



Frequently Asked Questions:

Who are STR?

STR is a global company who collects performance data from accommodation properties, namely their rooms available, rooms sold and room revenue. We aggregate the data which allows us to report market performance and as needed custom groups. In Australia we collect performance data from over 1,400 properties and around the world +61,000 properties.

Why work with STR? What's in it for me?

2 main reasons;

1. You will receive your own personalised bespoke 'benchmarking' report comparing your property's performance to the latest local market data performance in occupancy and average rate to assist with you in making more informed marketing and revenue decisions.
2. You will be contributing to your local market by enabling your local region to be better informed on accommodation market performance and supporting your local tourism and government organisations to make more informed decisions for your destination, eg; events.

Does it cost anything?

The Hotel Survey Report is 100% FREE! Why? Because STR is supported by the Australian Investment Commission (Austrade), and they encourage accommodation providers across the country to subscribe and participate. In addition STR has a range of products that properties can elect to upgrade to as they seek more granular understanding.

How easy is it?

- It's quick and simple, all you need to do is send us two data points, your number of rooms sold and your revenue generated from rooms sold.
- Some property management systems update your data automatically, or you can simply update online through the STR portal.
- Updates can be made daily, weekly, or monthly. So worst case scenario is a couple of minutes of time once a month.

Where does my data go? How safe is it?

STR never shares individual client data with anyone under any circumstances. Your data is 100% protected. This is the founding philosophy of our global company and why we are well known and trusted by global hotel partners like Marriott, IHG, Hilton and Accor.

Where do I start?

Open up the STR_AAM pdf attachment and simply click on the 'Get Started' link and update your details. This will begin your registration which takes a couple of weeks, after which we will be in touch with your STR portal log in details and how to best take advantage of your personalised reports.

Still have questions?

We have a team of experts to help guide and support you to help ensure you get the most from our services, from the day you sign up to your day-to-day operations. Your local support person is Paul Hammond and can be best contacted via email at: phammond@str.com