



Your guide to data driven business solutions

Benchmarking your performance allows you to accurately track and manage performance against competitors according to the real conditions in your marketplace and gain a reliable basis for sales, marketing and revenue management strategies. We currently maintain relationships with more than 53,000 hotels worldwide.

Two ways to participate:

STAR Report

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- See how you measure up against your selected competitive set and market
- 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:

CHTA receive 25% off first year subscription (retail \$700)

Questions?

Contact Fatima Thompson
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Hotel Survey

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- See how you measure up against your local market
- 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