



U.S. & Canada Results Week Ending March 21



HOTEL DATA
CONFERENCE
Hosted by STR and Hotel News Now

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STR.com (COVID-19 landing page)

Analysis blogs, webinar recordings, press releases, etc.



The screenshot displays the STR.com website interface. At the top, there is a navigation bar with the STR logo on the left and menu items: DATA SOLUTIONS, INDUSTRIES WE SERVE, DATA INSIGHTS, WHO IS STR, and CONTACT. On the right side of the navigation bar, there is a search icon, a location dropdown set to 'North America', a language dropdown set to 'English', a shopping cart icon with a '0' notification, and a 'LOG IN' button.

The main content area features a large heading: "Data-driven solutions that empower your business". Below this heading is a paragraph: "Our global data and analytics services set the hospitality industry standard and inform your decisions through insights into your market and competition." At the bottom left of this section, there are two buttons: "TREND REPORTS" and "COVID-19 UPDATES".

The central part of the screenshot shows a dashboard for the "Week of August 26, 2018". It includes a "Property Details" section for "Regent National Resort & Convention Center, 37th St, Denver, CO, USA". The dashboard also features a "Comp Sets" map of the Washington D.C. area, "Top Performing Week/Day" and "Bottom Performing Week/Day" lists, and an "At A Glance" section with various performance metrics:

Metric	Value	Change
Disparity	51.7	-35.2%
RevPAR	187.27	9.7%
Occupancy	96.81	-29.0%

RevPAR In Free Fall

Total U.S. RevPAR % Change, Week ending March 21



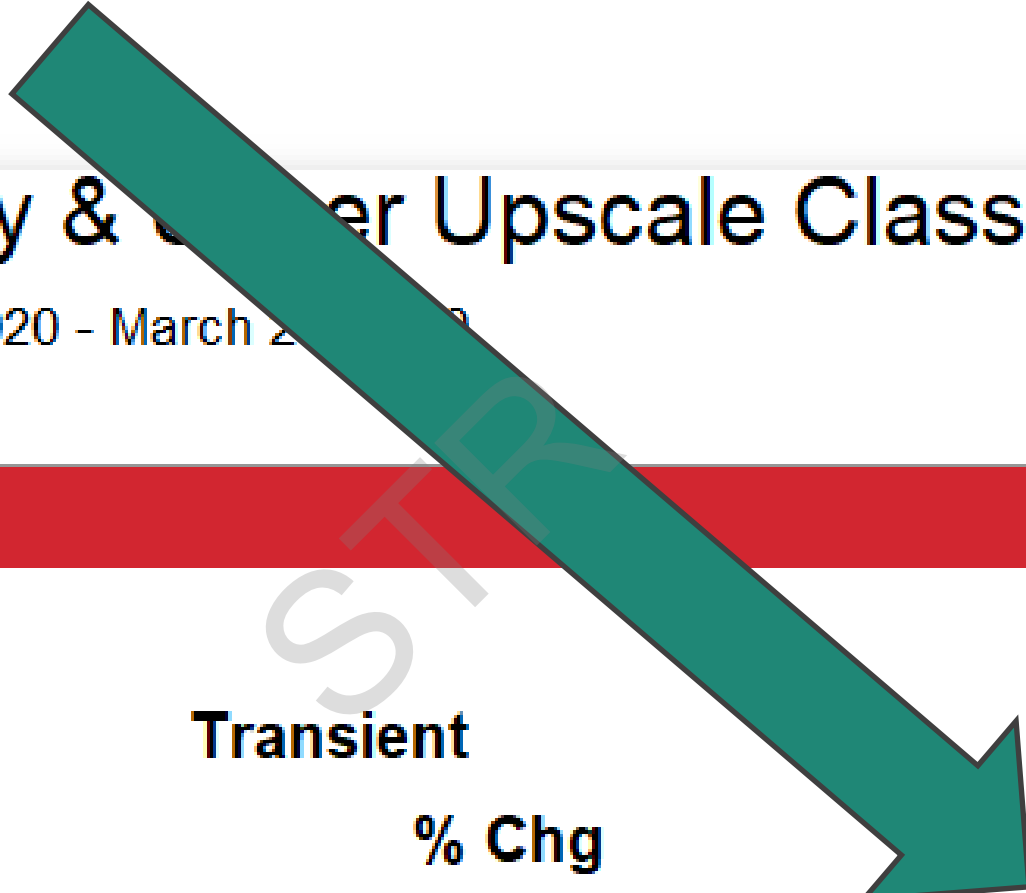
-69.5%

What None Of Us Ever Imagined...



Summary: Luxury & Upper Upscale Classes

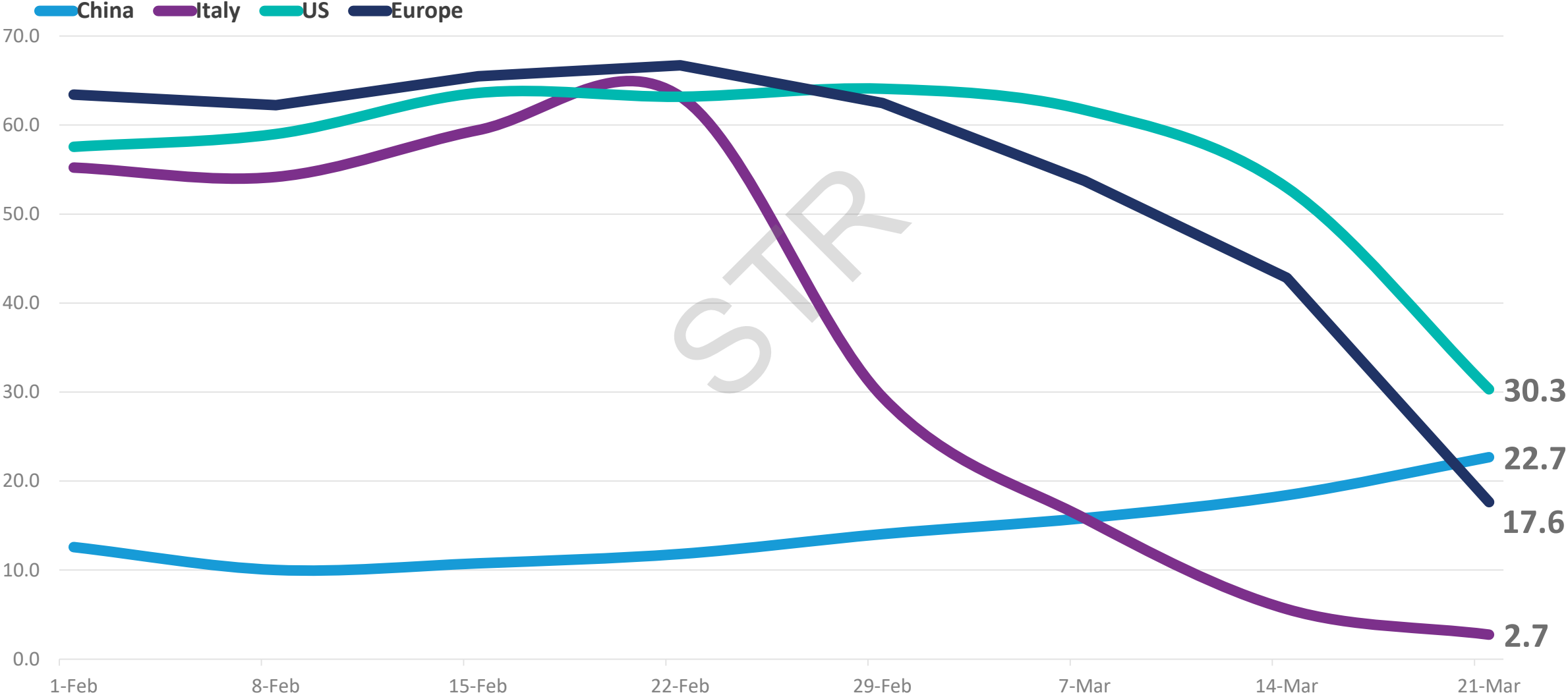
For the Week of: March 15, 2020 - March 21, 2020



		Current Week	
	Transient	Group	
			% Chg
Occupancy (%)	11.7	1.0	-96.1
			% Chg
			-76.3

China Recovers Slightly. Demand Tumbles Everywhere Else.

Absolute Occ %, Select Countries



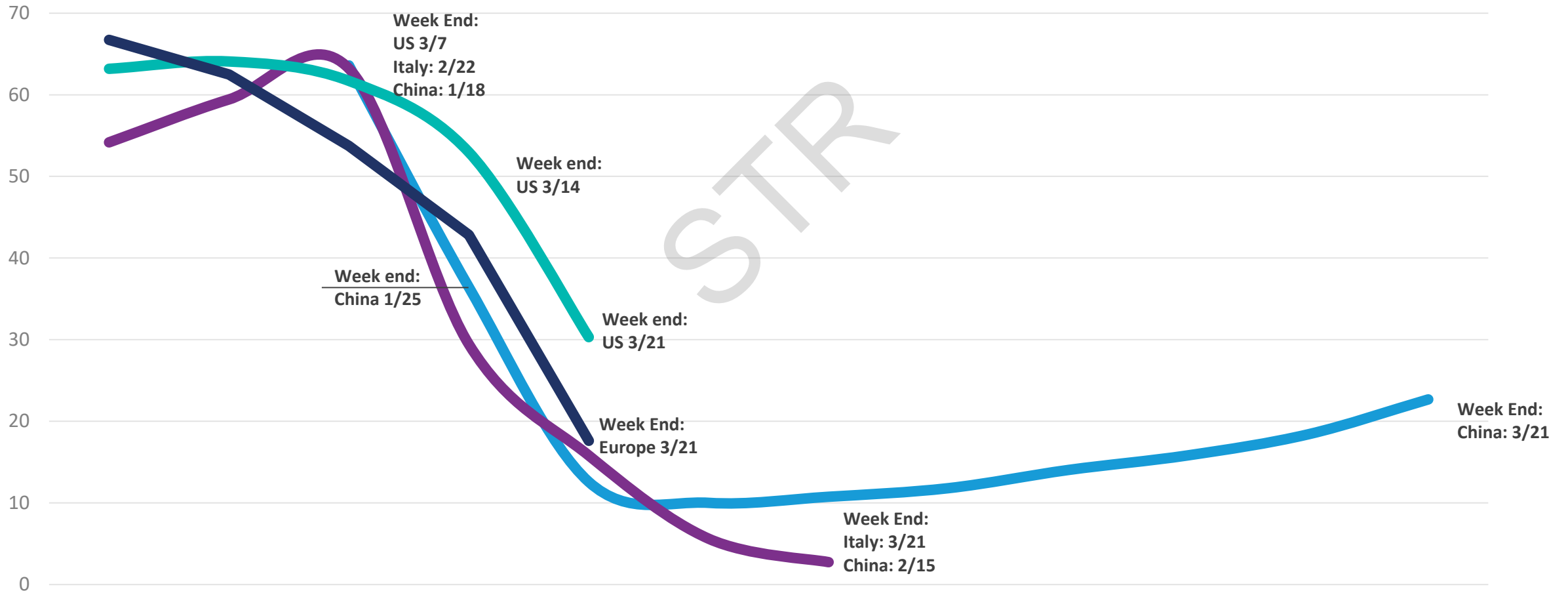
China Shows What's To Come

China Occ seems 8 weeks ahead, but that is likely a misleading read



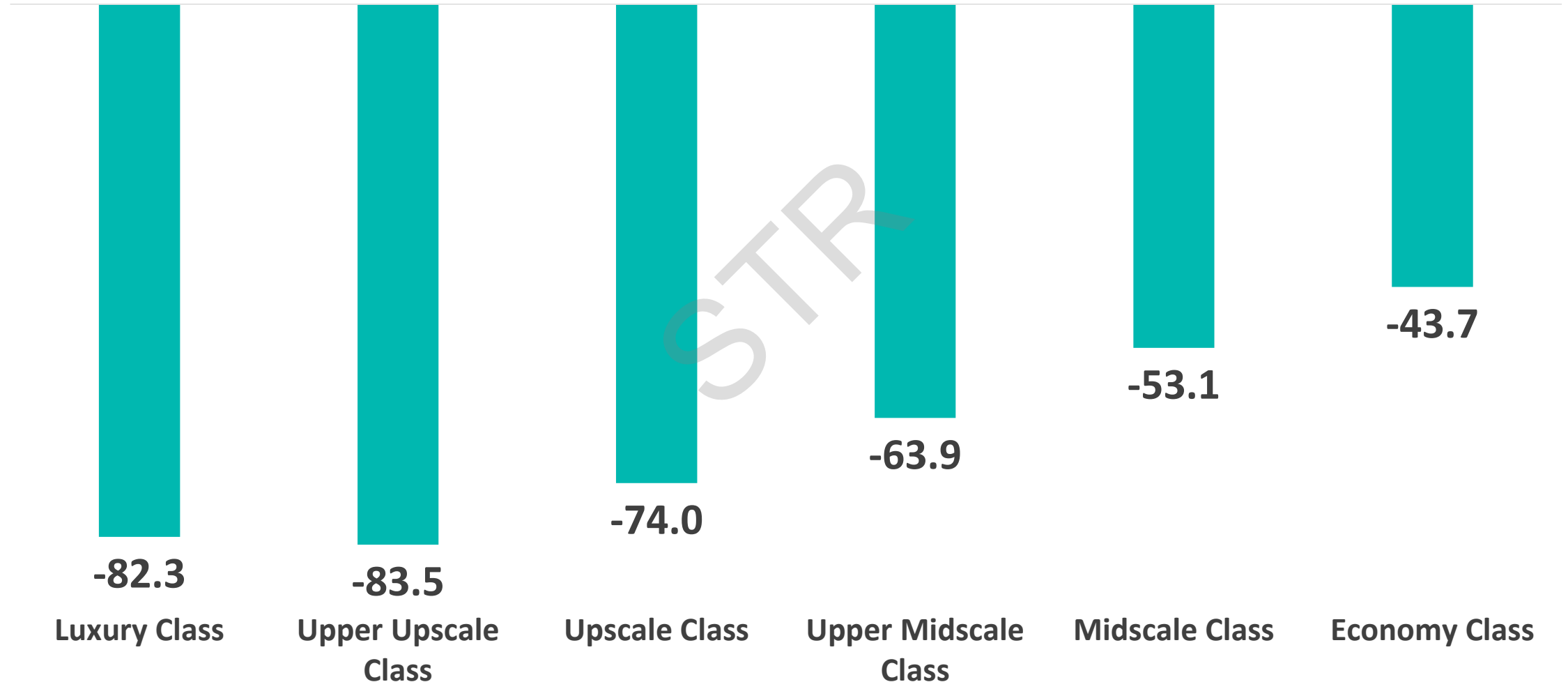
Absolute Occ %, Select Countries, Aligned by level of OCC

China Italy US Europe



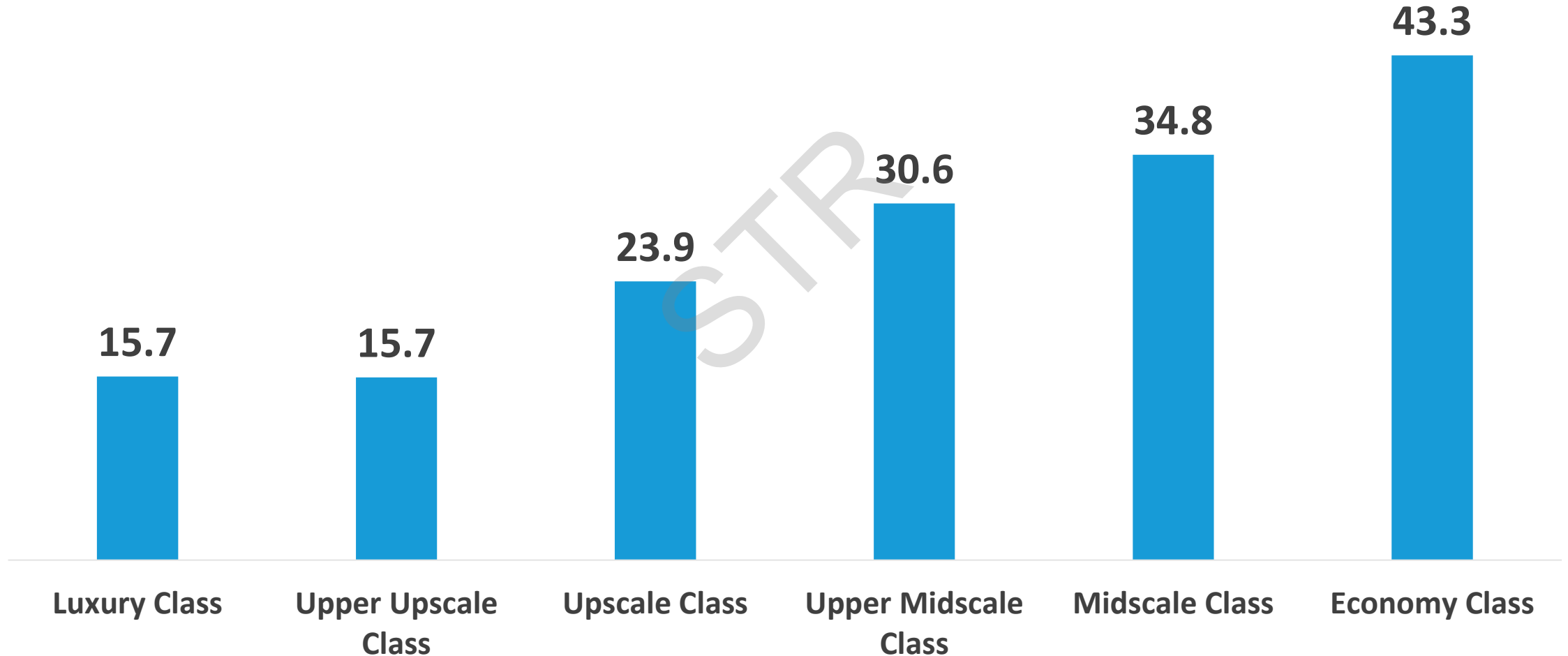
Class Performance: Meeting Hotels Suffer Most

RevPAR % Change, week ending March 21



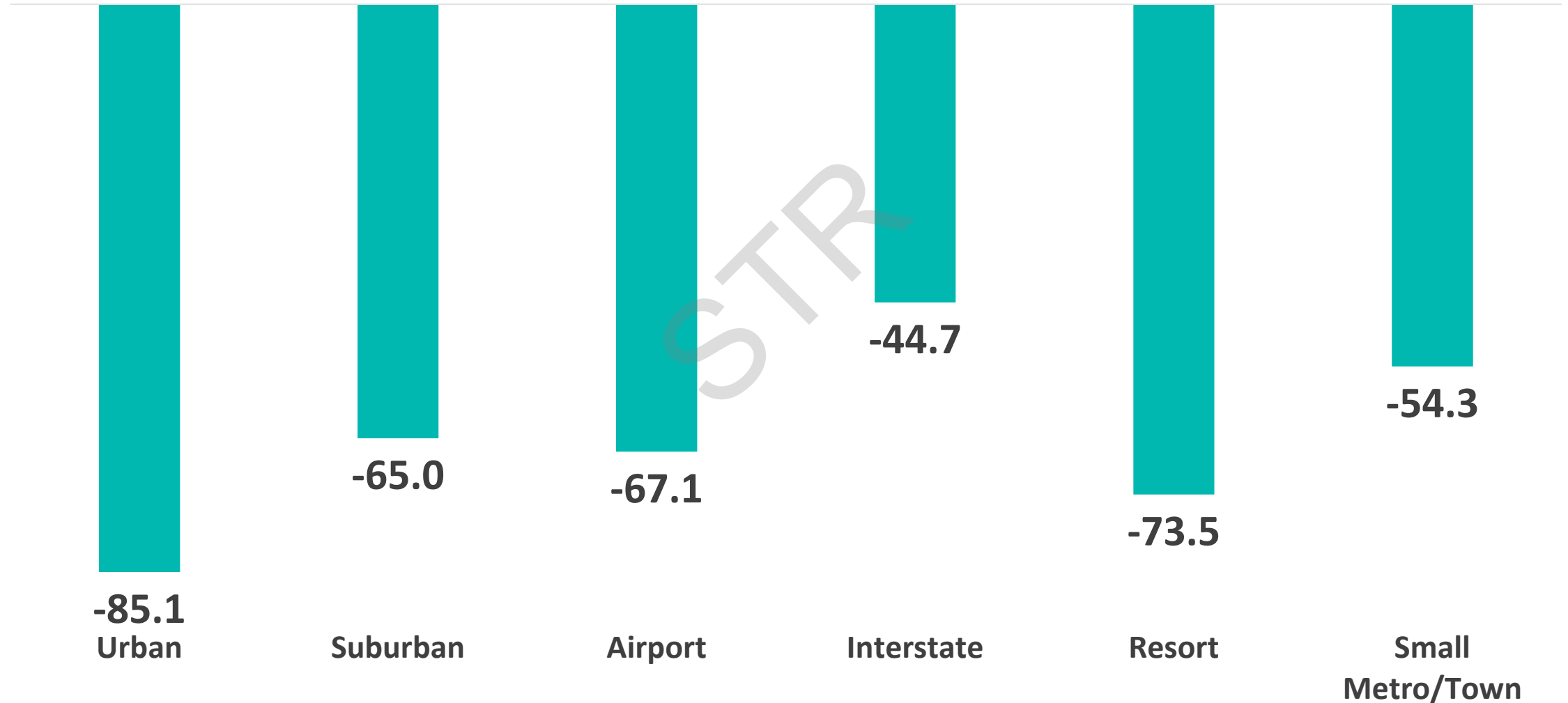
Class Performance: Unreal

Occupancy %, week ending March 21



Location Performance: Urban Hotels With Sharp Drops

RevPAR % Change, week ending March 14



Interesting Outlier

Luxury Chain Scale ADR % Change, Week ending March 21



+10.3%

Segmentation Data Shows Sharp Group Declines

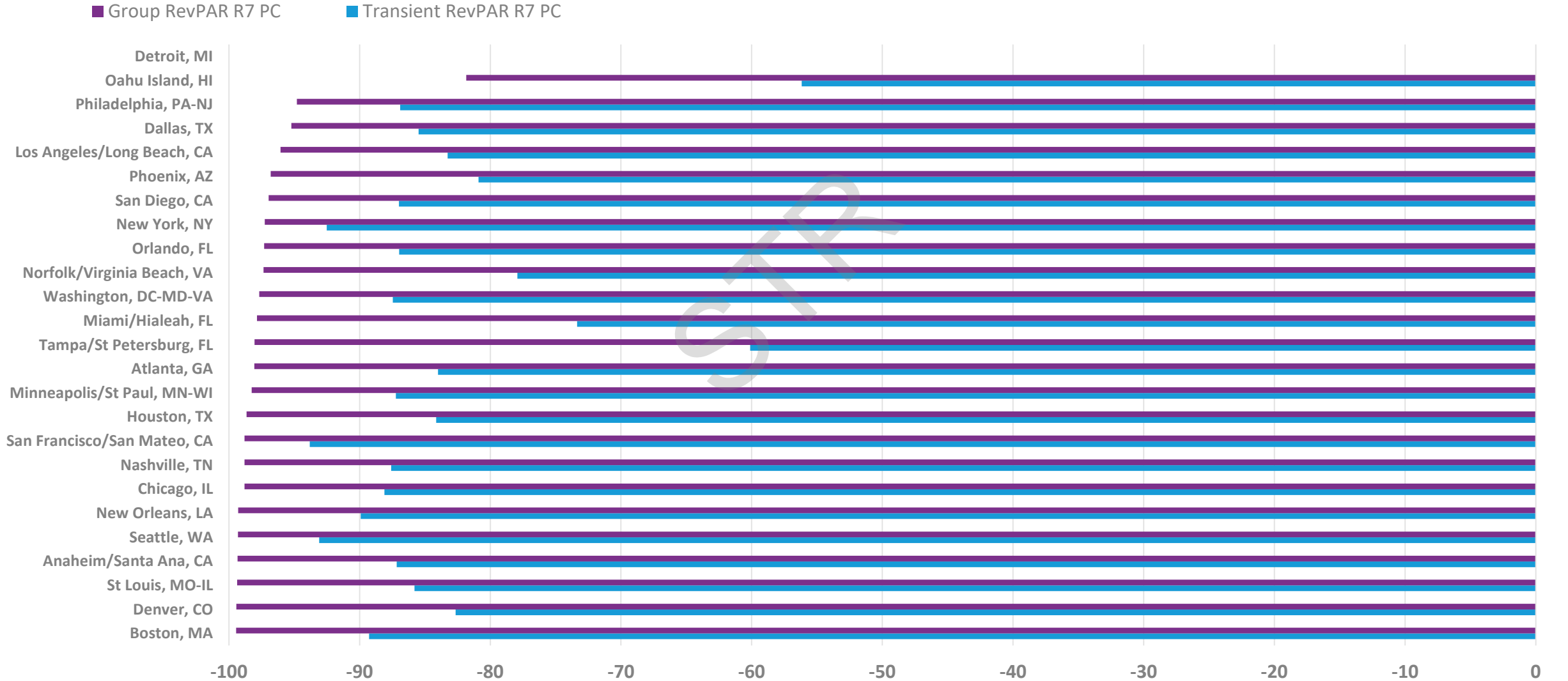
Segmentation KPIs, % Change, week ending March 21



	Transient	Group
Occupancy	-76.3	-96.1
ADR	-13.5	-13.9
RevPAR	-79.5	-96.6

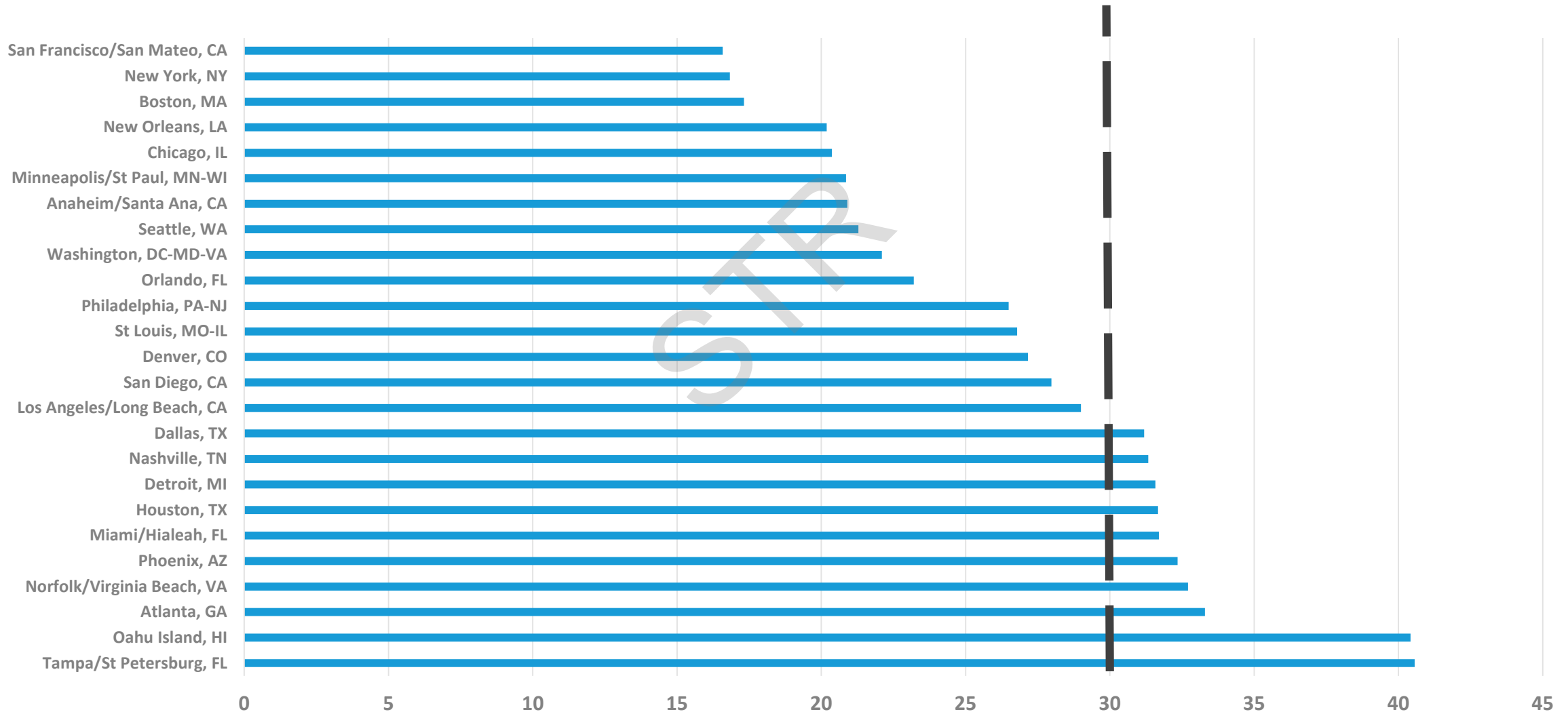
Top 25: Group RevPAR Basically Down -100%

Segmentation RevPAR % Change, Week end March 21



Top 25: Only 10 Markets Over 30%

Occupancy %, Week end March 21





Reminder:

**Webinar recording and slides
will be made available**



I. How to report no-show revenue and cancellation fees for my property?

The current approach for the inclusion/exclusion of no-show revenue is set forth by the USALI Revised 11th Edition. STR's Data Reporting Guidelines also reflect this guidance as below.

“No-shows” - Revenue derived from a transient or group guest who has individually guaranteed payment to reserve a room, but has failed either to occupy the room or cancel the reservation within the prescribed time frame **should be included** in room revenue figures and reported for the stay dates impacted.

Working example: If a hotel guest due to arrive on March 9 for 3 nights, fails to occupy the room, this revenue should be evenly split across the 3 nights (March 9-11).

*Please note that STR does not accept revenues where zero rooms sold is reported. Please contact us for further guidance.

Group attrition or cancellation fees - Fees received due to cancellations (generally advance deposits for meetings, conventions, groups, guest sleeping room blocks, etc.) **should be excluded** from room revenue reported to STR. Revenue of this nature is credited to the Miscellaneous Income section of the property's financial statement (Schedule 4).

Closed Hotels Methodology



Hotels closed for at least a calendar month due to COVID-19 outbreak are to be marked as Closed (with “Temporary/Renovation Closed” status) with an anticipated reopening date where available. Hotels marked as “Temporary/Renovation Closed” assume closed status, have no available inventory during the renovation period, and therefore have no impact on the performance of competitive sets or industry segments.

If your hotel is closed for less than a calendar month, your hotel will remain ‘open’ in our systems. You will continue to have access to and receive reports during this time.

If for any reason you are unable to report any data, you will continue to have access to and receive reports during this time.

Scenarios For “Closed Hotel” Math



Scenario: My competitor has closed, how does it impact my daily/monthly competitive set performance?

Treatment: A hotel is considered “Temporary/Renovation Closure” when it is closed for a full month or longer during the COVID-19 pandemic. If a property has not informed us about their closure, and does not submit any data, it will be treated as a “non-reporting” property during the closure period for methodology purposes.

Scenario: How will hotel closures impact industry data?

Treatment: Hotels marked as “Temporary/Renovation Closed” assume closed status, have no available inventory during the renovation period, and therefore have no impact on the performance of competitive sets or industry segments.



Canada Results

Moving From Bad To Worse

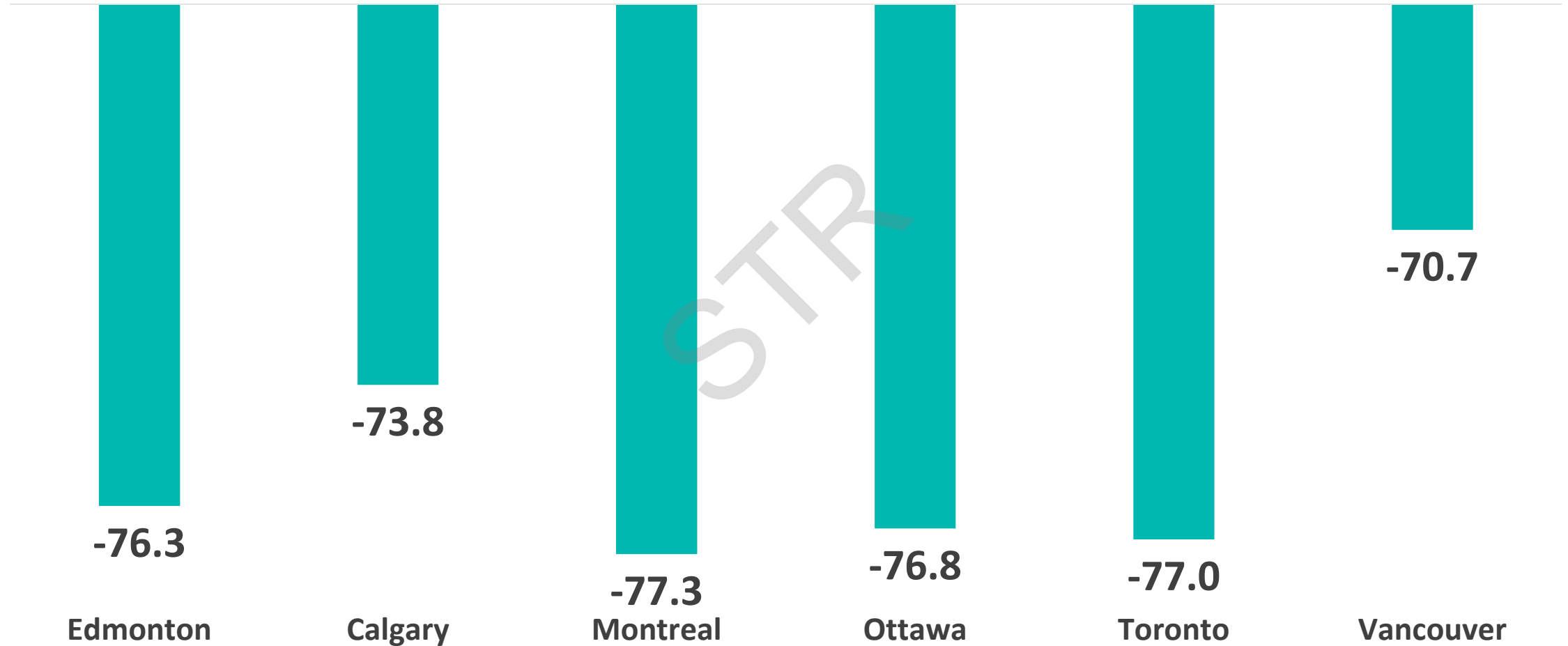
Total CAN RevPAR % Change, Week ending March 21



-70.9%

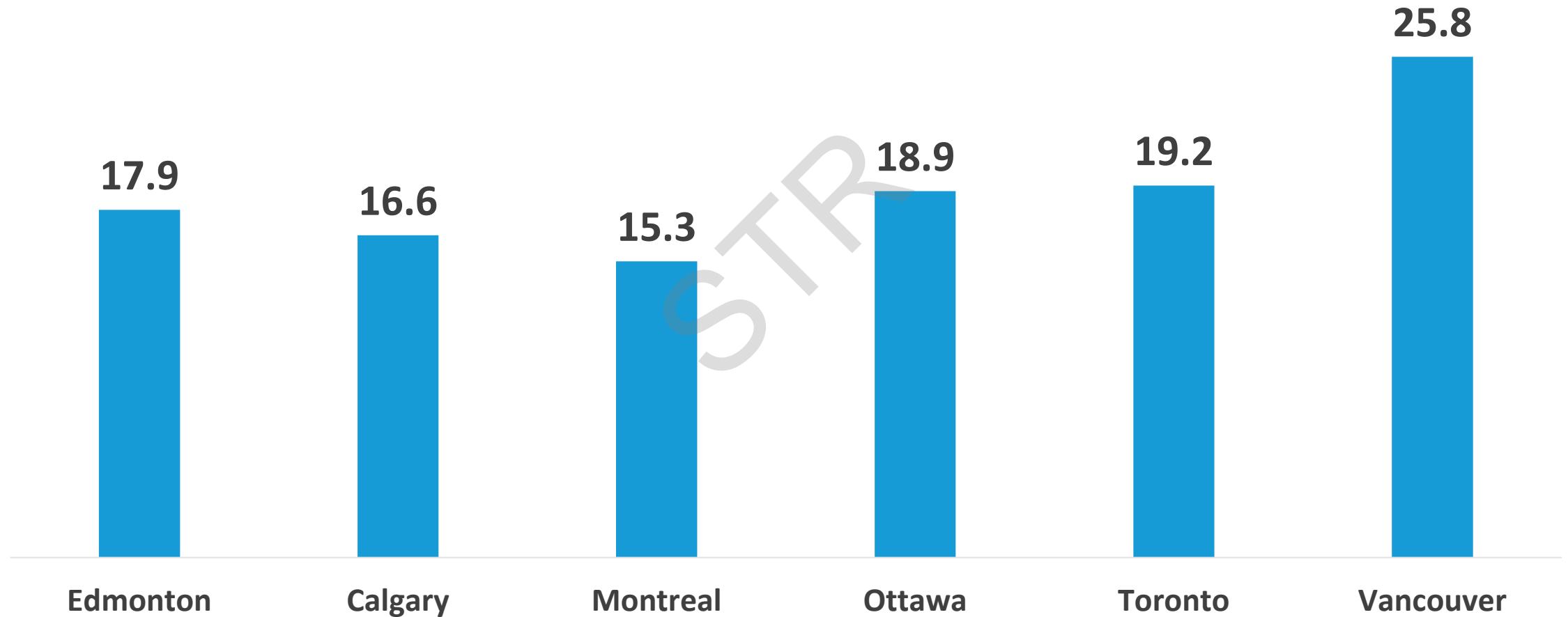
Market Performance: Sharp Drops Across The Board

RevPAR % Change, week ending March 21



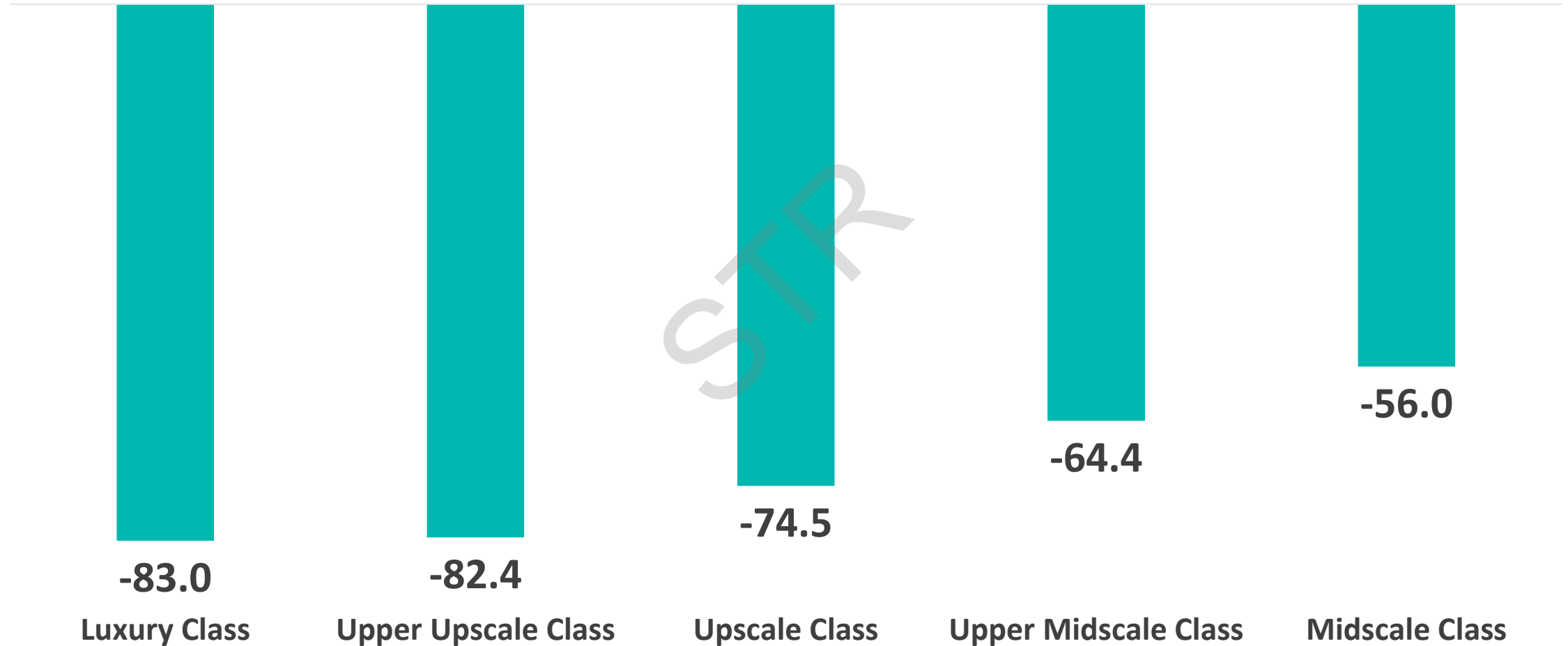
Market Performance: Around Four In Five Rooms Empty

Occupancy %, week ending March 21



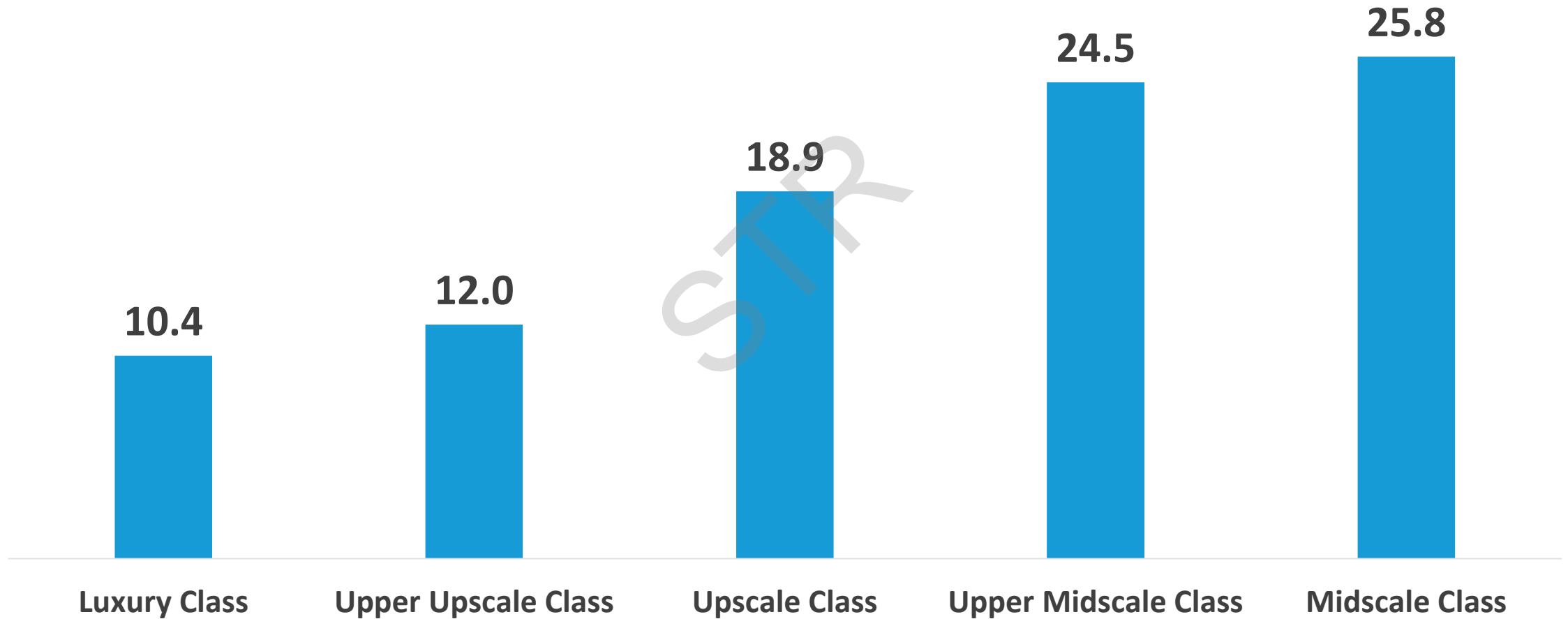
Class Performance: Meeting Hotels Suffer Most

RevPAR % Change, week ending March 21



Class Occupancy %: Dismal

Week ending March 21



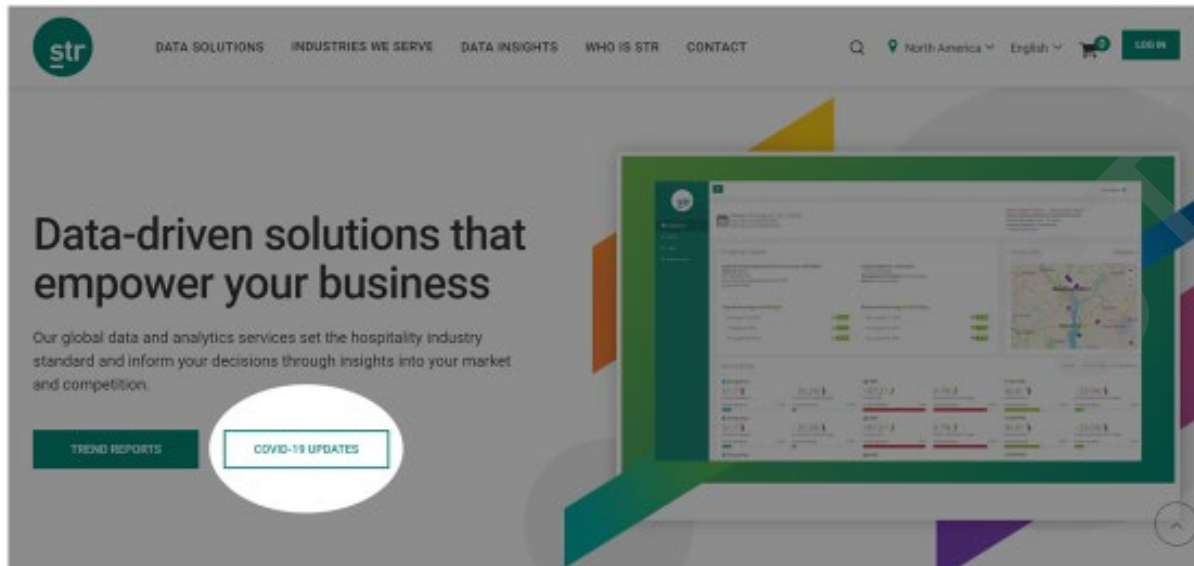
Resources



str.com

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Analysis blogs, webinar recordings, press releases, etc.



hotelnewsnow.com



info@str.com



Every Thursday
2:00 p.m. CDT

Webinar: Impact of the COVID-19 outbreak on the U.S. hotel industry

Speaker: Jan Freitag, Senior Vice President - Lodging Insights - STR





Thank you



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