



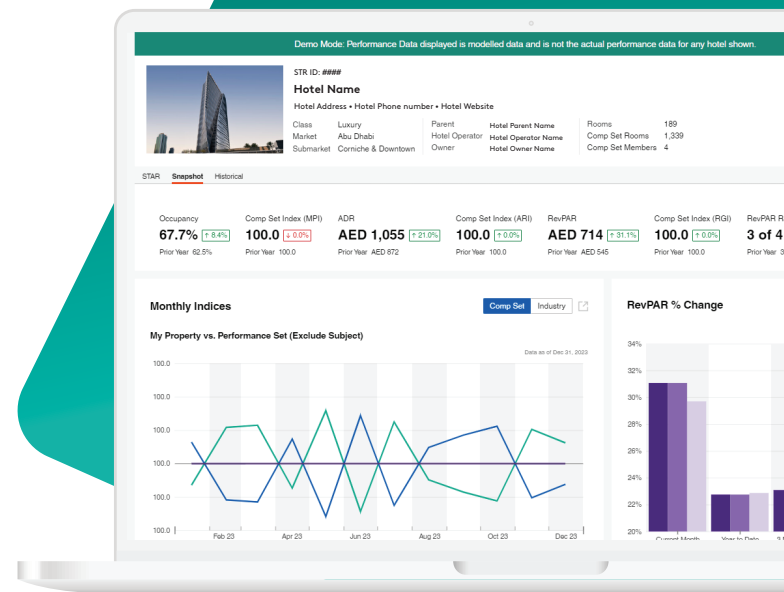
STR



CoStar™

The Hotel Industry's Most Comprehensive Market Share Product

Maximize your revenue through functionality built to improve your performance, measure your success, and control access to your data.



Powered by CoStar technology, STR Benchmarking delivers the property- and portfolio-level insights needed to make smart, real-time decisions and optimize strategies across entire enterprises.

Live Data
Updates

Robust
Historical
Data

Portfolio
Benchmarking

Detailed
Analytics and
Visualizations

Self-Service
Competitive Set
Management

Industry
Insights

A TRANSFORMATIVE INDUSTRY SOLUTION AT ALL LEVELS:

Brands

Sync market intelligence across your portfolio and leverage multiple data sets and visualizations to:

- equip your corporate-level revenue managers
- add value for franchisees
- manage Competitive Sets in real-time

Operators

Diagnose multiple top-line and total revenue data sets as well as advanced analytics to:

- determine your most profitable business mix
- forecast and budget with confidence
- identify opportunities and combat losses

Owners

Work from the same intelligence as your operators and brands to:

- optimize pricing and yield management strategies
- maximize profit
- identify transaction opportunities

[Learn More.](#)



World's largest directly sourced performance sample

- 80,000 hotels
- 10.5 Million rooms
- 2,631 submarkets and 7,553 class/scale cuts delivering 10,084 high-quality segments of data

Founded in 1985, STR provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry, empowering our clients to strategize and compete within their markets.

str.com