Segmentation Data

The benefits of reporting your sources of business.

Identify trends and travel patterns.

Break down your data for a clearer picture of revenue sources.

Inform your marketing strategies.

Discover the customer base most profitable for you.

Add this segmentation data to your existing monthly and weekly STAR report at **no additional cost.**

More information on segmentation on can be found in **STR's Data Reporting Guidelines.**

Please direct all inquiries to info@str.com
or 615.824.8664 ext. 3504

str

Benchmarking your world