



Forward **STAR**

Forward looking. Forward planning. Forward thinking.

It's a constant game of adjustments.

Day in and day out, you and your competing hotels are measuring your performance to fine-tune your strategies for the days, weeks and months ahead.

If you're benchmarking with STR, you have the right tools to stay on top of your results and make adjustments.

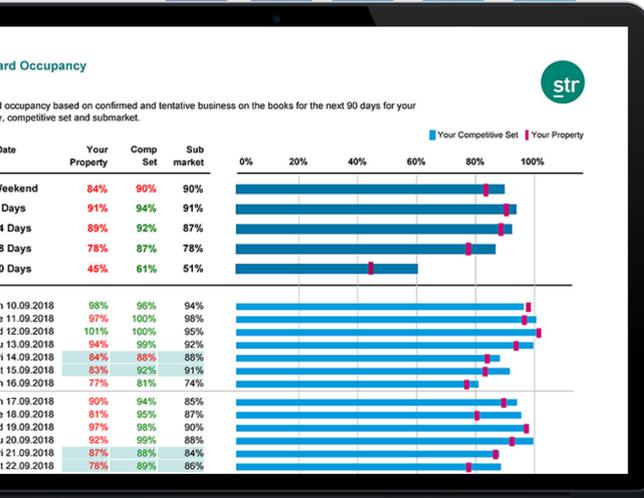
But how do you get ahead of the game?

What's next?



Visualize your hotel's demand build up against your local market and competition.

Inform your pricing, sales and marketing strategies with accurate forward-looking data obtained directly from the source.



Look ahead to stay get ahead and make data-driven decisions for the days, weeks and months that lie ahead on the calendar.

Contact sales@str.com

Using real forward booking data to your advantage.

How it works

Send us your forward booking data, and start receiving detailed, easy-to read reports showing how your business on the books and pick-up are matching up against your competitors.

This not only helps you better plan ahead, but also lets you continuously monitor and evaluate the impacts of your decisions before the time periods you're focusing on.

As with all STR reports, Forward STAR runs on actual data, meaning we collect and report back forward booking data directly from your hotel and the hotels in your local market and competitive set. This gives you the most accurate, like-for-like insights into how your business on the books is shaping up.

Monthly Forward Occupancy

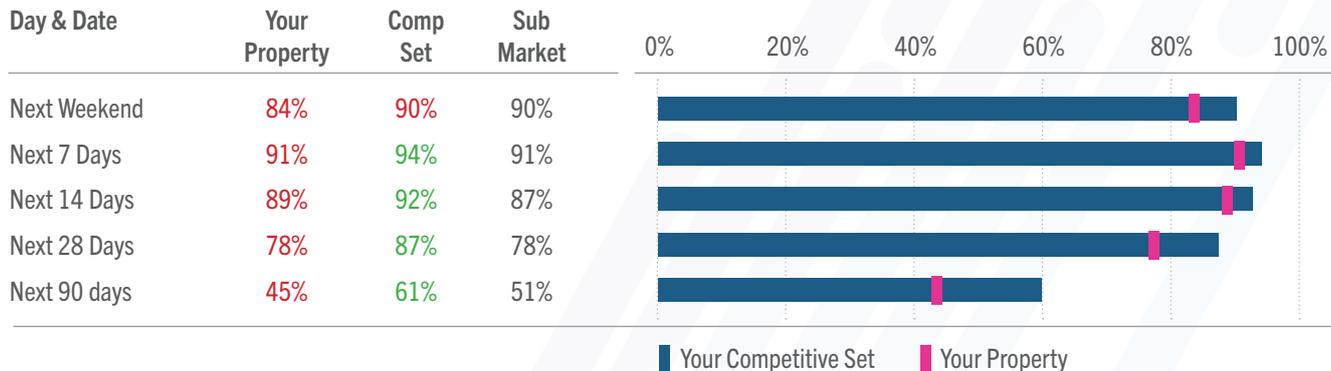
Forward occupancy based on confirmed and tentative business on the books for the next 12 months as at 3 September, 2018

Day	Your (Sub)		Forward Bookings for (Sub)Market Edinburgh																					
	Hotel	Market	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug										
1			67%	60%	17%	38%	20%	37%	12%	30%	68%	21%	12%	14%	20%	10%	25%	23%	16%	21%	23%	22%	88%	
2			67%	65%	23%	45%	10%	21%	6%	16%	22%	19%	1%	12%	39%	12%	27%	29%	2%	28%	34%	21%	72%	
3	77%	88%	58%	60%	31%	48%	11%	18%	5%	13%	1%	9%	4%	11%	20%	10%	29%	26%	5%	29%	33%	24%	62%	
4	77%	89%	51%	59%	45%	29%	13%	20%	5%	14%	1%	8%	7%	9%	10%	11%	22%	9%	21%	4%	30%	37%	29%	61%
5	88%	92%	40%	54%	59%	28%	13%	22%	4%	13%	56%	11%	12%	11%	100%	22%	13%	17%	2%	27%	36%	27%	23%	
6	80%	91%	46%	66%	97%	24%	39%	31%	3%	8%	57%	10%	29%	11%	10%	22%	11%	15%	6%	26%	17%	22%	10%	
7	71%	90%	37%	54%	83%	39%	20%	42%	1%	6%	2%	9%	54%	19%	5%	13%	1%	14%	1%	14%	27%	26%	20%	14%
8	84%	91%	55%	52%	17%	29%	23%	45%	1%	9%	10%	32%	63%	35%	7%	18%	1%	24%	17%	23%	26%	21%	16%	
9	72%	78%	101%	51%	48%	39%	5%	23%	9%	11%	13%	37%	45%	36%	32%	17%	4%	28%	1%	28%	2%	21%	12%	
10	85%	82%	96%	51%	43%	39%	19%	19%	75%	17%	2%	12%	4%	16%	32%	16%	7%	25%	36%	27%	26%	25%	16%	
11	88%	89%	61%	63%	39%	24%	63%	23%	1%	11%	1%	7%	1%	8%	6%	13%	32%	22%	30%	27%	10%	24%	16%	
12	78%	85%	28%	53%	41%	23%	77%	23%	2%	13%	10%	8%	0%	11%	17%	11%	1%	25%	9%	25%	11%	24%	17%	
13	71%	82%	35%	54%	60%	31%	71%	25%	1%	7%	13%	8%	7%	10%	44%	14%	74%	24%	7%	29%	12%	22%	13%	
14	72%	85%	45%	39%	45%	36%	28%	27%	1%	6%	15%	11%	29%	12%	81%	18%	32%	21%	17%	28%	13%	22%	18%	
15	77%	84%	86%	46%	41%	38%	17%	30%	1%	6%	0%	13%	3%	14%	81%	21%	21%	22%	16%	25%	13%	22%	21%	
16	75%	75%	89%	43%	28%	39%	6%	18%	0%	8%	0%	13%	25%	23%	40%	16%	48%	34%	10%	26%	30%	23%	16%	
17	94%	78%	91%	40%	49%	50%	8%	15%	45%	11%	1%	9%	3%	13%	9%	15%	53%	34%	10%	27%	30%	16%	15%	
18	102%	77%	45%	41%	12%	24%	10%	14%	1%	9%	1%	13%	48%	13%	1%	13%	57%	26%	1%	26%	50%	22%	9%	
19	104%	77%	41%	48%	12%	19%	8%	14%	1%	8%	1%	13%	48%	13%	3%	13%	17%	27%	2%	24%	50%	20%	12%	
20	100%	74%	50%	50%	14%	24%	4%	15%	15%	8%	0%	13%	48%	17%	2%	13%	43%	27%	7%	29%	100%	26%	9%	
21	91%	82%	67%	43%	17%	24%	12%	19%	75%	12%	1%	14%	2%	18%	1%	8%	9%	25%	1%	27%	100%	34%	13%	
22	63%	80%	0%	41%	15%	26%	14%	22%	16%	8%	1%	10%	1%	16%	1%	11%	8%	25%	16%	25%	100%	36%	16%	
23	38%	66%	96%	45%	72%	43%	13%	16%	1%	9%	1%	10%	1%	20%	1%	19%	0%	24%	5%	24%	100%	33%	9%	
24	52%	66%	86%	45%	45%	43%	12%	17%	1%	9%	1%	9%	0%	14%	1%	19%	3%	23%	13%	24%	100%	34%	14%	
25	89%	68%	61%	42%	10%	26%	13%	17%	61%	17%	0%	8%	1%	11%	2%	22%	8%	24%	6%	29%	28%	24%	11%	
26	67%	68%	43%	46%	14%	23%	12%	17%	57%	18%	0%	7%	19%	11%	3%	25%	12%	26%	6%	34%	1%	21%	10%	
27	51%	67%	35%	46%	17%	29%	10%	20%	4%	8%	1%	8%	68%	13%	15%	17%	11%	71%	37%	6%	22%	0%	0%	
28	53%	69%	17%	31%	26%	33%	9%	25%	2%	6%	1%	11%	68%	15%	0%	12%	2%	19%	72%	29%	14%	24%	1%	
29	66%	67%	50%	33%	18%	32%	12%	31%	1%	7%	1%	11%	1%	2%	18%	3%	12%	50%	22%	20%	25%	5%	5%	
30	58%	58%	54%	39%	23%	37%	17%	38%	2%	9%	1%	9%	2%	21%	8%	24%	2%	22%	26%	22%	36%	25%	10%	
31			55%	38%			16%	43%	74%	15%					1%		14%	22%			79%	29%	13%	
Avg	75%	78%	60%	48%	35%	33%	19%	24%	15%	11%	11%	13%	20%	15%	25%	16%	21%	24%	26%	27%	38%	24%	20%	

Clear, simple and advanced metrics.

Forward occupancy

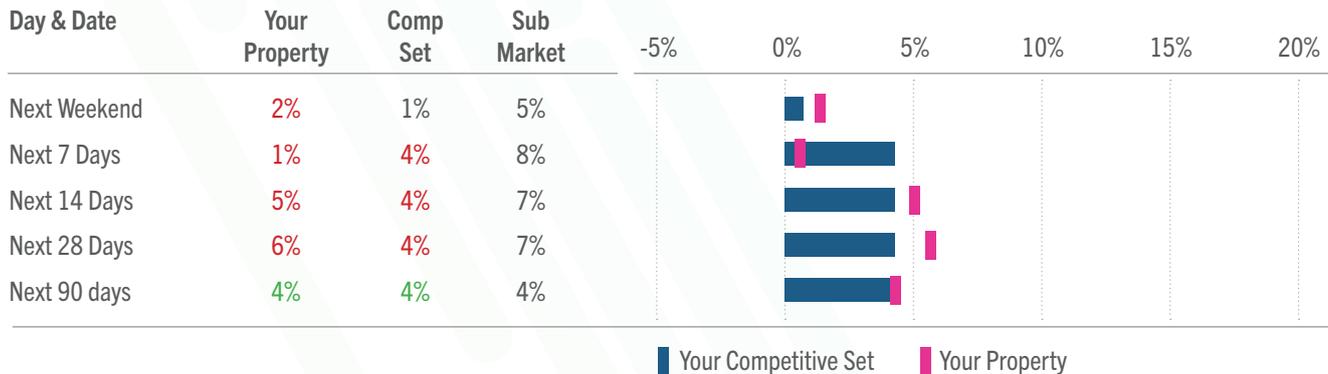
Monitor and manage your room inventory with forward occupancy, the percentage of rooms booked for a specific future time period.



Clear, simple and advanced metrics.

Pickup

Your uptake in bookings from one data collection to the next is shown as pickup. This allows you to easily measure the effectiveness of your marketing and sales strategies. It also shows the immediate impact of event business on your performance and the performance of your market and/or competitive set.



The bigger picture.

Pairing your property's historical benchmarking trends with forward booking data gives you a much broader perspective of your performance – helping you win tomorrow today.

Your Forward STAR reports can help raise a wide range of questions, such as:

- Which nights of the week are you underperforming and why?
- Which nights are you performing well and why?
- What adjustments could you make to drive better results?
- Do you need to rethink your rate strategy, distribution methods, or marketing initiatives?
- Are you capitalising on demand from events or losing out to your competitors?

Like with anything, the more experience you gain using Forward STAR, the better you'll be able to identify patterns and take the right actions.



Detailed reports breaking down the key areas to focus on.

Overview

- Reports issued on two frequencies: weekly and monthly
- Detailed insights on both forward occupancy and pickup
- Weekly reports show the next 90 days; Monthly reports show the next 12 months.
- Compare your hotel's forward booking performance against your competitive set and/or local market
- Free market data, with competitive set subscriptions available
- Event listings report for your market included in competitive set subscription to help you stay on top of opportunities
- Ensured data integrity and confidentiality



Contact sales@str.com to find out more.

All your forward booking data is laid out in a very digestible format, letting you easily gauge where you stand today, tomorrow, a week from now, a month from now, and even 365 days from now.

Competitive insights for competitive results.

Free market data

Just like with our historical benchmarking reports, you'll receive free market-level Forward STAR reports when you send us your forward booking data. These insights are highly valuable for keeping up with market averages and anticipating periods of high demand.



Your hotel



Your market

Competitive set benchmarking

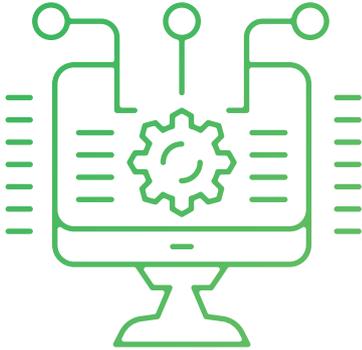
Take your forward booking insights even further by selecting a group of competing hotels to compare your forward bookings against. This allows you to easily measure how your forward occupancy levels and pickup compare against the hotels you're in direct competition with so you can drive the best results.



Your hotel



Your competitive set



Keep it automatic.

It's never been easier to send your data to STR.

Data automations

Our dedicated integrations team can help you set your data to feed directly to us using your PMS/RMS or other third party systems.

Other options

If you're not able to integrate with STR through any of your third party systems – no problem. We have a very simple Excel-based submission form that can be filled out by a member of your staff on a weekly basis.

Get started.

Get in touch to learn more about
Forward **STAR** and sign up.

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