STAR Report

The industry standard for hotel benchmarking since 1987.

Now digital.

Success.
It's in the numbers.

The STAR Report is the ultimate tool for benchmarking against your competition.

All you have to do is provide us with your number of rooms sold for a given period and your revenue generated from those rooms sold. That's it. We then provide you with detailed, intuitive data reports that give you insights on your hotel's performance versus the performance of your selected competitors so you can make better business decisions.

Overview

-18 months of historical data, year-to-date, running 3 & 12 month data, year-over-year percentage changes and indexes

-In-depth data and insights for: Occupancy (Occ), Average Daily Rate (ADR), Revenue Per Available Room (RevPAR)

-Compares your hotel's performance against your selected competitive set and local market

-Reports available monthly, weekly, and daily

-Ensured data integrity and confidentiality

Data at your **fingertips.**

Our new digital STAR Report was designed to optimise the way you visualise and analyse your data.

The platform contains a wide range of dynamic views for tracking your hotel's performance against your competitors.

These views were created with you in mind, helping you easily make sense of the insights that are most important for your business strategy.

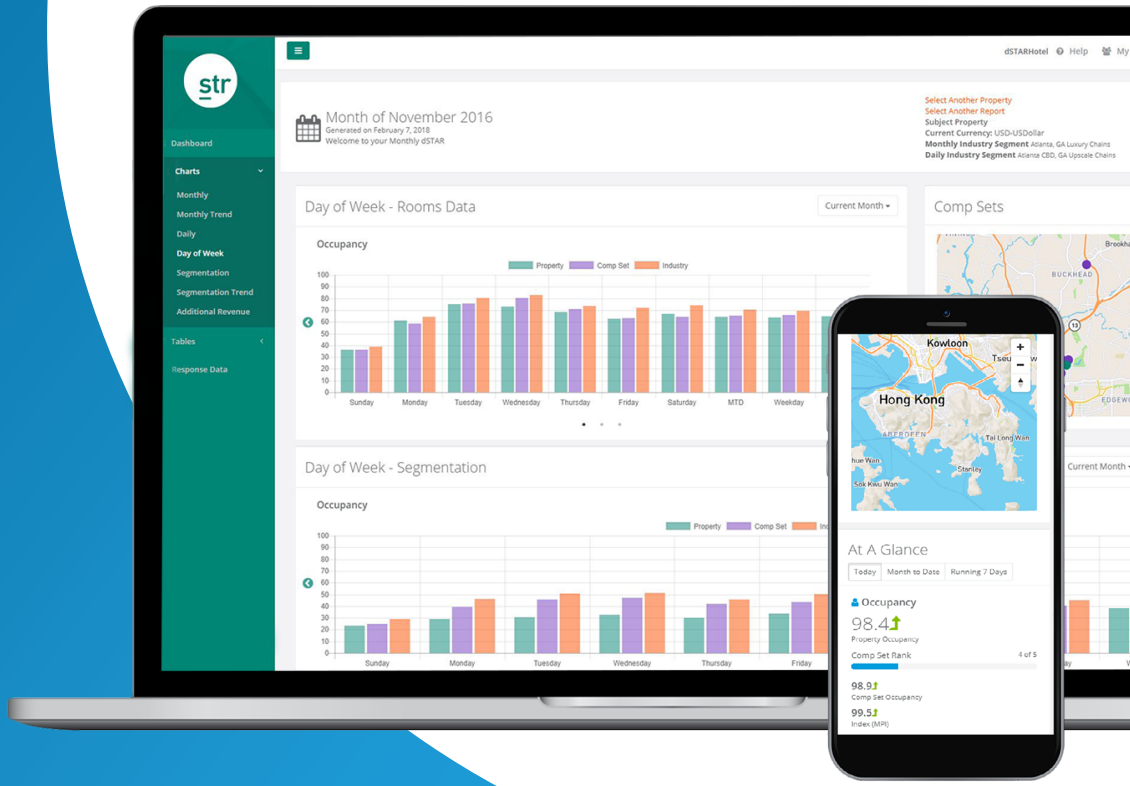
Safe, secure & simple.

Data on the go
Check your reports straight from your smartphone or tablet.

Secure access
Email deliveries show your most important KPIs at a glance, with login required for the full report suite.

Enhanced data visualisations
Your numbers are brought to life, helping you quickly analyse your results and see the bigger picture.

Results can easily be exported into Excel, and you can access the platform from your mobile device.



More data, more accessible.

Historical data
Up to 12 months of data stored directly in the platform, available to download any time, helping save space in your inbox and server.

Segmentation and Total Revenue data
Your Segmentation and Total Revenue benchmarking data appears in the platform and in your downloaded reports.

Census, Sample & Pipeline
dSTAR includes a constantly updated snapshot of your market's supply and pipeline breakdown, including year-over-year changes, demand and revenue.

Save valuable time sifting through your results, spend more time analysing and fine-tuning your strategy.

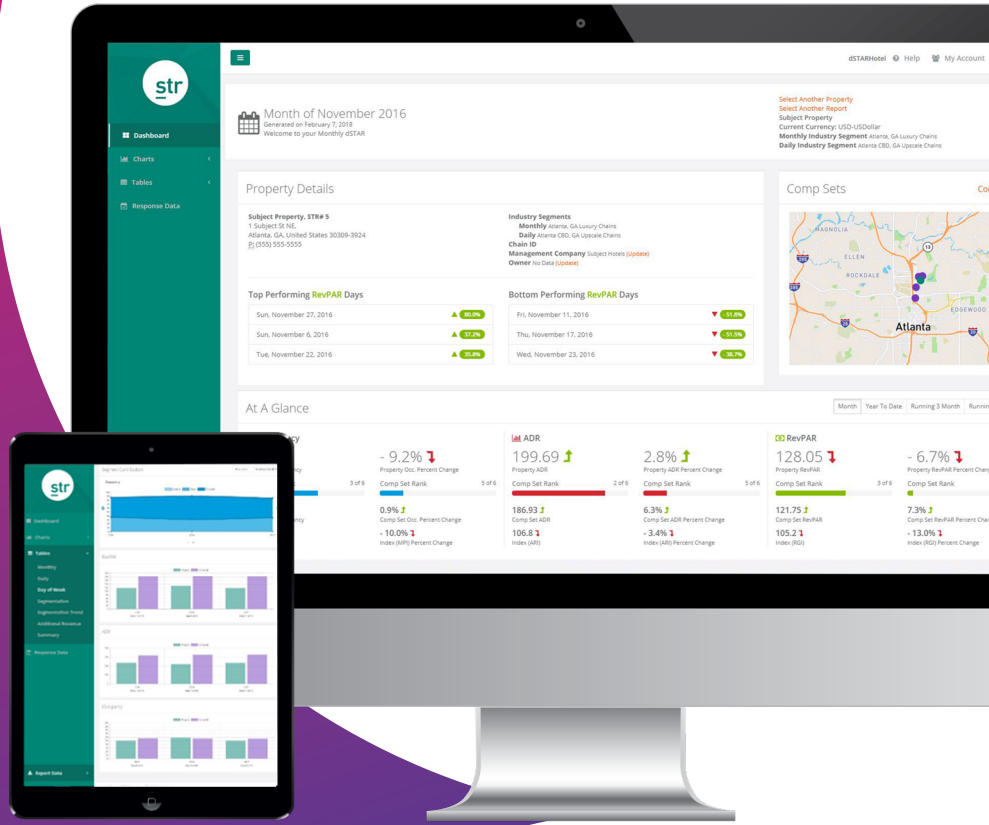
Designed with you in mind.

Download and customise tables
Easily extract data straight from the platform and customise tables to use in your reports and strategy meetings.

Switch between comp sets and properties
View and download all your different data points from the same platform.

Dashboard view
Get your high-level KPI rundown and easily navigate to whichever data points you're looking for.

Support is always available via the Help tab, including a user guide as well as contact details.



Learn more.

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Benchmarking your world