



# The STAR Report is now dSTAR!

The online benchmarking tool that  
changes the way you do business.

# Report Notification



## Your Monthly dSTAR

STR# 3

Subject Property

Hello,

We are happy to notify you that your **Monthly dSTAR** report is ready to view. This report was generated for **March 2016** for your property: **Subject Property**. We've included some of the highlights from the report below using your primary competitive set: **Comp Set 1**.

### Occupancy

Property  
73.5% ( $\Delta$  8.8)  $\uparrow$

Comp Set  
80.1% ( $\Delta$  -4.5)  $\downarrow$

Index (MPI)  
91.7 ( $\Delta$  13.9)  $\uparrow$

### ADR

Property  
505.04 ( $\Delta$  -17.7)  $\downarrow$

Comp Set  
541.18 ( $\Delta$  -12.1)  $\downarrow$

Index (ARI)  
93.3 ( $\Delta$  -6.3)  $\downarrow$

### RevPAR

Property  
371.14 ( $\Delta$  -10.5)  $\downarrow$

Comp Set  
433.67 ( $\Delta$  -16.1)  $\downarrow$

Index (RGI)  
85.6 ( $\Delta$  6.7)  $\uparrow$

[See the full report](#)

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[Manage email notifications](#)

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- Each time a report is generated,
- you'll receive an email letting
- you know that your report is
- ready to view. This message will
- contain a few highlights and
- provide a link to log in and view
- your full report.

# dSTAR Landing Page



- Once you're logged in, you'll be directed to a landing page.
- This is where you'll be able to select reports to view.

## Report Selection

### Property Data

**Subject Property, STR# 2**  
1234 Some Street,  
Some City, DC , United States 20005-2701  
P: 28675309

**Market** Washington, DC-MD-VA  
**Chain ID** 1234Chain  
**Management Company** Some Management Company [\(Update\)](#)  
**Owner** Some Owner Company [\(Update\)](#)

Weekly Reports    Monthly Reports

Search:

Date	Weekly Report	Comp Set(s)	Generated Date
December 25, 2016	Weekly dSTAR Report CompEx - USD	1, 2	February 7, 2018
December 18, 2016	Weekly dSTAR Report CompEx - USD	1, 2	February 7, 2018

Showing 1 to 2 of 2 entries

Previous 1 Next

# dSTAR Monthly Dashboard



- Access monthly, weekly and daily dashboards based on your subscription.



Month of November 2016

Generated on February 7, 2018

Welcome to your Monthly dSTAR

[Select Another Property](#)

[Select Another Report](#)

Subject Property

Current Currency: USD-USDollar

Monthly Industry Segment Atlanta, GA Luxury Chains

Daily Industry Segment Atlanta CBD, GA Upscale Chains

## Property Details

### Subject Property, STR# 5

1 Subject St NE,  
Atlanta, GA, United States 30309-3924  
P: (555) 555-5555

### Industry Segments

Monthly Atlanta, GA Luxury Chains  
Daily Atlanta CBD, GA Upscale Chains  
Chain ID  
Management Company Subject Hotels [\(Update\)](#)  
Owner No Data [\(Update\)](#)

### Top Performing RevPAR Days

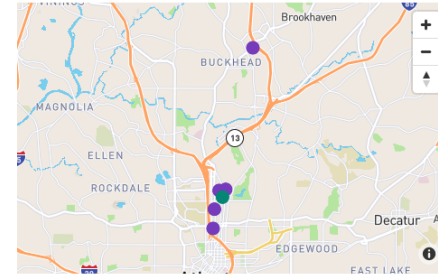
Sun, November 27, 2016	▲ 80.0%
Sun, November 6, 2016	▲ 37.2%
Tue, November 22, 2016	▲ 35.8%

### Bottom Performing RevPAR Days

Fri, November 11, 2016	▼ -51.8%
Thu, November 17, 2016	▼ -51.5%
Wed, November 23, 2016	▼ -38.7%

## Comp Sets

Comp Set 1 ▾



## At A Glance

Month Year To Date Running 3 Month Running 12 Month

### Occupancy

64.1 ↓

Property Occupancy

Comp Set Rank

3 of 6

- 9.2% ↓

Property Occ. Percent Change

Comp Set Rank

5 of 6

65.1 ↑

Comp Set Occupancy

0.9% ↑

Comp Set Occ. Percent Change

98.5 ↓

Index (MPI)

- 10.0% ↓

Index (MPI) Percent Change

### ADR

199.69 ↑

Property ADR

Comp Set Rank

2 of 6

2.8% ↑

Property ADR Percent Change

Comp Set Rank

5 of 6

186.93 ↑

Comp Set ADR

6.3% ↑

Comp Set ADR Percent Change

106.8 ↓

Index (ARI)

- 3.4% ↓

Index (ARI) Percent Change

### RevPAR

128.05 ↓

Property RevPAR

Comp Set Rank

3 of 6

- 6.7% ↓

Property RevPAR Percent Change

Comp Set Rank

6 of 6

121.75 ↑

Comp Set RevPAR

7.3% ↑

Comp Set RevPAR Percent Change

105.2 ↓

Index (RGI)

- 13.0% ↓

Index (RGI) Percent Change

# dSTAR Charts

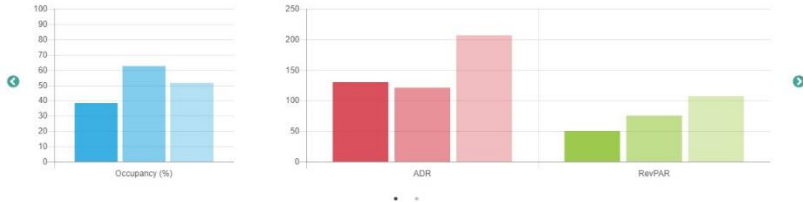


Week of December 25, 2016  
Generated on February 7, 2018  
Welcome to your Weekly dSTAR

Select Another Property  
Select Another Report  
Subject Property  
Current Currency: USD-USDollar  
Industry Segment: Washington, DC-MD-VA Luxury Chains

## Aggregate Performance Summary

### Current Week



## Comp Sets

Comp Set 1



## Index Over Time

Weekly Last 7 Days



## Data Compared to Comp Set

Weekly Last 7 Days Occupancy ADR RevPAR



- dSTAR offers
- numerous charts
- for monthly and
- daily data to help
- you visualize
- property
- performance.

# dSTAR Tables



- Data is also viewable in a table format and can be
- exported to Microsoft Excel.



Week of December 25, 2016  
Generated on February 7, 2018  
Welcome to your Weekly dSTAR

[Select Another Property](#)  
[Select Another Report](#)  
Sample Property10  
Current Currency: USD-USDollar  
Industry Segment: Washington, DC-MD-VA Luxury Chains

## Comp Sets

Comp Set 1 ▾

STRId	Property	Room Count	Open Date	CityState
197	Sample Property1	193	June 1974	Washington, DC
200	Sample Property8	335	June 1967	Washington, DC
201	Sample Property13	410	June 1982	Washington, DC
202	Sample Property14	459	October 1989	Washington, DC
203	Sample Property15	318	June 1922	Washington, DC
5	Sample Property10	356	June 1963	Washington, DC

## Occupancy

Occupancy	Sun 12/4	Mon 12/5	Tue 12/6	Wed 12/7	Thu 12/8	Fri 12/9	Sat 12/10	Sun 12/11	Mon 12/12	Tue 12/13	Wed 12/14	Thu 12/15	Fri 12/16	Sat 12/17	Sun 12/18	Mon 12/19	Tue 12/20	Wed 12/21	Thu 12/22	Fri 12/23	Sat 12/24	Sun 12/25
My Property	65.2	96.6	100.0	100.0	89.6	45.2	41.6	41.6	91.6	95.2	83.1	53.4	29.2	26.7	13.8	13.5	11.0	10.1	11.8	7.6	9.6	12.6
Comp Set	60.1	90.8	92.6	92.8	84.2	65.0	69.1	55.4	85.6	89.6	87.8	74.8	63.8	65.5	41.1	47.8	44.9	36.9	28.2	27.3	24.8	30.2
Industry	66.8	86.5	90.5	89.9	77.8	65.1	70.5	56.8	82.6	81.6	78.0	70.0	60.0	61.2	38.7	44.6	36.3	29.1	25.7	26.8	26.6	31.5
Comp Set Rank	4 / 8	2 / 8	1 / 8	1 / 8	6 / 8	7 / 8	7 / 8	7 / 8	6 / 8	5 / 8	7 / 8	7 / 8	7 / 8	7 / 8	8 / 8	8 / 8	8 / 8	8 / 8	7 / 8	8 / 8	7 / 8	7 / 8

Occ % Chg	Sun 12/4	Mon 12/5	Tue 12/6	Wed 12/7	Thu 12/8	Fri 12/9	Sat 12/10	Sun 12/11	Mon 12/12	Tue 12/13	Wed 12/14	Thu 12/15	Fri 12/16	Sat 12/17	Sun 12/18	Mon 12/19	Tue 12/20	Wed 12/21	Thu 12/22	Fri 12/23	Sat 12/24	Sun 12/25
My Property	-0.9	-0.6	2.0	3.8	65.3	51.9	21.3	82.7	84.2	83.2	164.3	71.2	10.6	37.7	16.7	60.0	39.3	33.3	27.3	-55.0	-65.3	-59.8
Comp Set	-13.7	-1.3	-0.2	5.0	2.9	10.5	4.2	-5.8	10.9	17.4	26.8	39.2	33.3	23.8	20.8	38.6	57.2	67.5	21.1	-21.1	-55.2	-47.7
Industry	3.9	-0.6	4.8	11.5	17.1	18.1	13.8	2.6	16.5	15.9	19.1	26.6	24.4	19.4	36.4	59.9	48.7	48.1	21.5	-7.2	-45.8	-39.0

## Averages

	Cur	Dec MTD	Nov Fin	WD	WE	R28
My Property	38.5	49.5	71.9	52.8	42.5	46.6
Comp Set	62.4	64.9	72.4	66.4	61.7	63.0
Industry	51.8	60.0	71.4	60.9	58.0	58.1
Comp Set Rank	7 / 8	7 / 8	6 / 8	7 / 8	7 / 8	7 / 8

	Cur	Dec MTD	Nov Fin	WD	WE	R28
My Property	-15.0	8.4	13.8	6.1	26.0	17.1
Comp Set	8.1	4.3	0.7	4.0	7.1	8.8
Industry	2.1	4.3	5.4	4.1	6.4	10.5

# Participant Response



**Week of December 25, 2016**  
 Generated on February 7, 2018  
 Welcome to your Weekly cSTAR

Select Another Property  
 Select Another Report  
 Subject Property  
 Current Currency: USD-USDollar  
 Industry Segment: Washington, DC-MD-VA-Luxury Chains

**Comp Sets** Comp Set 1 ▾

STRId	Property	Room Count	Open Date	City/State
324	Sample Property1	193	June 1974	Washington, DC
325	Sample Property3	470	March 1981	Washington, DC
328	Sample Property13	410	June 1982	Washington, DC
329	Sample Property14	459	October 1989	Washington, DC
330	Sample Property15	318	June 1922	Washington, DC
5	Sample Property10	356	June 1963	Washington, DC

**Response Info** Weekly Data | Segmentation Data | Additional Revenue

Property	Sun 12/18	Mon 12/19	Tue 12/20	Wed 12/21	Thu 12/22	Fri 12/23	Sat 12/24	Sun 12/25	Mon 12/26	Tue 12/27	Wed 12/28	Thu 12/29	Fri 12/30	Sat 12/31
380 - Sample Property1	●	●	●	●	●	●	●	●	●	●	●	●	●	●
381 - Sample Property3	●	●	●	●	●	●	●	●	●	●	●	●	●	●
382 - Sample Property5	●	●	●	●	●	●	●	●	●	●	●	●	●	●
383 - Sample Property8	●	●	●	●	●	●	●	●	●	●	●	●	●	●
384 - Sample Property13	●	●	●	●	●	●	●	●	●	●	●	●	●	●
385 - Sample Property14	●	●	●	●	●	●	●	●	●	●	●	●	●	●
386 - Sample Property15	●	●	●	●	●	●	●	●	●	●	●	●	●	●
5 - Sample Property10	●	●	●	●	●	●	●	●	●	●	●	●	●	●

**LEGEND**  
 ✖ No Data   ● Last Year Only   ● This Year Only   ● Both Years

Holidays

This Year

Last Year

Month Reference

◀ December 2016 ▶

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	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	29	30	31
1	2	3	4	5	6	7

◀ December 2015 ▶

Su	Mo	Tu	We	Th	Fr	Sa
29	30	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	29	30	31	1	2
3	4	5	6	7	8	9

- Keep track of your property response and the response of your competitors.
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