# STR Data Reporting FAQs

### I. How to report no-show revenue and cancellation fees for my property?

The current approach for the inclusion/exclusion of no-show revenue is set forth by the USALI Revised 11th Edition.  STR's Data Reporting Guidelines also reflect this guidance as below.

**"No-shows"** - Revenue derived from a transient or group guest who has individually guaranteed payment to reserve a room, but has failed either to occupy the room or cancel the reservation within the prescribed time frame **should be included** in room revenue figures and reported for the stay dates impacted.

Working example: If a hotel guest due to arrive on March 9th for 3 nights, fails to occupy the room, this revenue should be evenly split across the 3 nights, March 9th, 10th and 11th.

*Please note that STR does not accept revenues where zero rooms sold is reported. Please contact us for further guidance.

**Group attrition or cancellation fees -** Fees received due to cancellations (generally advance deposits for meetings, conventions, groups, guest sleeping room blocks, etc.) **should be excluded** from Rooms Revenue reported to STR. Revenue of this nature is credited to the Miscellaneous Income section of the property's financial statement (Schedule 4).

STR's full Data Reporting Guidelines can be found here:

https://str.com/sites/default/files/2019-11/str-data-reporting-guidelines-english_0.pdf


### II. My hotel is open but we have no rooms sold/demand?

Your hotel should report your normal supply, 0 (zero) rooms sold and 0 (zero) revenue.  If for any reason you are unable to report any data, you will continue to have access to and receive reports during this time.  In the case of no-shows, please refer to no-show and cancellation advice.


### III. My hotel is temporarily closed.

Please contact STR to advise us of any closures – including the date of closure and expected reopening date if available.

Hotels closed for at least a calendar month due to COVID-19 outbreak are to be marked as Closed (with Temporary/Renovation Closed' status) with an anticipated re-opening date where available. Hotels marked as *"Temporary/Renovation Closed"* assume closed status, have no available

inventory during the renovation period, and therefore have no impact on the performance of competitive sets or industry segments.

If your hotel is closed for less than a calendar month, your hotel will remain 'open' in our systems. You will continue to have access to and receive reports during this time.

## IV.  My hotel is partially closed

There is no change to Data Reporting Guidelines for partial closures.  If a hotel reports less than full availability inventory, this will be reflected in reporting but will be 'forced' to full availability when included in competitive set and industry data.

## V.  Working Scenarios and Treatments:

1. **Scenario:**  My property has been open less than 5 days this month.  I submitted daily data but now the data has been removed.

   **Treatment:**  For any property open less than 5 days in the month, all performance data will be removed and hotels set as 'Temporary/Renovation Closure' to ensure the monthly data can be delivered.

2. **Scenario:**  How do I report monthly data if my property has closed for several days in the month?

   **Treatment:**  For monthly data submission, the available room should be based on the number of actual operating days (i.e. 100 rooms x 10 days open = 1,000 monthly rooms supply). The room sold and revenue should be based on the hotel's actual performance.

3. **Scenario:**  My competitor has closed, how does it impact my daily/monthly competitive set performance?

   **Treatment:**  A hotel is considered 'Temporary/Renovation Closure' when it is closed for a full month or longer during the COVID-19 pandemic. If a property has not informed us about their closure and does not submit any data, it will be treated as a 'non-reporting' property during the closure period for methodology purposes.

   **Reporting methodology:**  Closed hotels are excluded from the competitive set calculations. (see below)

Temporary/Renovation Closure affect monthly and daily reports.

**Table 1: Comp set calculation sample for Temporary/Renovation Closure:**

| Hotel | Date | Census Rooms | Rooms Available | Rooms Sold | Room Revenue |
|-------|------|--------------|-----------------|------------|--------------|
| Hotel A | March | 150 | 4,650 | 2,852 | 1,550,000 |
| Hotel B | March | 175 | 5,425 | 2,728 | 1,705,000 |
| Hotel C | March | 133 | 4,123 | 2,449 | 1,395,000 |
| Hotel D | March | 165 | 5,115 | 2,976 | 1,643,000 |
| Hotel E - Closed | March | 125 | 0 | 0 | 0 |
| **Total** | | | **19,313** | **11,005** | **6,293,000** |

| | |
|-------|------|
| **Occupancy** | **57.0 %** |
| **ADR** | **$ 571.83** |
| **RevPAR** | **$ 325.84** |

4. **Scenario:** My competitor is missing data, how will it impact my daily/monthly comp set performance?

    **Treatment:** If a property has not submitted any data and does not fall into any of our closed properties categories, it is considered a 'non-reporting property' for the periods without data.

    **Report methodology:** The rooms of the non-reporting hotel are included in report calculations. The non-reporting property's available rooms are calculated by multiplying the census room count by the period (e.g. 31 days). The rooms sold are calculated by multiplying the supply by the comp set occupancy. The revenue is calculated by multiplying the demand by the comp set ADR. The addition of the non-reporting hotel does not change the Occupancy, ADR or RevPAR of the aggregate competitive set.

**Table 2: Comp set calculation sample with a non-reporting property**

| Hotel | Date | Census Rooms | Rooms Available | Rooms Sold | Room Revenue | Occupancy | ADR | RevPAR |
|---|---|---|---|---|---|---|---|---|
| Hotel A | March | 165 | 5,115 | 3,250 | 550,000 | 63.5 % | $169.23 | $107.53 |
| Hotel B | March | 135 | 4,185 | 3,100 | 705,000 | 74.1 % | $227.42 | $168.46 |
| Hotel C | March | 145 | 4,495 | 3,325 | 595,000 | 74.0 % | $178.80 | $132.37 |
| Hotel D | March | 150 | 4,650 | 2,900 | 643,000 | 62.4 % | $221.72 | $138.28 |
| Total Hotels w/Data | | | 18,445 | 12,575 | 2,493,000 | 68.2 % | $198.25 | $135.16 |
| Hotel E – No Data | March | 125 | 3,875 | 2,641 | 523,739 | 68.2 % | $198.25 | $135.16 |
| Total Comp Set | | | 22,320 | 15,216 | 3,016,739 | 68.2 % | $198.25 | $135.16 |

5. **Scenario:** My competitor is missing data, how will it impact my MTD/YTD comp set performance?

    **Treatment:** The non-reporting properties are included in the period totals (e.g. MTD, YTD). On the next page are two YTD calculation examples: one shows the STR methodology by **including** a non-reporting property and the other shows the potential effects if you excluded a non-reporting property.

    **Report methodology:** YTD totals as well as other period totals are calculated by adding the individual month's supply, demand and revenue, which then are used to calculate YTD Occupancy, ADR and RevPAR. Including a non-reporting property gives each month an 'equal' YTD share, as can be seen in the table below, while the individual month's Occupancy, ADR or RevPAR remain the same in both versions.

**Table 3: Calculations including non-reporting properties:**

| Example: Comp Set Total including non-reporting property (This is current STR methodology) | | | | | | | |
|---|---|---|---|---|---|---|---|
| Hotel | Supply | YTD Share | Rooms Demand | Room Revenue | Occupancy | ADR | RevPAR |
| Jan* | 28,303 | 17% | 14,576 | $ 1,197,562 | 51.5% | $ 82.16 | $ 42.31 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Feb* | 25,564 | 15% | 12,568 | $ 999,895 | 49.2% | $ 79.56 | $ 39.11 |
| Mar* | 28,303 | 17% | 15,235 | $ 1,255,685 | 53.8% | $ 82.42 | $ 44.37 |
| Apr | 27,390 | 17% | 10,589 | $ 894,256 | 38.7% | $ 84.45 | $ 32.65 |
| May | 28,303 | 17% | 12,230 | $ 1,012,356 | 43.2% | $ 82.78 | $ 35.77 |
| Jun | 27,390 | 17% | 13,200 | $ 1,058,975 | 48.2% | $ 80.23 | $ 38.66 |
| YTD | 165,253 | 100% | 78,398 | $ 6,418,729 | 47.4% | $ 81.87 | $ 38.84 |

*Missing property 150 rooms

**Table 4:  Calculations excluding non-reporting properties:**

| Example:  Comp Set Total **excluding** non-reporting property (This methodology is NOT used by STR) | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Hotel** | **Supply** | **YTD Share** | **Rooms Demand** | **Room Revenue** | **Occupancy** | **ADR** | **RevPAR** |
| Jan* | 23,653 | 16% | 12,181 | $ 1,000,810 | 51.5% | $ 82.16 | $ 42.31 |
| Feb* | 21,364 | 14% | 10,503 | $ 835,619 | 49.2% | $ 79.56 | $ 39.11 |
| Mar* | 23,653 | 16% | 12,732 | $ 1,049,385 | 53.8% | $ 82.42 | $ 44.37 |
| Apr | 27,390 | 18% | 10,589 | $ 894,256 | 38.7% | $ 84.45 | $ 32.65 |
| May | 28,303 | 19% | 12,230 | $ 1,012,356 | 43.2% | $ 82.78 | $ 35.77 |
| Jun | 27,390 | 18% | 13,200 | $ 1,058,975 | 48.2% | $ 80.23 | $ 38.66 |
| YTD | 151,753 | 100% | 71,435 | $ 5,851,400 | 47.1% | $ 81.91 | $ 38.56 |

*Missing property 150 rooms

When not accounting for a non-reporting property, months with a non-reporting property show a lower YTD share ('weight') because their monthly supply, demand and revenue numbers are lower than months with all hotels reporting.  Again, STR does NOT use this methodology

6. **Scenario:**  How will hotel closures impact industry data?

   **Treatment:**  Hotels marked as "Temporary/Renovation Closed" assume closed status, have no available inventory during the renovation period, and therefore have no impact on the performance of competitive sets or industry segments.