary, Takeaways, Looking Ahead and For the Future

3. How to Conduct an Event Impact Analysis

- a. What is an Impact Analysis?
- b. Types of Events and Timing Options
- c. Impact related to Industry Segments and Breakdowns
- d. Recurring and Comparable Events
- e. Types of Impact, Metrics, and Data
- f. Measuring the Impact
- g. Impact Upon Supply
- h. Components of an Event Impact Analysis

- | | |
|----------------------|----------------------|
| 1. The Event | 4. Mid Term Impact |
| 2. Areas of Impact | 5. Long Term Impact |
| 3. Short Term Impact | 6. Impact Breakdowns |

- i. Telling the Impact Story

4. How to Conduct an Economic Analysis

- a. What is an Economic Analysis?
- b. Economic Basics Related to the Hotel Industry

- c. Comparing Hotel Data to Itself, part 1 – Different Types of Hotel Data
- d. Comparing Hotel Data – Economic Cycles
- e. Comparing Hotel Data to Itself, part 2 – Industry Subsegments
- f. Obtaining Economic Data
- g. Correlation Basics
- h. Correlating Hotel and Economic Data at a Country Level (and a Market Level)
- i. Components of an Economic Analysis

5. How to Conduct a Feasibility Study

- a. What is a Feasibility Study?
- b. The Financial Template
- c. Step 1 – Defining the Project
- d. Step 2 – Determining Development Costs
- e. Step 3 – Demand Generators
- f. Step 4 – Economic Performance of the Market
- g. Step 5 – Hotel Performance in the Market
- h. Step 6 – Future Market Supply Changes
- i. Step 7 – Market Forecast and Latent Demand
- j. Step 8 – Market Growth Assumptions
- k. Step 9 – Selecting Comparable Hotels
- l. Step 9 – Estimating the Proposed Hotel's Occupancy and ADR
- m. Step 11 – Estimating the Proposed Hotel's Revenues and Expenses
- n. Step 12 – Determining the Feasibility of the Proposed Hotel

Student Competitions

- For the last six years, we have organized a student Market Study Competition.
- Last year we held a virtual competition with 50 teams from 18 countries.
- In 2019, in-person Market Study competitions were conducted in Hong Kong, London, New York and Mexico.
- Student groups select cities and prepare Market Studies, using STR data, training and samples.
- Groups prepare presentations and then deliver their findings to industry professionals.
- Winning teams receive cash prizes. All teams are recognized.
- In 2021, we are conducting multiple virtual competitions (Global, Spanish speaking, Eastern Europe, Philippines, ...)



Virtual Hospitality & Tourism Internship Alternative

- **Students gain hands-on experience working with current industry data.**
- **Students create one or more comprehensive industry quality research projects:**
 - **Market study**
 - **Event impact analysis**
 - **Feasibility study**
 - **Economic analysis**
- **Schools can personalize the project related to a specific area of the world, set of hotels or problem to solve, also the amount of time involved.**
- **Schools can incorporate industry input numerous ways to increase the quality of the experience.**
- **STR glad to support the school advisor/facilitator: materials, train-the-trainer, data**
- **Students receive two industry recognized certifications.**



Let us know how we can help

Steve Hood, STR SHARE Center

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