



**STR Analytics**  
11001 West 120th Ave., Suite 250  
Broomfield, CO 80021

Phone: +1 (615) 824-8664  
Fax: +1 (303) 449 6587  
www.STRanalytics.com

## Sample Hotel Monthly Bandwidth Report

For the Month of: February 2010

STR #: XXXXX

Date Created: March 2011

	Tab
Table of Contents	1
Bandwidth TY	2
Bandwidth LY	3
Response	4
Help	5

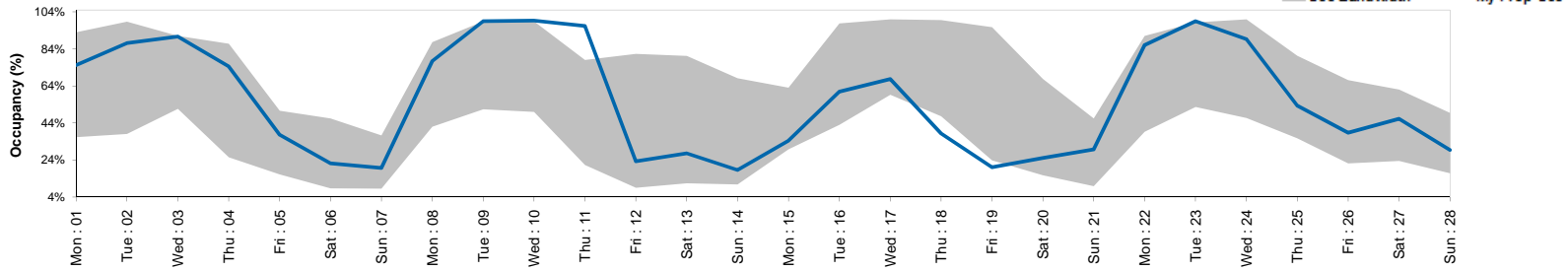


# Tab 2 - Bandwidth Analysis: February 2010

Sample Hotel  
STR # XXXXXX

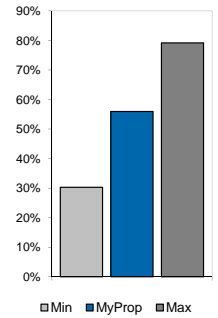
For the Month of: February 2010 Monthly Competitive Set Data Excludes Subject

## Occupancy (%) Bandwidth

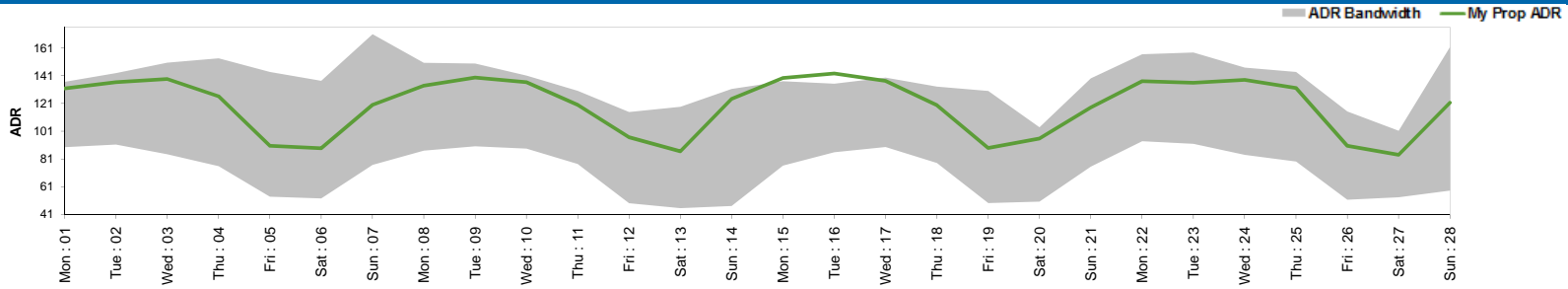


My Prop Occ Rank:	2 of 9	2 of 9	2 of 9	2 of 9	4 of 9	5 of 9	7 of 9	3 of 9	1 of 9	1 of 9	1 of 9	7 of 9	7 of 9	6 of 9	8 of 9	6 of 9	5 of 9	9 of 9	9 of 9	8 of 9	5 of 9	3 of 9	1 of 9	3 of 9	6 of 9	4 of 9	4 of 9	6 of 9
-------------------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

### Feb Occ Roll Up

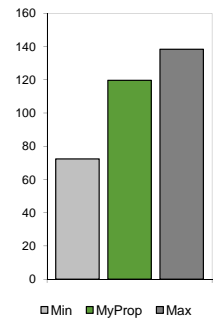


## ADR Bandwidth

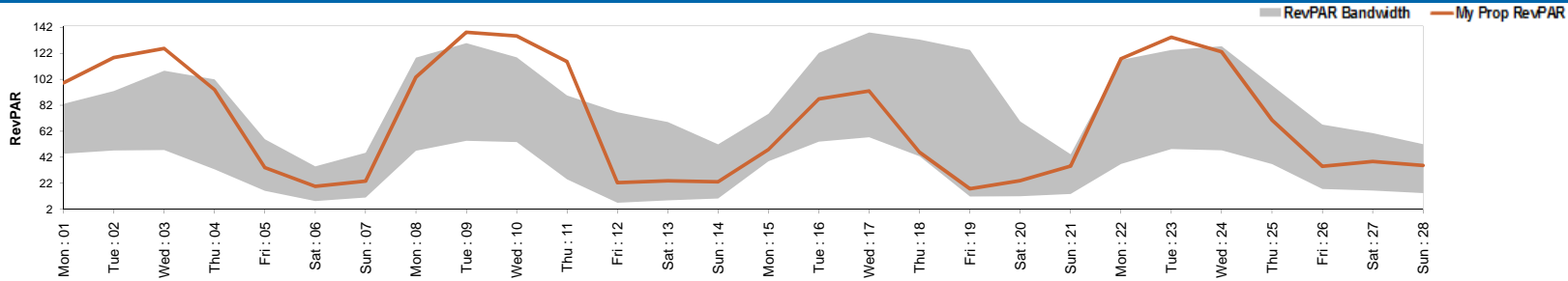


My Prop ADR Rank:	3 of 9	2 of 9	2 of 9	3 of 9	6 of 9	5 of 9	3 of 9	3 of 9	2 of 9	2 of 9	3 of 9	2 of 9	3 of 9	2 of 9	1 of 9	1 of 9	2 of 9	3 of 9	6 of 9	3 of 9	3 of 9	2 of 9	2 of 9	2 of 9	2 of 9	3 of 9	4 of 9	3 of 9	4 of 9
-------------------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

### Feb ADR Roll Up

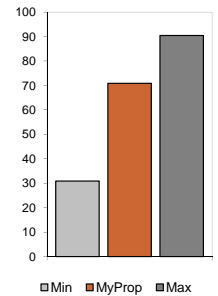


## RevPAR Bandwidth



My Prop RevPAR Rank:	1 of 9	1 of 9	1 of 9	2 of 9	4 of 9	5 of 9	4 of 9	2 of 9	1 of 9	1 of 9	1 of 9	6 of 9	7 of 9	5 of 9	4 of 9	3 of 9	4 of 9	7 of 9	8 of 9	7 of 9	4 of 9	1 of 9	1 of 9	3 of 9	4 of 9	4 of 9	3 of 9	5 of 9
----------------------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

### Feb RevPAR Roll Up



\* Days when the rankings are Shaded are designated as "Weekends" (Friday and Saturday)

Potential Revenue Gain\*  
**186,500.00**

Potential Revenue Loss\*  
**315,135.38**

\*Calculated room revenue gain or loss had my property been the daily RevPAR leader or laggard for entire month.

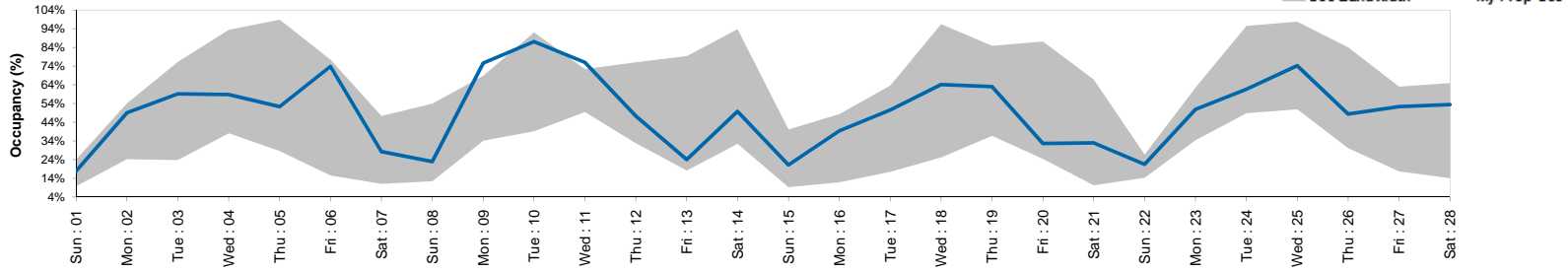
STR Analytics

# Tab 3 - Bandwidth Analysis: February 2009

Sample Hotel  
STR # XXXXXX

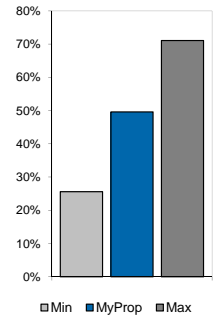
For the Month of: February 2010 Monthly Competitive Set Data Excludes Subject

## Occupancy (%) Bandwidth

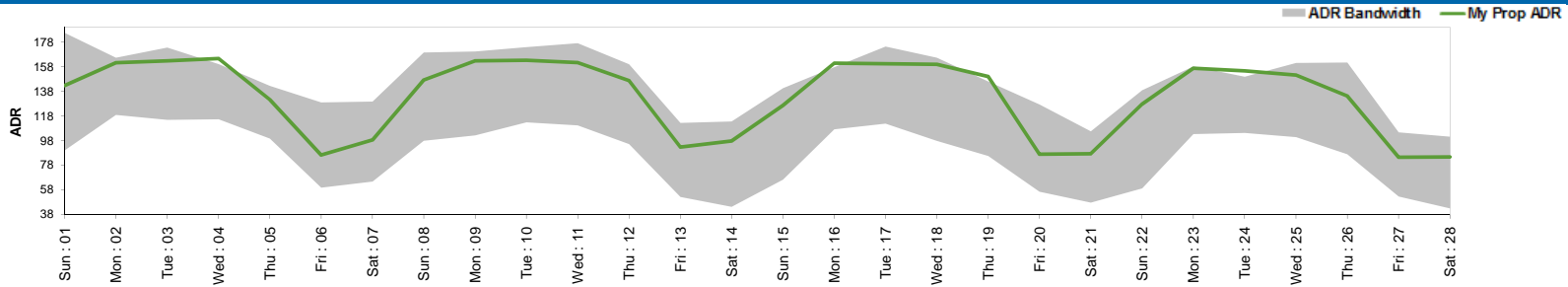


My Prop Occ Rank:	2 of 9	4 of 9	3 of 9	5 of 9	5 of 9	2 of 9	4 of 9	6 of 9	1 of 9	2 of 9	1 of 9	4 of 9	8 of 9	5 of 9	7 of 9	4 of 9	7 of 9	4 of 9	3 of 9	6 of 9	4 of 9	4 of 9	4 of 9	5 of 9	4 of 9	4 of 9	4 of 9
-------------------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

### Feb Occ Roll Up

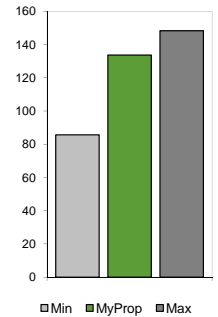


## ADR Bandwidth

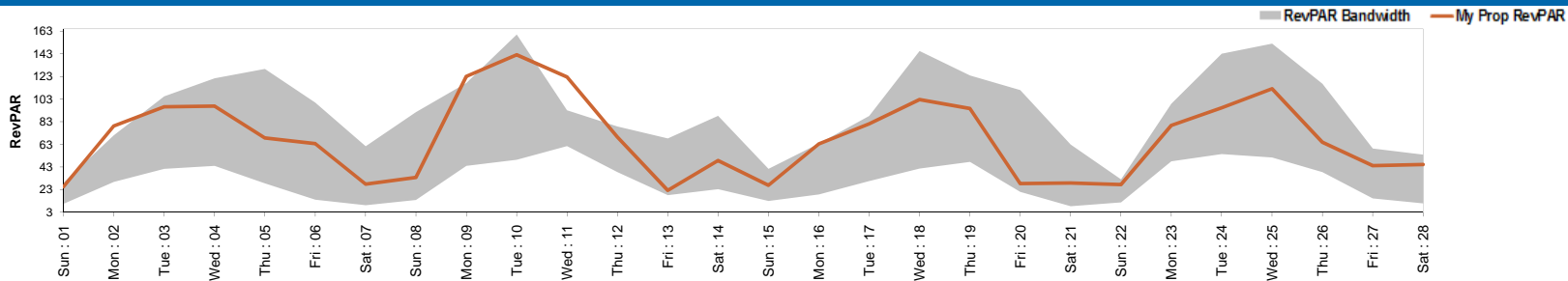


My Prop ADR Rank:	2 of 9	2 of 9	2 of 9	1 of 9	3 of 9	6 of 9	3 of 9	2 of 9	2 of 9	2 of 9	2 of 9	2 of 9	3 of 9	2 of 9	2 of 9	1 of 9	2 of 9	2 of 9	1 of 9	5 of 9	4 of 9	3 of 9	2 of 9	1 of 9	3 of 9	4 of 9	5 of 9	5 of 9
-------------------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

### Feb ADR Roll Up

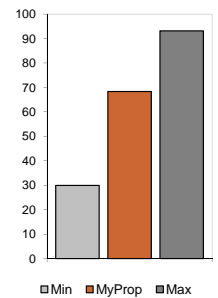


## RevPAR Bandwidth



My Prop RevPAR Rank:	2 of 9	1 of 9	2 of 9	4 of 9	5 of 9	3 of 9	4 of 9	3 of 9	1 of 9	2 of 9	1 of 9	2 of 9	7 of 9	4 of 9	4 of 9	2 of 9	4 of 9	2 of 9	2 of 9	6 of 9	4 of 9	3 of 9	2 of 9	3 of 9	3 of 9	4 of 9	2 of 9	3 of 9
----------------------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

### Feb RevPAR Roll Up



\* Days when the rankings are Shaded are designated as "Weekends" (Friday and Saturday)

Potential Revenue Gain\*  
**205,759.71**

Potential Revenue Loss\*  
**300,238.23**

\*Calculated room revenue gain or loss had my property been the daily RevPAR leader or laggard for entire month.

STR Analytics

# Tab 4 - Response Report

Sample Hotel

STR # XXXXXX

For the Month of: February 2010 Monthly Competitive Set Data Excludes Subject

## This Year

Feb 14th - Valentine's Day

Feb 15th - President's Day

## Last Year

Feb 14th - Valentine's Day

Feb 16th - President's Day

## February 2010 (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						

## February 2009 (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						

STR ID	Name	City, State	Zip	Phone	Rooms	Open Date
XXXXX	Subject Property	Anywhere, US			XXX	
XXXXX	Competitor A	Anywhere, US			XXX	
XXXXX	Competitor B	Anywhere, US			XXX	
XXXXX	Competitor C	Anywhere, US			XXX	
XXXXX	Competitor D	Anywhere, US			XXX	
XXXXX	Competitor E	Anywhere, US			XXX	
XXXXX	Competitor F	Anywhere, US			XXX	
XXXXX	Competitor G	Anywhere, US			XXX	
XXXXX	Competitor H	Anywhere, US			XXX	
					X	

## Bandwidth

Feb 01	Feb 02	Feb 03	Feb 04	Feb 05	Feb 06	Feb 07	Feb 08	Feb 09	Feb 10	Feb 11	Feb 12	Feb 13	Feb 14	Feb 15	Feb 16	Feb 17	Feb 18	Feb 19	Feb 20	Feb 21	Feb 22	Feb 23	Feb 24	Feb 25	Feb 26	Feb 27	Feb 28
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Data received: X = Both years, T = This year only, L = Last year only, blank = No data

# Tab 5 - Help

## Glossary of Terms

### Definitions

**ADR (Average Daily Rate) -**

Room revenue divided by rooms sold.

**Bandwidth -**

The range of performance among the competitive set indicated by the high and low performance of individual competitors on each day.

**Competitive (Comp) Set -**

A peer group of competitive hotels selected by hotel management to benchmark the subject property's performance.

**Exchange Rate -**

The factor used to convert revenue from US Dollars to the local currency. Reports display the daily exchange rates for each day shown. STR obtains exchange rate data from Oanda.com. Any aggregated number in the report (MTD, Running 28 Day, Current Week) uses the exchange rate of each relative day when calculating the data.

**TY -**

This Year.

**LY -**

Last Year.

**Max -**

The highest performance possible for the period, assuming a property operated at the highest point of the bandwidth during the period.

**Min -**

The lowest performance possible for the period, assuming a property operated at the lowest point of the bandwidth during the period.

**Potential Revenue Gain -**

This quantitative measurement indicates the potential revenue available in the market IF the subject property had achieved the top RevPAR performance each night of the period. While it is difficult to achieve this accomplishment consistently, depending on the relevance of the competitive set, it could be considered an appropriate benchmark. This number also represents the amount of additional revenue that is available in the comp set, which is significant to understand the maximum revenue potential available in the comp set.

**Potential Revenue Loss -**

Similar to Potential Revenue Gain, this quantitative benchmark indicates how much revenue the subject property would have lost if they were the laggard RevPAR performance for each night of the period. Converse to the potential gain figure, this figure benchmarks the laggard performance and illustrates how the subject property is performing relative to the minimum performances achieved during the period.

**Occupancy -**

Rooms sold divided by rooms available multiplied by 100.

**Percent Change (% Chg) -**

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

**RevPAR (Revenue per Available Room) -**

Room revenue divided by rooms available.

### FAQ

**How is my hotel performing versus competition?**

The monthly Bandwidth report provides timely occupancy, average room rate, revenue per available room benchmarking of your hotel's performance versus your own selected competitors.

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

Your hotel's data is excluded from the competitive set performance (represented by the grey band) and is represented by the blue line (occupancy) green line (average rate) and orange lines (RevPAR) on the graphs.

**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.

**Why is there a gap in the grey band?**

Due to isolation or insufficiency, your competitive set lacked data for the day(s) in question, resulting in the missing gap.

**Why does my competitive set have such a wide band?**

A wide bandwidth indicates that there is a broad range of performance among the properties in your competitive set. This could have several implications for the relevance of your competitive set. If you have additional questions about the relevance of your set, please contact [info@stranalytics.com](mailto:info@stranalytics.com).

**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 must report data in order for STR to provide competitive set performance.

**What if there is one hotel that consistently leads or lags the competitive set in either Occupancy, ADR or RevPAR?**

In the case that there is a consistent leader or laggard in the competitive set the bandwidth data will be removed due to isolation and performance confidentiality. If you do not receive the bandwidth data there will be a note indicating the isolation error at the top of the graph.

**Who can I contact if I have more questions?**

Check out the glossary and FAQ at [www.smithtravelresearch.com](http://www.smithtravelresearch.com) or e-mail [info@smithtravelresearch.com](mailto:info@smithtravelresearch.com).

**What does the Insufficient Performance for Some data points indicate?**

This alert message indicates that for certain days in your report the competitive set did not report sufficient data to show the bandwidth. If this is the case in your report the "band" for that day will actually equal your property's performance for that day. As a result, the band disappears and you will only see the subject property line."