



Your guide to data-driven business solutions

Benchmarking your performance allows you to accurately track and manage performance against your competitive set according to real-time conditions in your marketplace. In addition, you will gain a reliable basis for sales, marketing and revenue management strategies. We currently maintain relationships with more than 62,000 hotels worldwide.

Two ways to participate:

dSTAR Report

- See how you measure up against your selected competitive set and market through an online platform
- Each report contains historical occupancy (Occ), average daily rate (ADR) and revenue per available room (RevPAR) performance data
- Identify precisely where you are gaining or losing market share and drive revenue to your business.
- Available monthly, weekly and/or daily

Cost:

Monthly report: \$950

Weekly report: \$550

additional add-ons available

Questions?

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Hotel Survey

- See how you measure up against your local industry segment through an online platform
- Each report contains historical occupancy (Occ), average daily rate (ADR) and revenue per available room (RevPAR) performance data
- Challenge assumptions with facts and monitor the effect of business decisions you make with a clear financial picture
- Available monthly

Cost:

FREE

