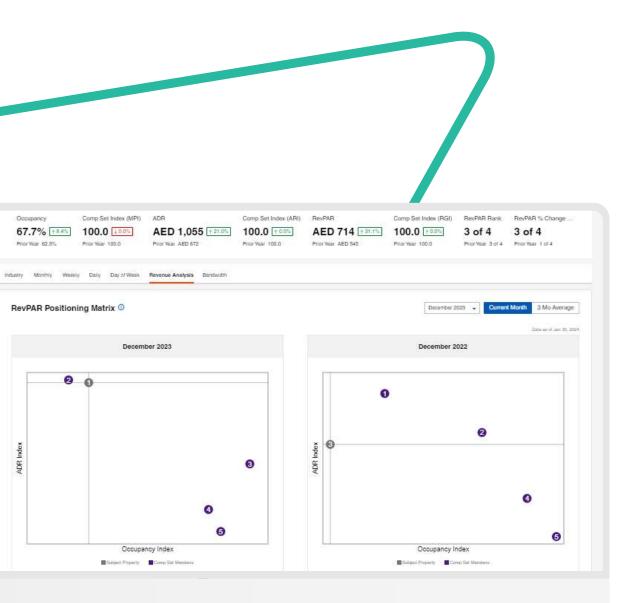


CoStar and its transformative **Benchmark** solution

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.

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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.

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

Owners

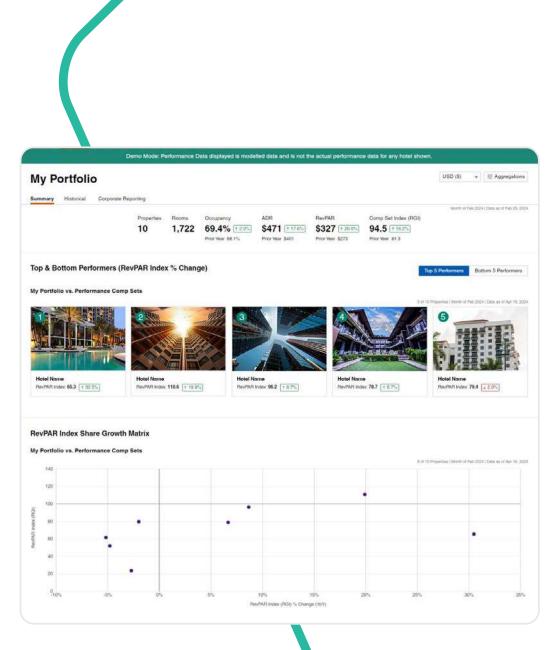
Maximize your property and portfolio potential.

- Drive your profitability.
- Access the same data and analytics as your brands and operators.
- Find transaction opportunities.
- Find the best locations for growth.

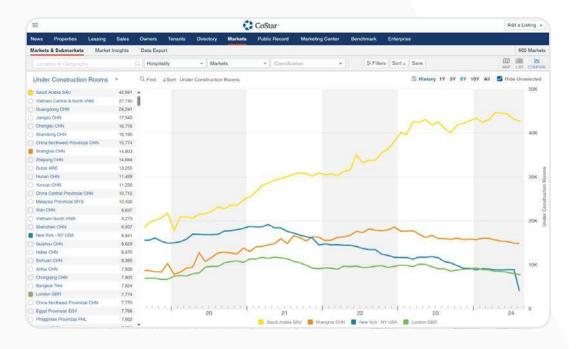
Operators

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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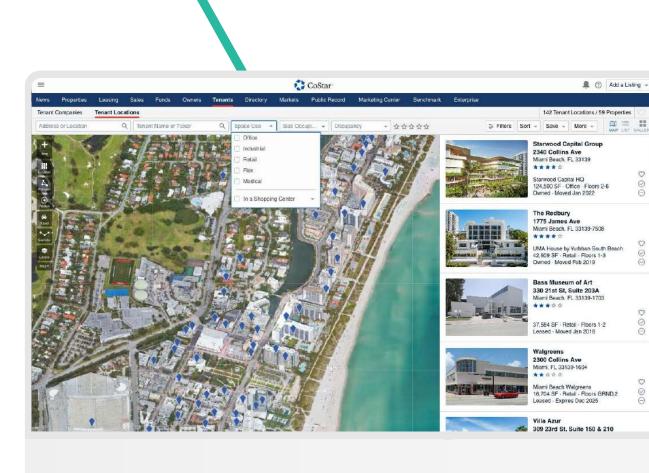
Brands

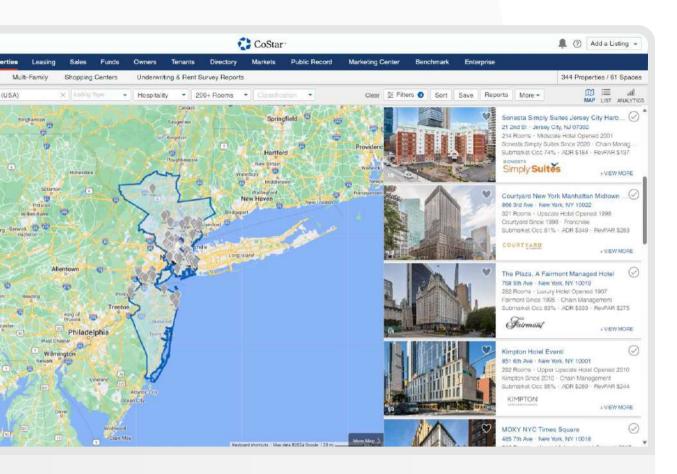
Maximize value for your company and franchisees.

- 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, multifamily 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

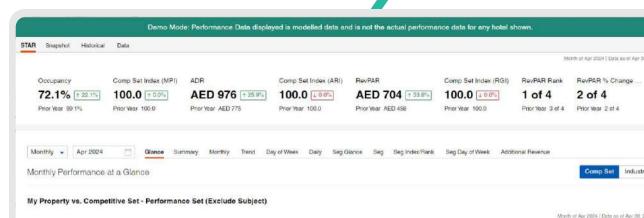
Access inventory of 7.3M properties across all major asset types and get the detail you need to find your next opportunity.

Competitive Sets

Good decisions can be made with highlevel 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.



	April 2024									
		Occupancy			ADR		RevPAR			
	My Property	Comp Set	Index (MPI)	My Property	Comp Set	Index (ARI)	My Property	Comp Set	Index (RG	
Current Month	72.1%	72.1%	100.0	AED 975.67	AED 975.64	100.0	AED 703.62	AED 703.62	100	
Year to Date	72.1%	72.1%	100.0	AED 975.67	AED 975.64	100.0	AED 703.62	AED 703.62	100	
3 Month Average	74.2%	74.2%	100.0	AED 957.86	AED 957.84	100.0	AED 711.06	AED 711.06	100	
12 Month Average	65.0%	65.0%	100.0	AED 868.29	AED 868.31	100.0	AED 564.01	AED 564 01	100	

	April 2024 vs. 2023 Percent Change										
		Occupancy			ADR		RevPAR				
	My Property	Comp Set	Index (MPI)	My Property	Comp Set	Index (ARI)	My Property	Comp Set	Index (R		
Current Month	22.1%	22.1%	0.0%	25.9%	25.9%	-0.0%	53.8%	53.8%	-0.0		

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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

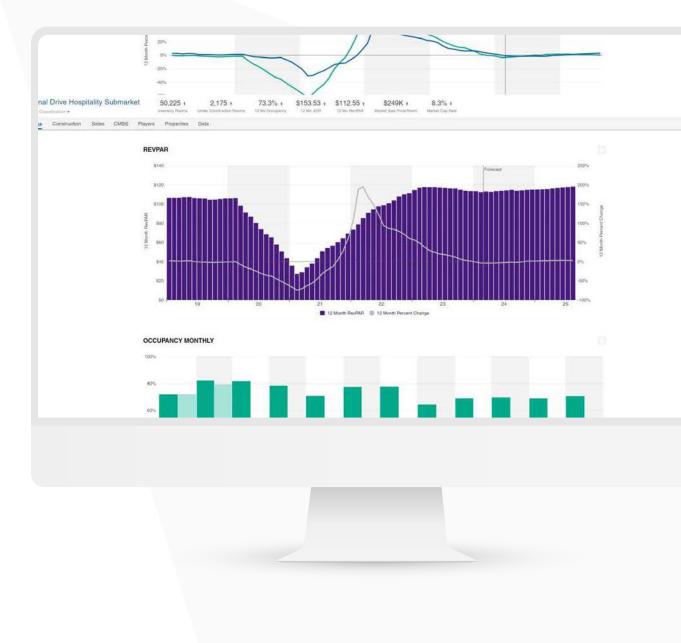
Historical data

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

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.

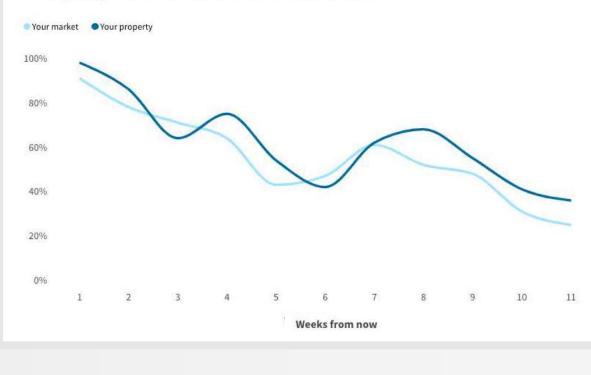
Hoteliers can get ahead of the game by measuring rooms booked for the days, weeks and months ahead for both the local market and the competition.

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.

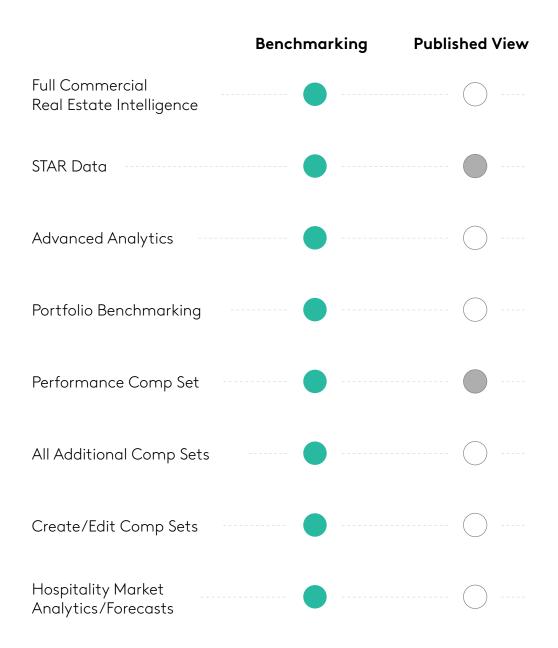
85K hotels

11M rooms

2,744 geographical segments

17,443 class/scale segments

Leverage the power of the full CoStar + Benchmark experience







"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