



STR has over
44,000 participating hotels
globally representing over
5.8 million rooms.
Are you one of them?

SDIA and STR, the global leader in hotel data and performance benchmarking, are pleased to offer special introductory rates for STR products and services to all of our members.

For over 25 years, STR has worked hand in hand with the hospitality industry to provide complete, confidential, comprehensive and customized data. Hoteliers use the STAR Report to gauge their competition, benchmark performance and identify ways to increase their revenue. All major chains and thousands of independent hotels already participate with STR, including over 63% of the rooms in our state.

Allied Member?

STR products are also available for our allied members. The most popular of these products is the hotel pipeline, which provides an inside look at future hotel supply and a list of upcoming projects to help build lead lists.

Additional Offers

Because of our special relationship with the STR family of companies, including HotelNewsNow.com, STR Analytics, RRC Associates and the Hotel Data Conference, we are able to extend special introductory discounts for these companies as well, which are listed in the side column. For more information on the STR family of companies or products available, please contact *Jillian McNamee* at jmcnamee@str.com or 615 824 8664 ext. 3313

To find out more about the STR family of companies and see their full product lineup visit www.STR.com.

special discounts*

data providers*

- Monthly STAR: 25% off
Essential performance benchmarking reports that compare your hotel to your selected competitors.
- Weekly STAR: 25% off
Get your STAR Report every week with up-to-date performance data.
- Second Comp Set: \$225
competitive sets work just like your first one. Choose a group of four or more competitor hotels.
- Bandwidth and RPM bundle: \$540
Bandwidth and RPM (RevPAR Positioning Matrix) powered by STR Analytics, provide new ways to look at your data. They allow you to quantify your rank and position within your competitive set and examine your property versus each individual competitor.

all members*

- Hotel Data Conference registration discount:
The Hotel Data Conference is a unique opportunity to gain valuable insight about the current environment and the performance outlook for the hotel industry.
- US Hotel Review: \$1095 (\$600 savings)
Hotel Reviews provide accurate, up-to-date and 'high-level' overviews of key markets in key regions.
- Pipeline Report: 15% off
The Pipeline suite of products has something for everyone when it comes to future hotel supply.
- HotelNewsNow.com advertising: 15% off
HotelNewsNow.com is the definitive news source for hotel decision makers
- School Break Report: 15% off
RRC Associates is now offering a summary of over 500 schools and universities schedules across the US.
- Hotel Investment Barometer: 25% off
Stay on top of latest hotel real-estate transaction news, including information from city and county records, SEC filings and other sources.

* Discounts are available for first time purchasers of report, subscription, conference fee and/or advertisement only.

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