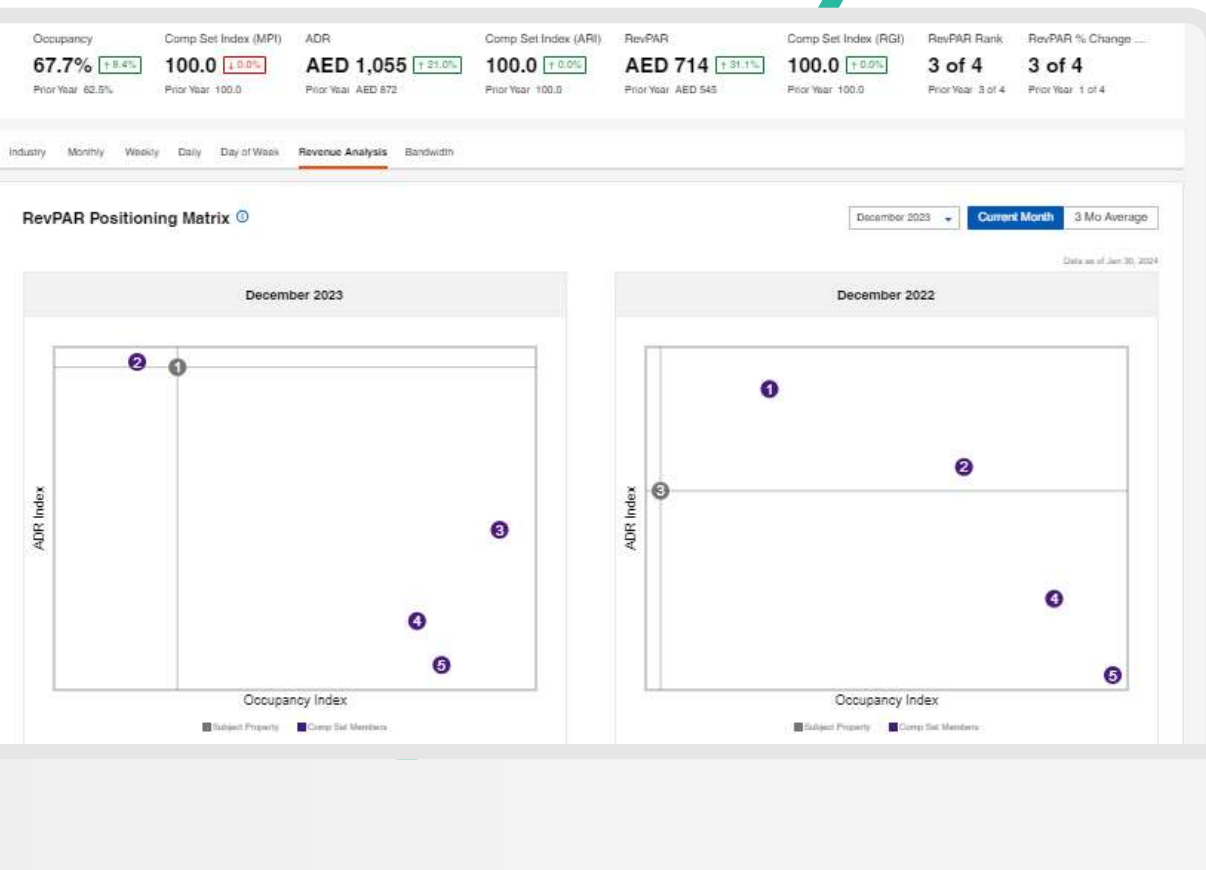




CoStar and its transformative Benchmark solution

The only market share product that provides a comprehensive view into the entire hotel lifecycle from acquisition through operations to divestment.





It's impossible to take advantage of an opportunity if you don't know it exists.

Hotel benchmarking is the process of comparing your property or portfolio performance against the competition, adding a layer of context to what success and failure looks like in your circumstances and environment.

Benchmarking shines the light on opportunities from every angle and informs coordinated decisions across all areas of your business.

Note: All product screens included in this document show demo mode data only.



Owners | Operators | Brands

CoStar is your comprehensive solution that combines industry-focused metrics and functionality with unmatched insight into all commercial real estate market conditions and availabilities.

Demo Mode: Performance Data displayed is modified data and is not the actual performance data for any hotel shown.

STR ID: #####
Hotel Name
 Hotel Address • Hotel Phone Number • Hotel Website

Class Hotel Class Parent Hotel Parent Name Rooms #####
 Market Hotel Market Hotel Operator Hotel Operator Name Comp Set Rooms #####
 Submarket Hotel Submarket Owner Hotel Owner Name Hotel Owner Name Comp Set Members #

STAR Snapshot Historical

Month of Dec 2023 | Data as of Dec 31, 2023

Occupancy **74.5%** +0.6% **121.3** -1.4% **\$644** +2.1% **96.3** +33.2% **\$480** +1.5% **116.8** +26.9% **4 of 7** **4 of 7**
 Prior Year 74.1% Prior Year 127.3 Prior Year \$657 Prior Year 72.8 Prior Year \$487 Prior Year 92.1 Prior Year 6 of 7 Prior Year 5 of 7

Monthly | Dec 2023 | Balance Summary Monthly Trend Day of Week Daily Seg Balance Seg Seg Index/Rank Seg Day of Week Additional Revenue

Index Rank

Segmentation Index Analysis

My Property vs. Competitive Set - Performance Set

Month of Dec 2023 | Data as of Dec 31, 2023

	Indices												Percent Change						
	Transient			Group			Contract			Total			Transient		Group		Occ		
	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ			
2022																			
Jul	120.4	112.8	135.8	120.4	112.8	135.8	120.4	112.8	135.8	120.4	112.8	135.8	16.6%	21.1%	41.2%	16.0%	21.1%	41.2%	16.6%
Aug	113.1	111.8	126.5	113.1	111.8	126.5	113.1	111.8	126.5	113.1	111.8	126.5	12.5%	16.9%	31.5%	12.5%	16.9%	31.5%	12.5%
Sep	111.1	102.9	114.2	111.1	102.9	114.2	111.1	102.9	114.2	111.1	102.9	114.2	41.2%	12.4%	58.7%	41.2%	12.4%	58.7%	41.2%
Oct	116.9	98.0	114.5	116.9	98.0	114.5	116.9	98.0	114.5	116.9	98.0	114.5	31.3%	1.5%	33.3%	31.3%	1.5%	33.3%	31.3%
Nov	130.3	101.3	131.9	130.3	101.3	131.9	130.3	101.3	131.9	130.3	101.3	131.9	10.8%	14.1%	26.5%	10.8%	14.1%	26.5%	10.8%
Dec	127.3	72.3	92.1	127.3	72.3	92.1	127.3	72.3	92.1	127.3	72.3	92.1	14.4%	-10.0%	-2.7%	14.4%	-10.0%	-2.7%	14.4%
2023																			
Jan	127.9	99.5	127.2	127.9	99.5	127.2	127.9	99.5	127.2	127.9	99.5	127.2	20.0%	5.1%	26.2%	20.0%	5.1%	26.2%	20.0%
Feb	126.3	80.1	101.2	126.3	80.1	101.2	126.3	80.1	101.2	126.3	80.1	101.2	14.3%	-14.1%	-1.8%	14.3%	-14.1%	-1.8%	14.3%
Mar	123.5	88.0	108.7	123.5	88.0	108.7	123.5	88.0	108.7	123.5	88.0	108.7	-0.7%	-10.1%	-10.7%	-0.7%	-10.1%	-10.7%	-0.7%
Apr	120.5	85.2	102.7	120.5	85.2	102.7	120.5	85.2	102.7	120.5	85.2	102.7	-3.9%	-15.7%	-19.0%	-3.9%	-15.7%	-19.0%	-3.9%
May	116.8	85.0	99.3	116.8	85.0	99.3	116.8	85.0	99.3	116.8	85.0	99.3	0.8%	-16.2%	-16.9%	-0.8%	-16.2%	-16.9%	-0.8%
Jun	121.0	107.6	130.2	121.0	107.6	130.2	121.0	107.6	130.2	121.0	107.6	130.2	4.2%	1.2%	5.5%	4.2%	1.2%	5.5%	4.2%
Jul	124.9	109.8	137.1	124.9	109.8	137.1	124.9	109.8	137.1	124.9	109.8	137.1	3.7%	-2.7%	1.0%	3.7%	-2.7%	1.0%	3.7%
Aug	114.3	108.8	124.3	114.3	108.8	124.3	114.3	108.8	124.3	114.3	108.8	124.3	1.0%	-2.7%	-1.7%	1.0%	-2.7%	-1.7%	1.0%
Sep	117.8	94.1	110.9	117.8	94.1	110.9	117.8	94.1	110.9	117.8	94.1	110.9	6.1%	-8.5%	-2.8%	6.1%	-8.5%	-2.8%	6.1%
Oct	120.5	97.1	117.0	120.5	97.1	117.0	120.5	97.1	117.0	120.5	97.1	117.0	3.1%	-0.9%	-2.1%	3.1%	-0.9%	-2.1%	3.1%
Nov	119.2	108.4	129.2	119.2	108.4	129.2	119.2	108.4	129.2	119.2	108.4	129.2	-8.3%	7.0%	-2.1%	-8.3%	7.0%	-2.1%	-8.3%
Dec	121.3	96.3	116.8	121.3	96.3	116.8	121.3	96.3	116.8	121.3	96.3	116.8	-4.8%	33.2%	26.9%	-4.8%	33.2%	26.9%	-4.8%

Owners

Maximize your property and portfolio potential.

- Drive your profitability.

- Access the same data and analytics as your brands and operators.

- Find transaction opportunities.

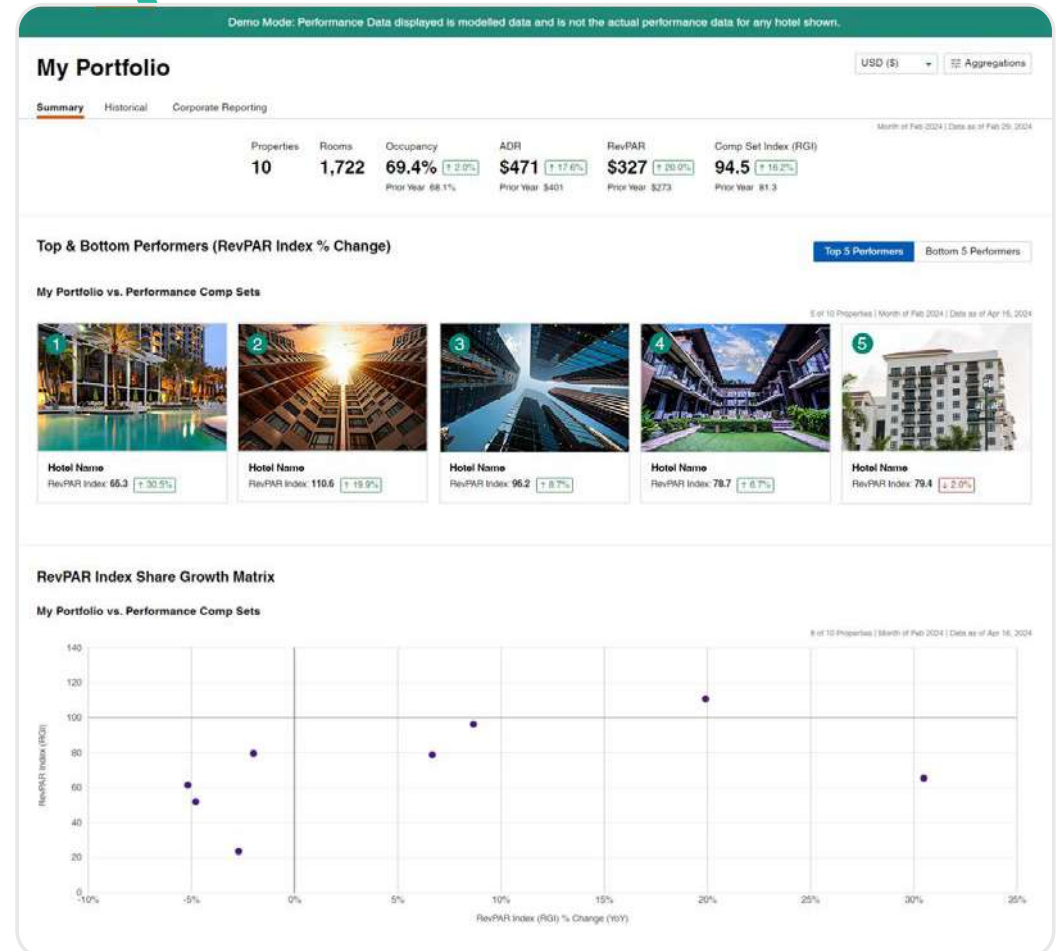
- Find the best locations for growth.

Note: All product screens included in this document show demo mode data only.

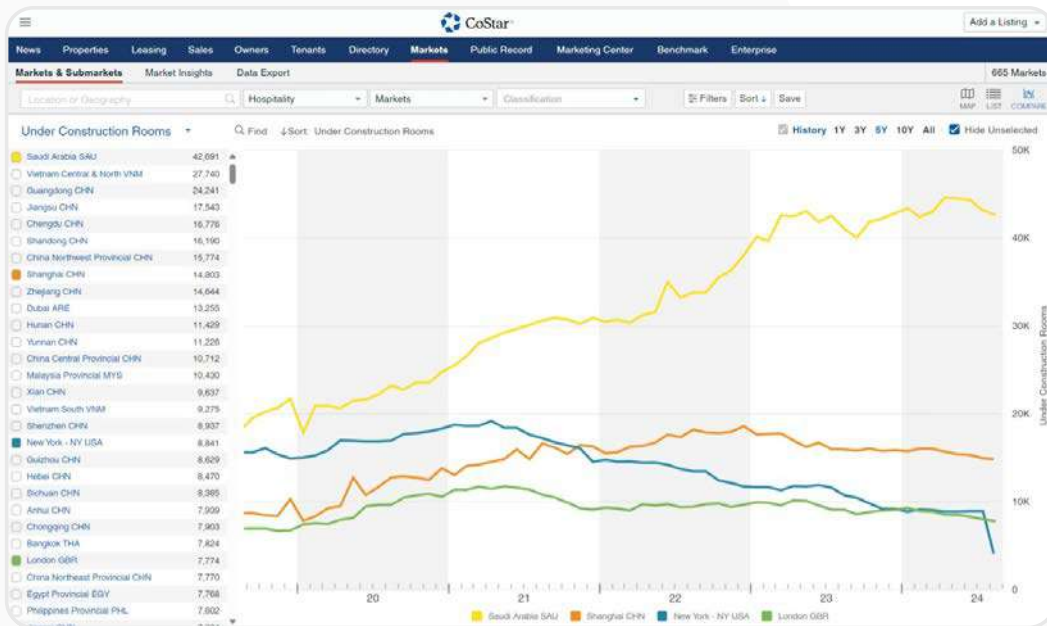
Operators

Optimize your hotel management strategy.

- Build multiple Competitive Sets that measure specific aspects of your business against the competition.
- Bolster strategies across your departments.
- Support your pricing and yield management decisions.
- Generate new corporate leads.



Note: All product screens included in this document show demo mode data only.



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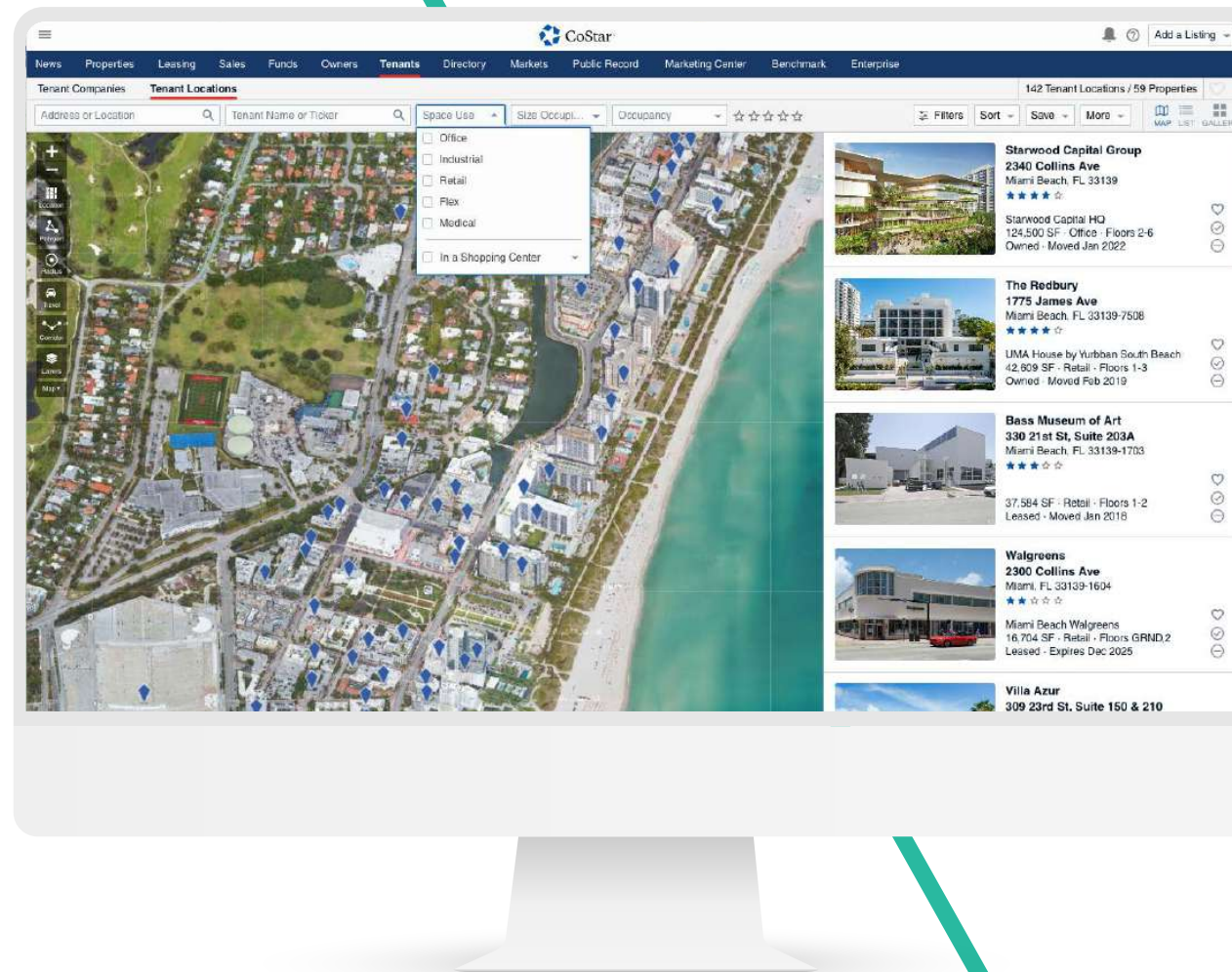
Brands

Maximize value for your company and franchisees.

- Elevate the precision of demand forecasts and influence future revenue decisions.
- Target prospective conversions, or widen targets to the most active developers, buyers, and sellers across all commercial asset classes.
- Understand acquisition and distribution cost impacts on revenue and profitability.
- Access comprehensive market and submarket forecasts from a single source to inform budgetary planning.

Bolster your commercial strategy and lead generation within the expansive commercial property market.

- Inventory and Pipeline
- Contact and Tenant Listings
- Transactions
- CMBS Loan Information
- Market Analytics and Forecasts





Find opportunity in the expansive commercial market

Markets

Understand recent trends and the outlook for a market or submarket through historical KPIs, forecasts and powerful analytics. Create your own view of the market with intelligence spanning the hospitality, office, industrial, retail, multi-family and student property segments.

Tenants

Leverage a detailed tenant database of 7M locations and 5M companies. Additionally, be the first to know about changes in surrounding businesses and whether they may positively or negatively impact travel behavior.

Properties

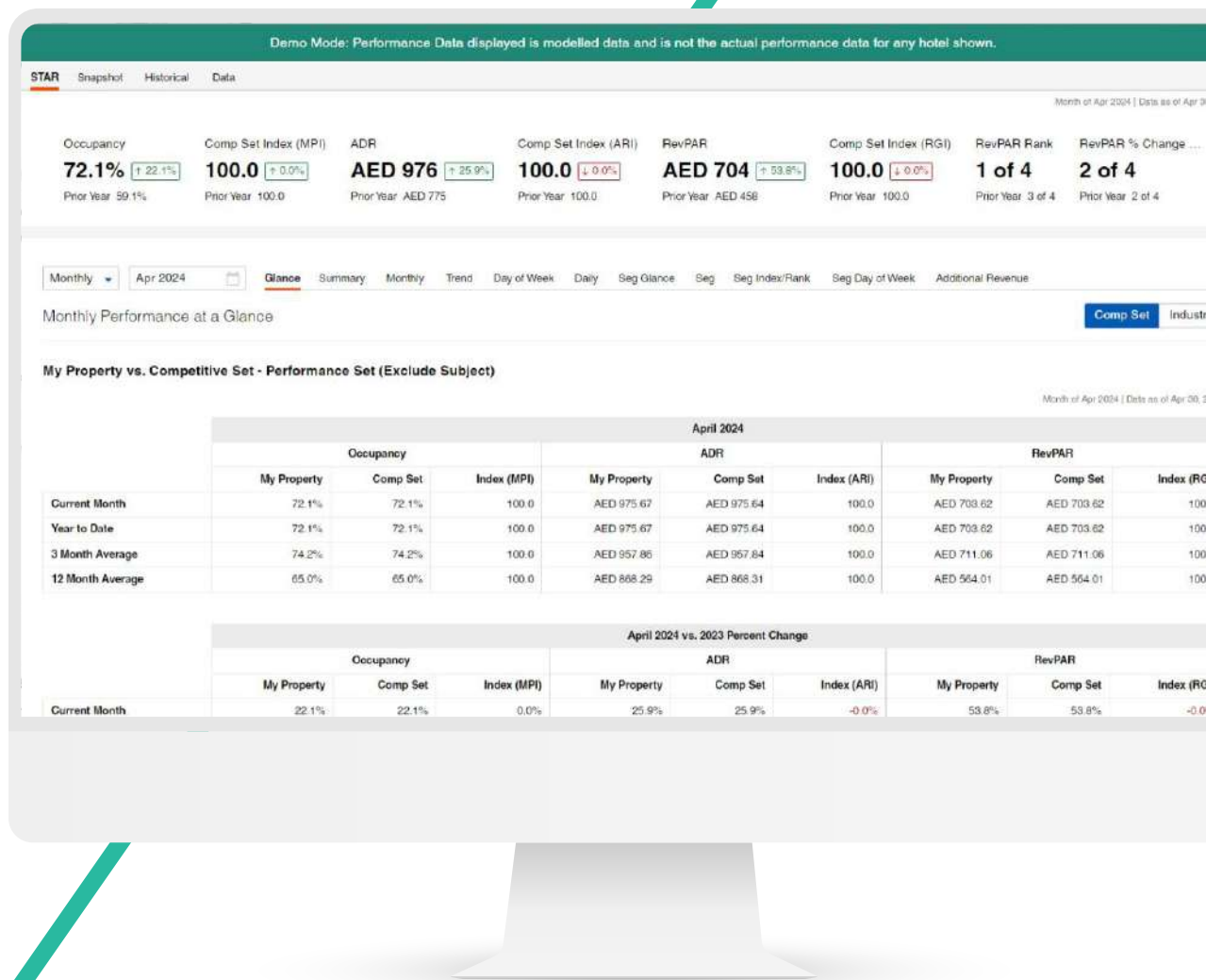
Access inventory of 7.3M properties across all major asset types and get the detail you need to find your next opportunity.

Competitive Sets


Good decisions can be made with high-level information. Optimal decisions come when you have comprehensive information. That is why hoteliers are best positioned to grow their business when they gain detailed insight into the competition.

A **Competitive Set**, commonly known as a **Comp Set**, comprises a collection of hotels with which a property competes for business.

Hotels included in Comp Sets are typically located in the same geographic area and offer similar services and amenities. By analyzing these properties in aggregate, revenue managers, owners and a host of additional stakeholders can better understand market position and adjust strategies accordingly.



Members


Reset Members Response Validate  Review

Property	Dist. (m)	Rooms	Participation Status			Room Share % ⓘ								
			Historical	Seg	Additio...	Hotel	Brand	Parent	Operator	Owner ⓘ	Brand	Parent	Operator	Owner
Park Hyatt Vienna	0.1	146	●	○	○	30%	30%	30%	30%	30%	Park Hy...	Hyatt H...	Hyatt Hotel...	SIGNA Group
Hotel Topazz & Lamee	0.2	64	●	⊗	⊗	13%	-	-	13%	13%	-	-	Lenikus H...	Lenikus Hotels
Hotel Am Parkring	0.5	55	●	⊗	⊗	11%	-	-	11%	11%	-	-	Schick-Hot...	Schick-Hotel...
Palais Hansen Kempinski Vi...	0.5	152	●	●	○	31%	31%	31%	31%	31%	Kempin...	Kempin...	Kempinski ...	Warimpex
The Amauris Vienna	0.5	62	●	⊗	⊗	12%	-	-	12%	12%	-	-	The Amau...	Kärntner Rin...

Affiliated with Subject Property Monthly & Daily Monthly Only No Data

1 Show 10 per page

Candidates

Property Name or STR ID Monthly Luxury +1 Candidates Filter 

Property	Dist. (... ↑)	Rooms	Participation Status			Brand	Parent	Operator	Owner
			Historical	Seg	Additiona...				
Composite Property ⓘ	-	-	⊗	⊗	⊗	-	-	-	-
Steigenberger Hotel Herrenhof	0.2	196	●	⊗	⊗	Steigenberger	Huazhu Hotels Group	Huazhu Hotels Group	
Radisson Blu Style Hotel Vienna	0.2	78	●	●	●	Radisson Blu	Radisson Hotel Group	Radisson Hotel Group	WSF Group
Hotel Sacher Wien	0.4	152	●	⊗	⊗	-	-	Sacher Hotels	Sacher Hotels
Hotel De France ⓘ	0.4	0	●	⊗	●	-	-	AHL REAL APH G...	
Hotel Bristol. a Luxurv Collectio...	0.5	150	●	●	●	Luxurv Collection	Marriott International	Marriott International	

Harness the power of competitive share insights and advanced analytics, available for both individual properties and entire portfolios.

- Competitive Sets
- Top-Line Historical Metrics
- P&L Intelligence
- Forward Bookings
- Analytics and Visualizations
- User Management

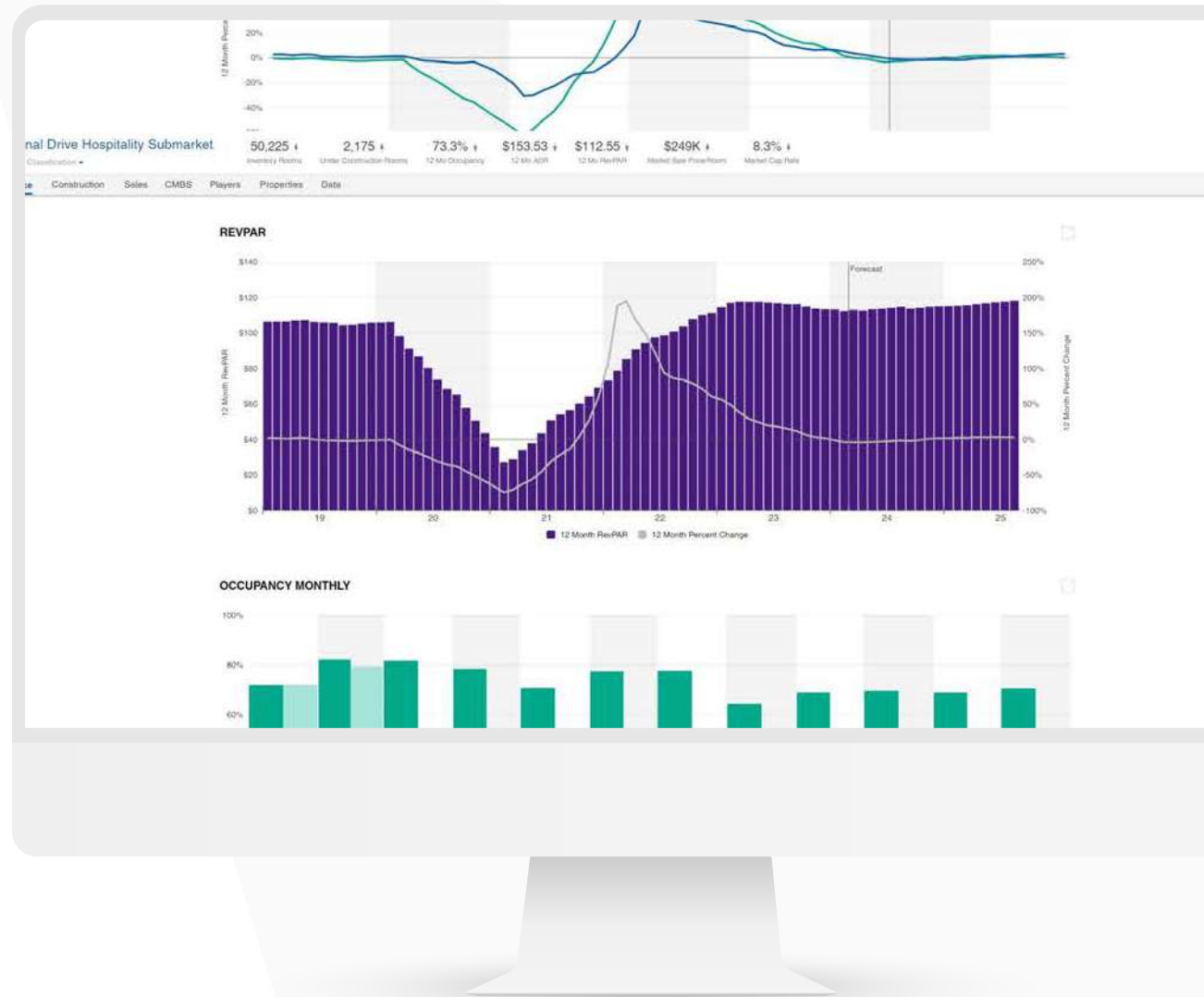
Historical data

If you don't know where you have been, you don't know where you are presently and you don't know where you are heading.

Historical data centers you to what is working and where opportunities exist. The utilization of historic data tells any revenue, sales, or marketing strategy where it should be focused and whether a strategy is delivering improved market share over time.

There aren't many industry disciplines that don't apply historical metrics to their daily functions.

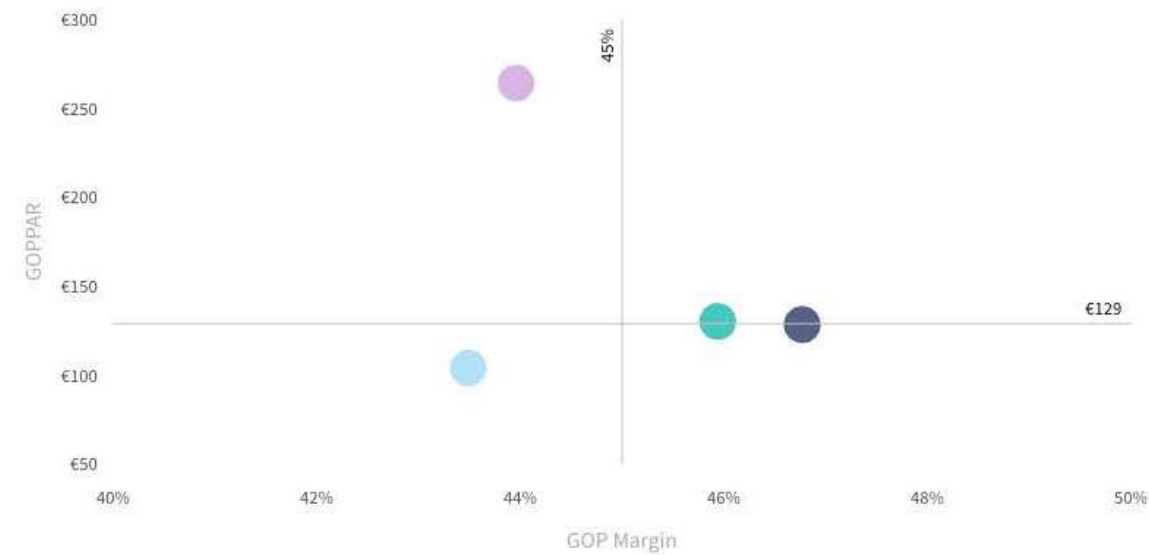
- General Managers
- Owners
- Revenue Managers
- Finance Departments
- Portfolio Representatives
- Marketing Teams



P&L data in action

Profitability Matrix

Paris London Berlin Amsterdam



P&L

No benchmarking experience can be considered comprehensive without frequent insight into the bottom line.

That insight provides vital intelligence for building and executing investment and operational strategies.

The end result? Improved operational efficiency and maximum hotel profitability.

P&L data informs better business decisions across the full spectrum of industry disciplines and stakeholders.

- Owners
- Commercial Brand Teams
- Franchise Support Teams
- Finance Teams
- Development Teams
- Investors

Forward-Looking Data

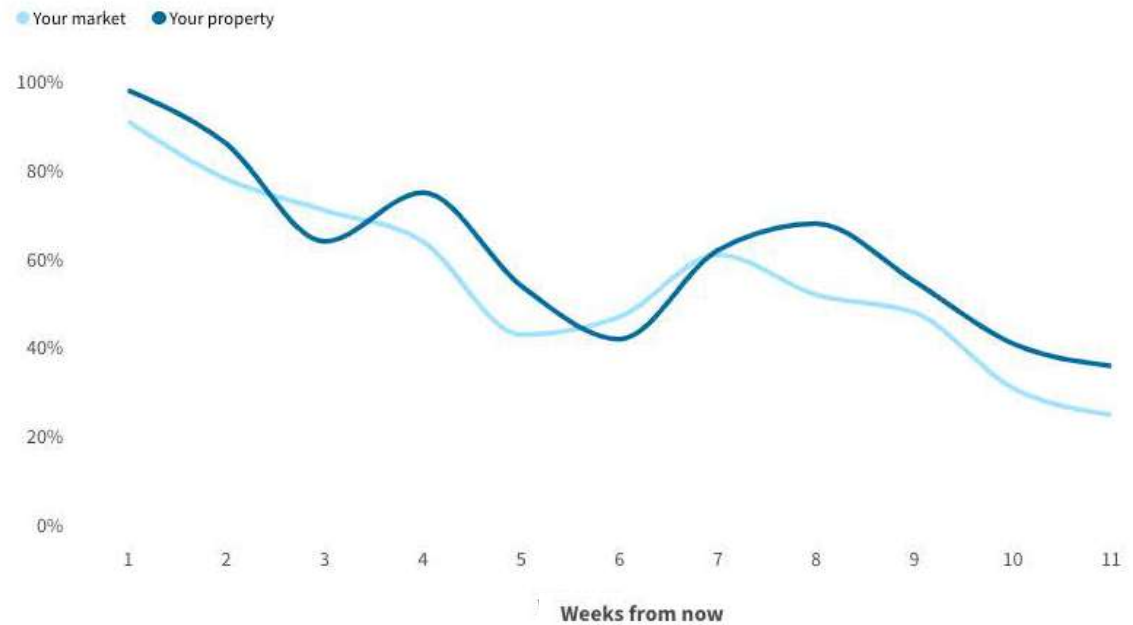
No benchmarking experience can be considered comprehensive without frequent insight into future booking levels in the marketplace.

Hoteliers can get ahead of the game by measuring rooms booked for the days, weeks and months ahead for both the local market and the competition.

Forward booking data informs better business decisions across the full spectrum of industry disciplines and stakeholders.

- General Managers
- Sales and Marketing Departments
- Revenue Managers
- Operational Managers
- Finance Teams
- Portfolio Managers
- Owners

Occupancy on the books for the next 12 weeks





Unmatched data quality and participation

A hotel benchmarking solution is only as good as the data that powers it. That is why CoStar and STR curate the highest in quality data. There is no other provider that comes close in terms of a directly sourced global sample.

85K hotels

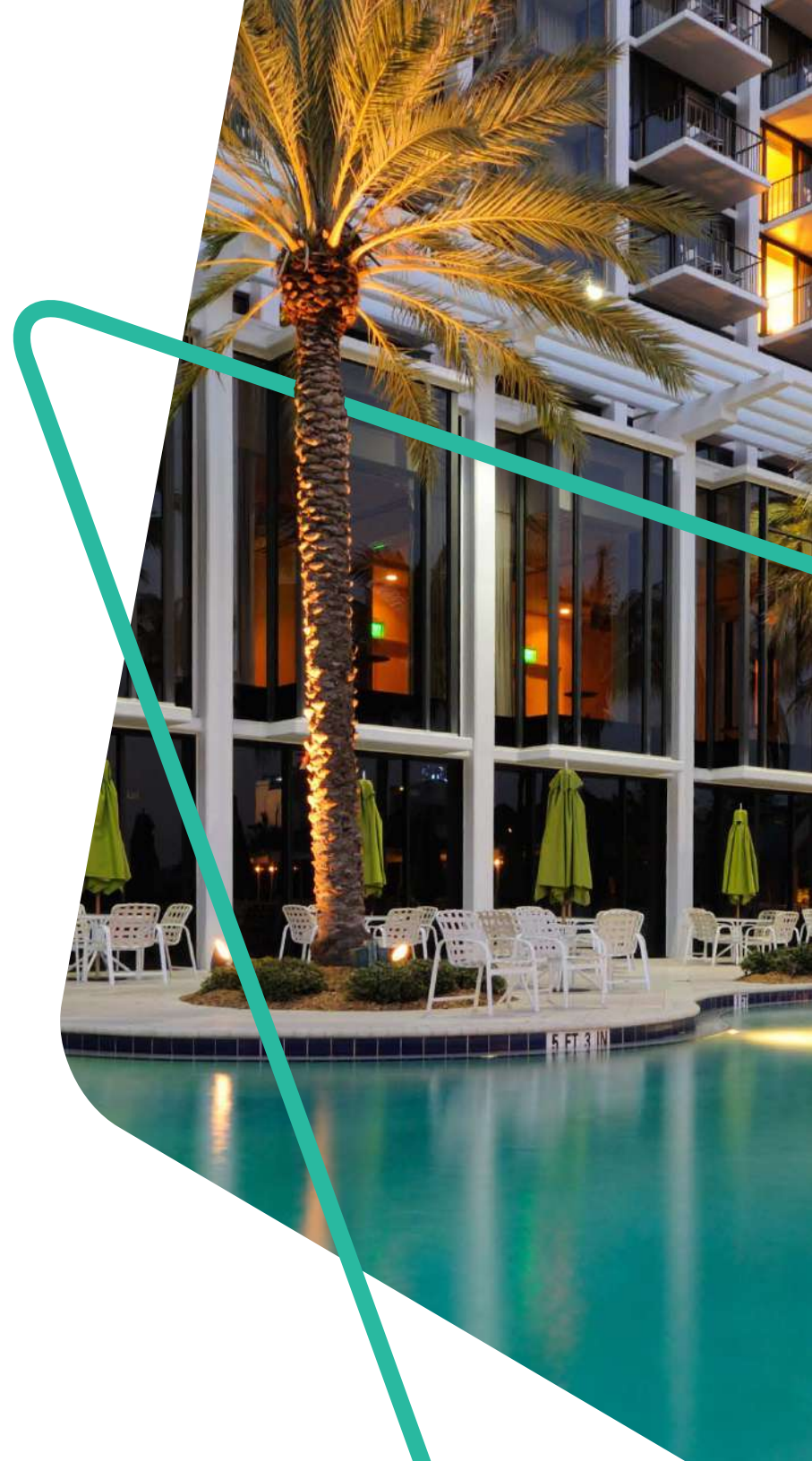
11M rooms

2,744 geographical segments

17,443 class/scale segments

Leverage the power of the full CoStar + Benchmark experience

	Benchmarking	Published View
Full Commercial Real Estate Intelligence	<input checked="" type="radio"/>	<input type="radio"/>
STAR Data	<input checked="" type="radio"/>	<input type="radio"/>
Advanced Analytics	<input checked="" type="radio"/>	<input type="radio"/>
Portfolio Benchmarking	<input checked="" type="radio"/>	<input type="radio"/>
Performance Comp Set	<input checked="" type="radio"/>	<input type="radio"/>
All Additional Comp Sets	<input checked="" type="radio"/>	<input type="radio"/>
Create/Edit Comp Sets	<input checked="" type="radio"/>	<input type="radio"/>
Hospitality Market Analytics/Forecasts	<input checked="" type="radio"/>	<input type="radio"/>





"I really love it and feel it's a game changer. I grew up with the old STAR Report and watched its **evolution over 30 years**, and by far, this is the best thing that could have happened with the tool."

Peter Komar, VP, Operational Strategies,
Atrium Hospitality



"It's just so much easier to to access historical data on Benchmarking tool. We have just migrated to it so we're excited to use it to its fullest extent. For my role, **STR is the most important thing with the integration to CoStar** so that's why we signed up for the whole benchmarking tool and setting us up."

Rahul Guglani, Director of Revenue Management,
SilverBirch Hotels & Resorts