



Wiener Tourismusverband Webinar

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1.

STR
What we do

2.

**The international
hotel landscape**

3.

**Performance
Update Vienna**

4.

Benchmarking

The world's largest hotel performance sample



over
35 years
of expertise



Data from
180 countries



68,000
Hotels



9.1 million
Rooms

What we do



Performance Reports

Occ, ADR, RevPAR
Supply/Demand
Revenue
P&L



Research Studies

Event Impact
Regional
Performance Reviews
Whitepapers
Ad Hoc studies



Supply Reports

Existing supply
Future supply
Pipeline
Characteristics



Analysis

Compression
Day of Week
Event Impact
Bespoke client reporting



Forecast Reports

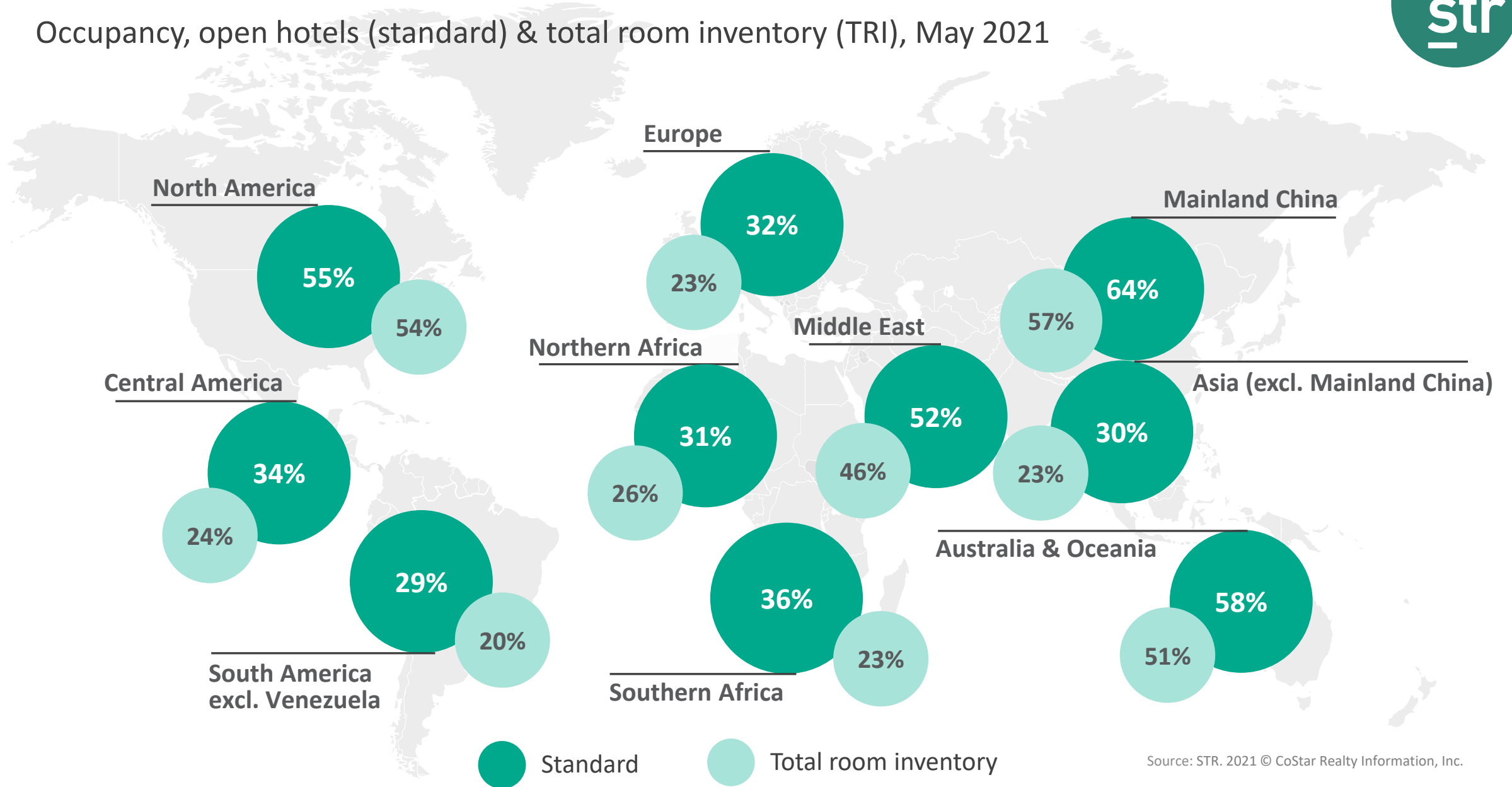
Main KPIs
5 years/6 quarters/
18 months
Macro economic input
Micro economic input



The International Hotel Landscape

Recovery occupancy race worldwide

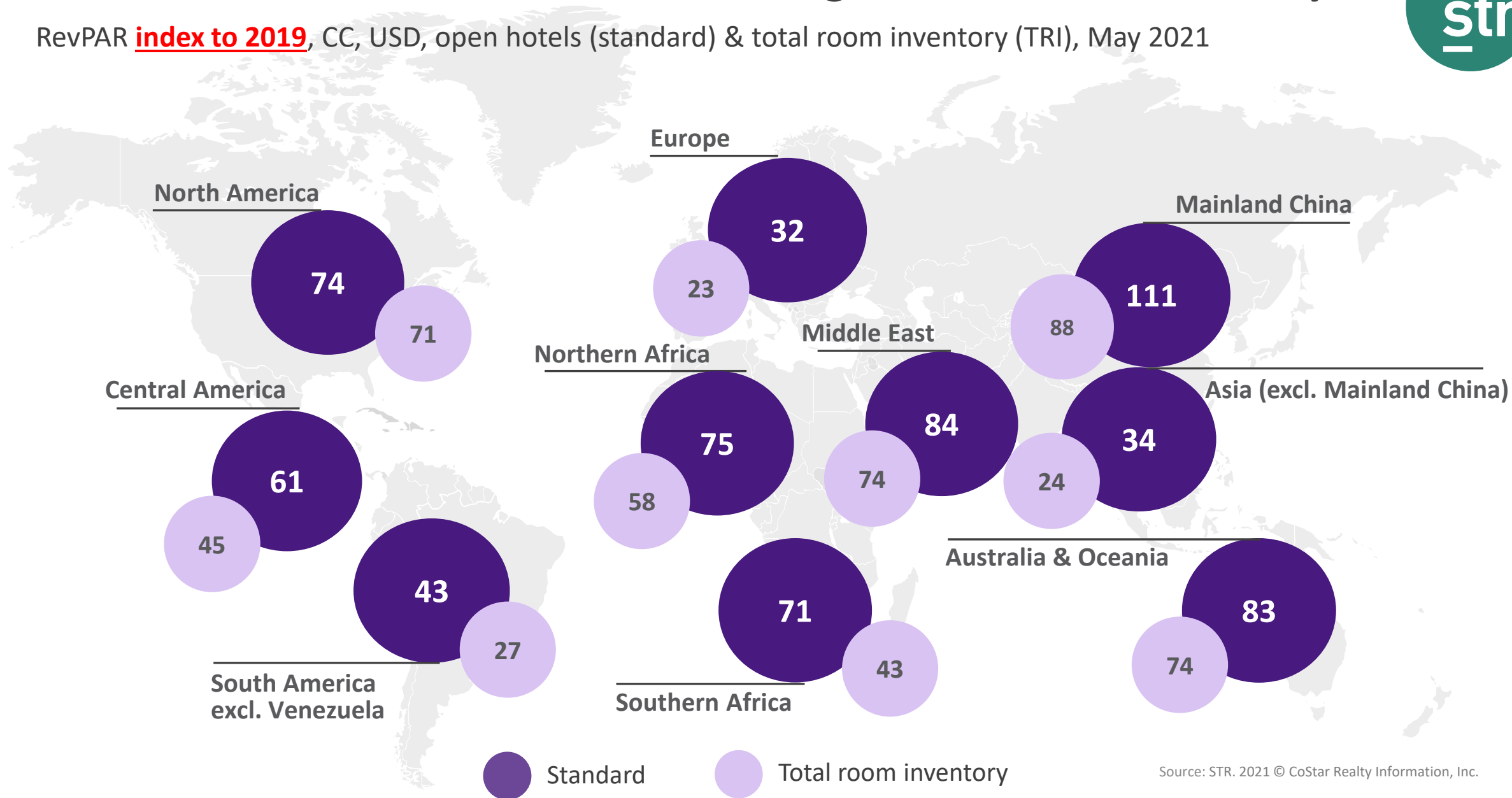
Occupancy, open hotels (standard) & total room inventory (TRI), May 2021



RevPAR indexed to 2019 shows an even greater divide in recovery

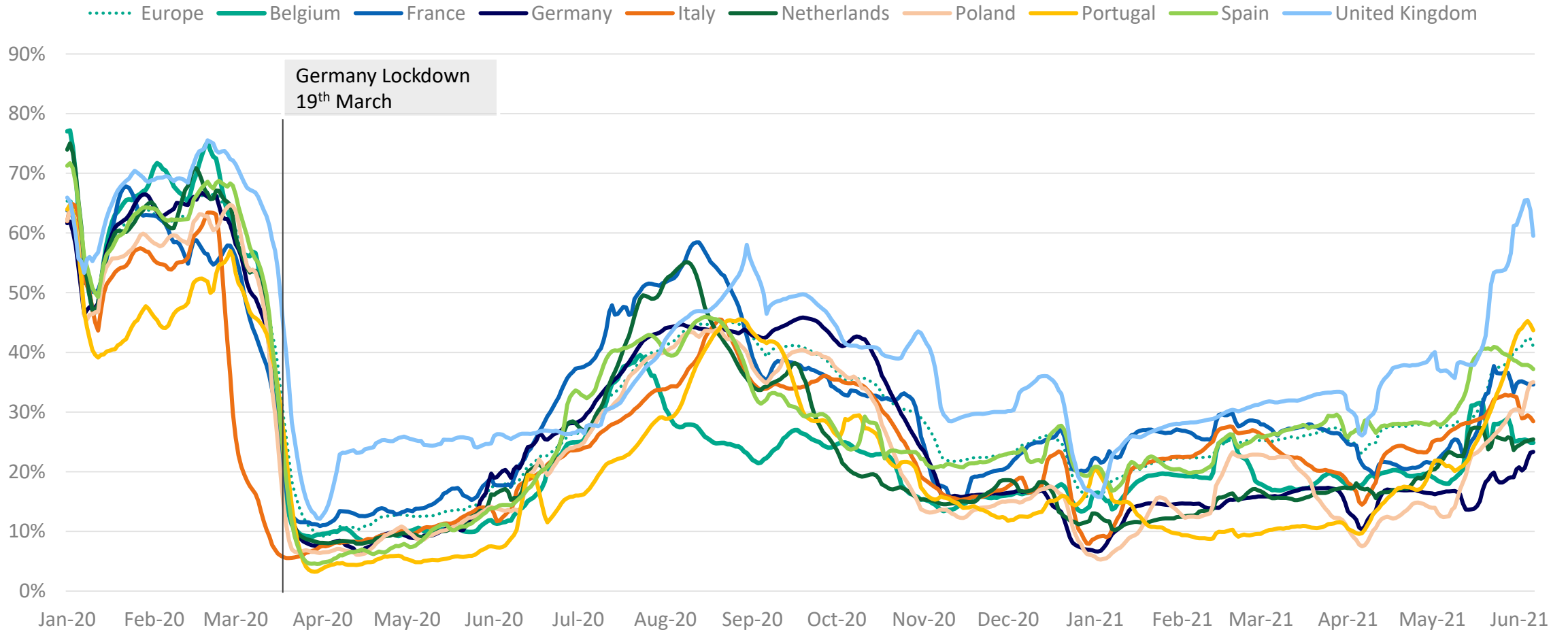


RevPAR index to 2019, CC, USD, open hotels (standard) & total room inventory (TRI), May 2021



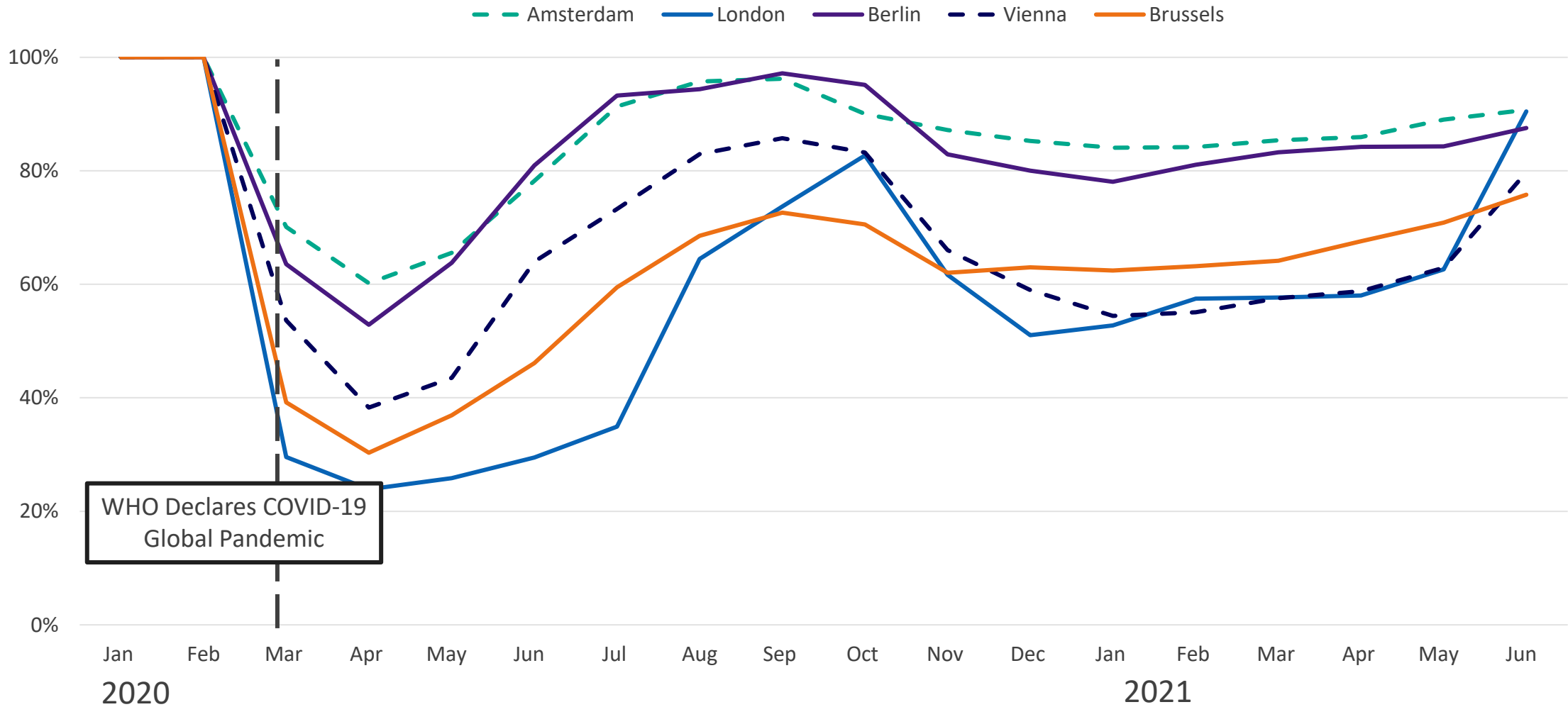
Open hotels' occupancy bounced to 65% in the UK!

Rolling 7 days Occupancy (Standard) to June 6 2021



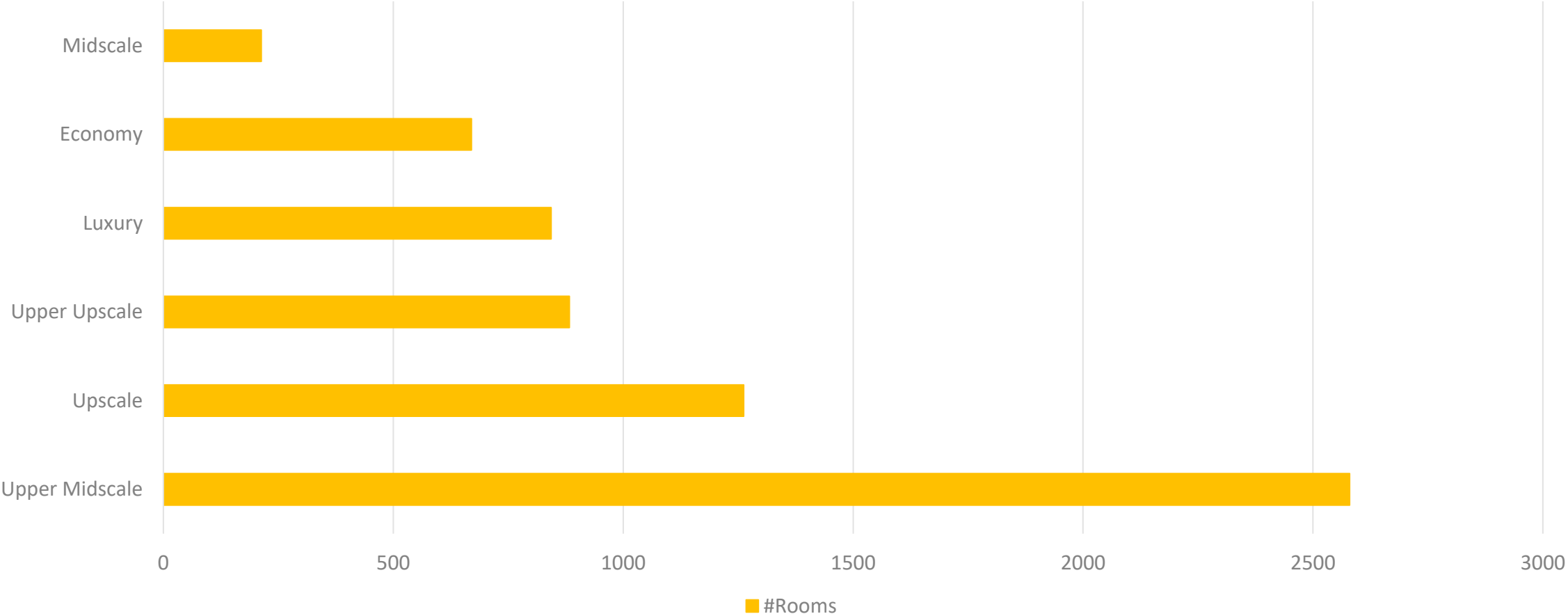
Almost all open for business

STR Sample Rooms Open – January 2020 through June 2021



20,737 upcoming rooms in Austria...

Number of rooms in the Vienna pipeline by class. Data retrieved from AM:PM

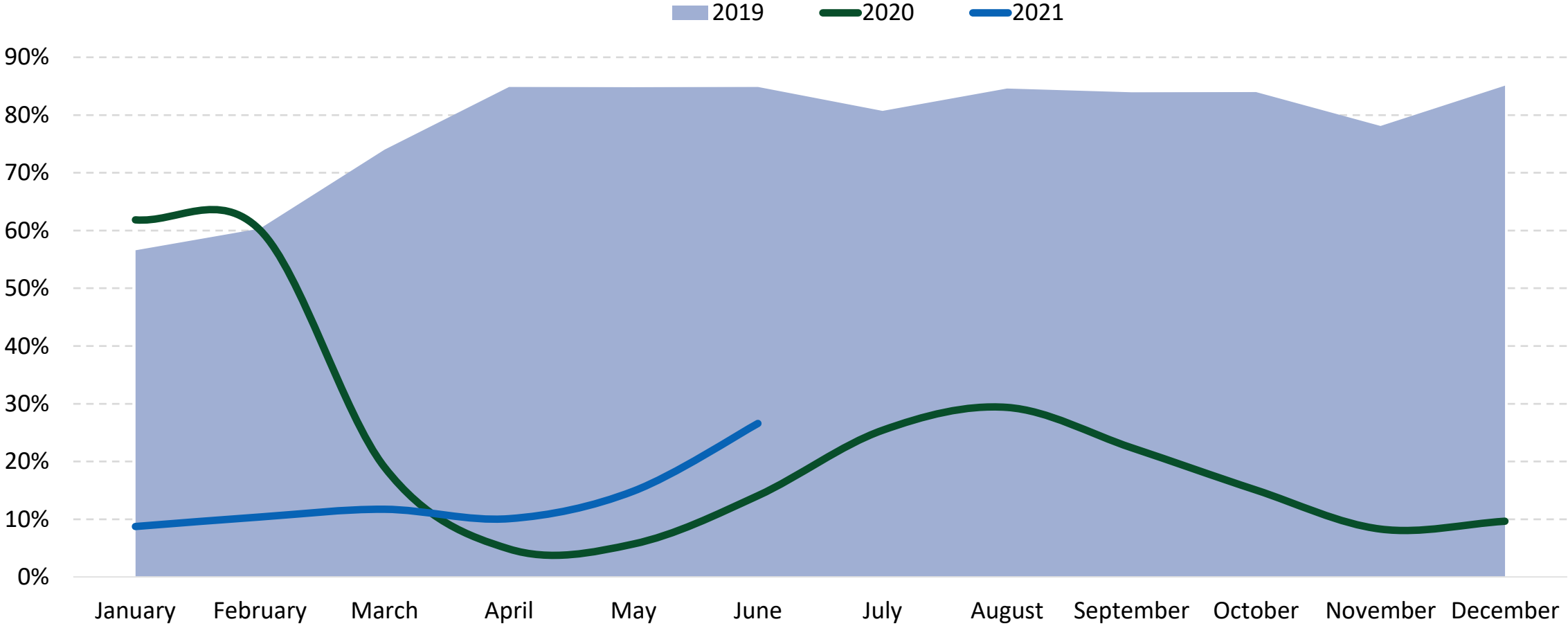




Performance Update Vienna

Vienna – Monthly Occupancy

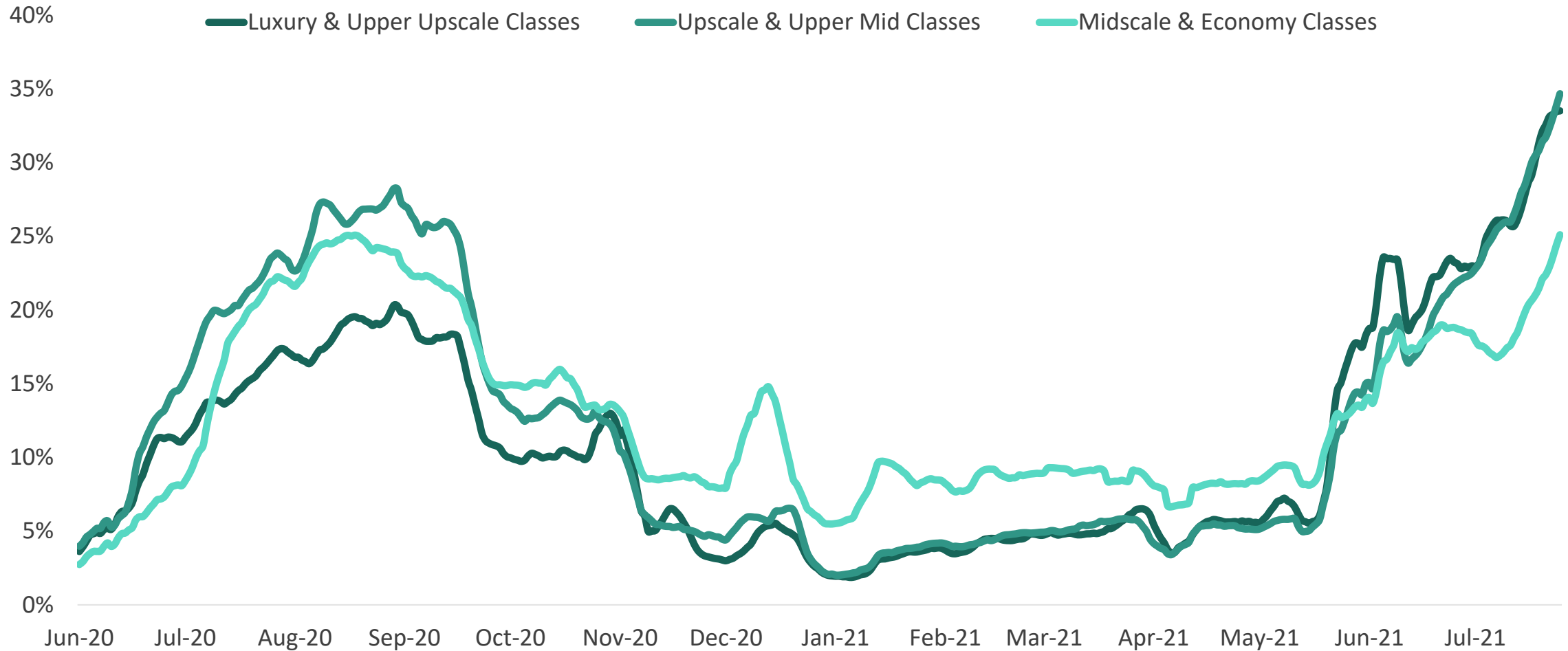
January 2019 – June 2021



Source: STR. 2021 © CoStar Realty Information, Inc.

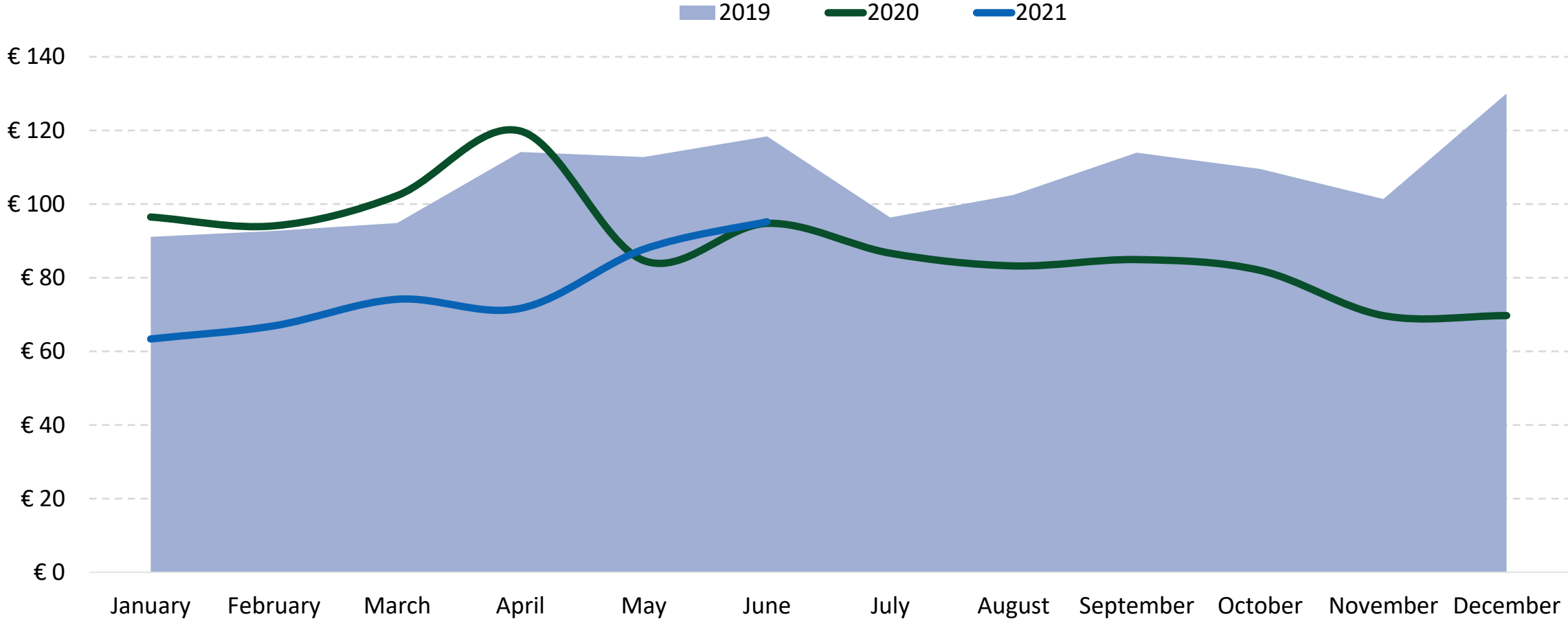
Occupancy based on Class, and the winner is....

Vienna, R7 Occupancy, 1 June 2020 – 25 July 2021



Vienna – Monthly ADR

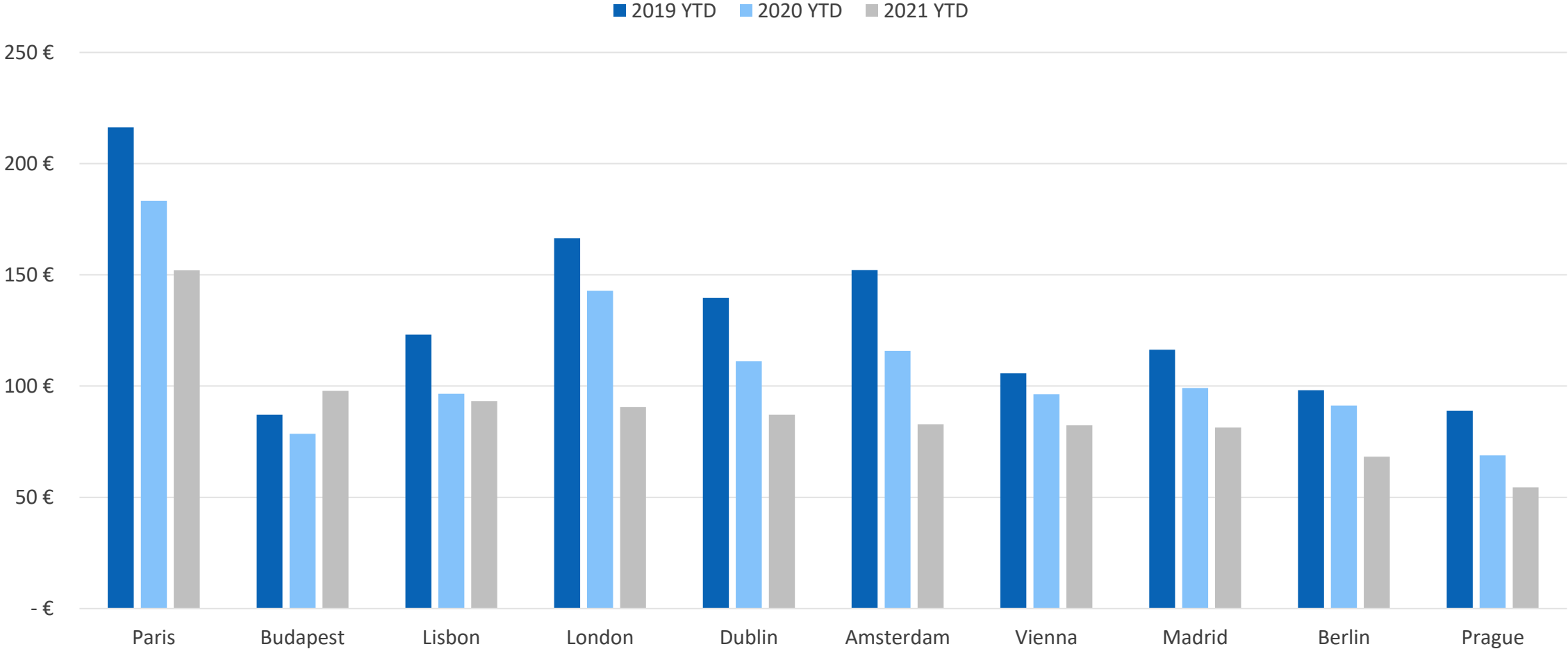
January 2019 – June 2021



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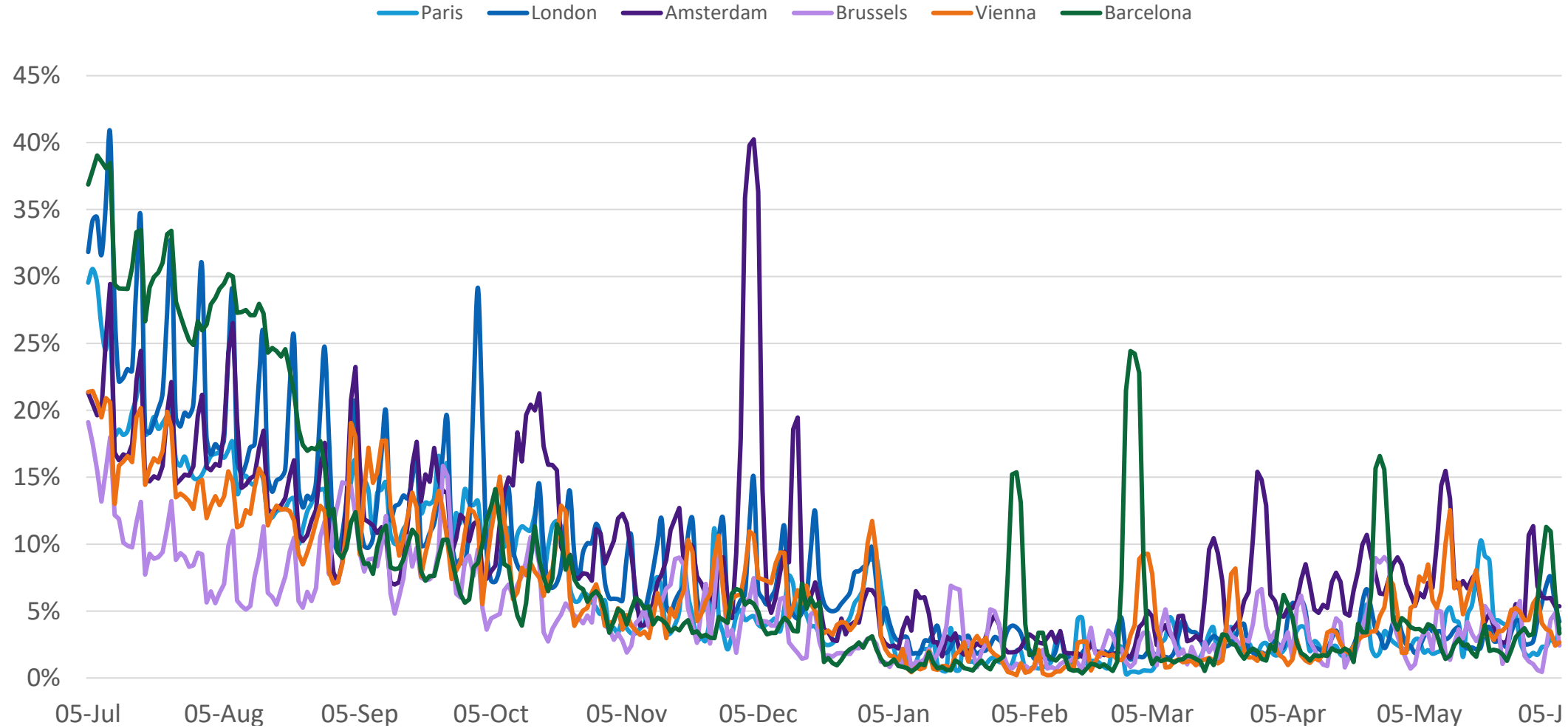
ADR International Markets

Select European cities, ADR, EUR, 2019, 2020, 2021 JUNE YTD



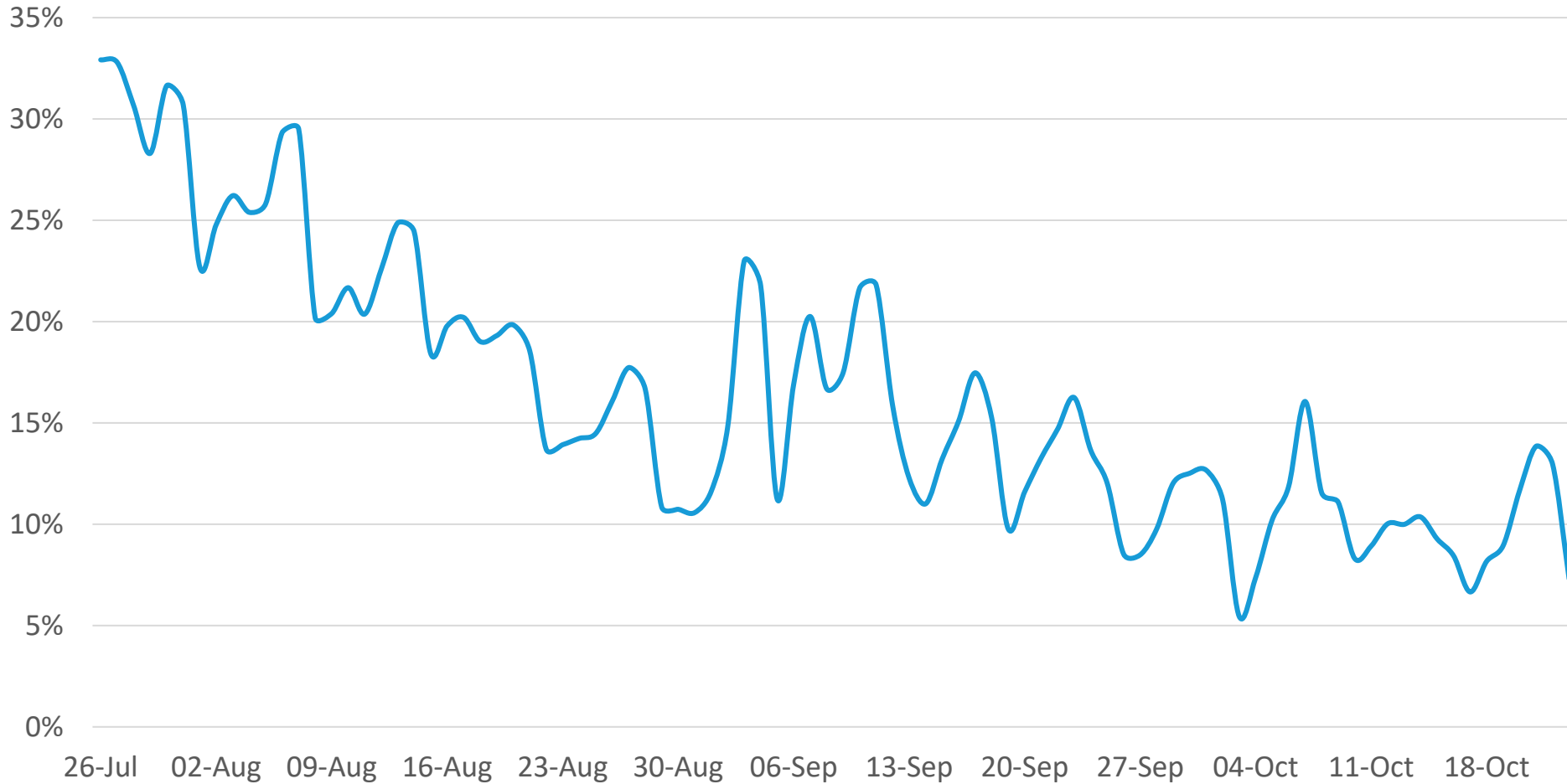
Demand compared in different European cities

Occupancy on the books for the next 365 days as at 26 July 2021



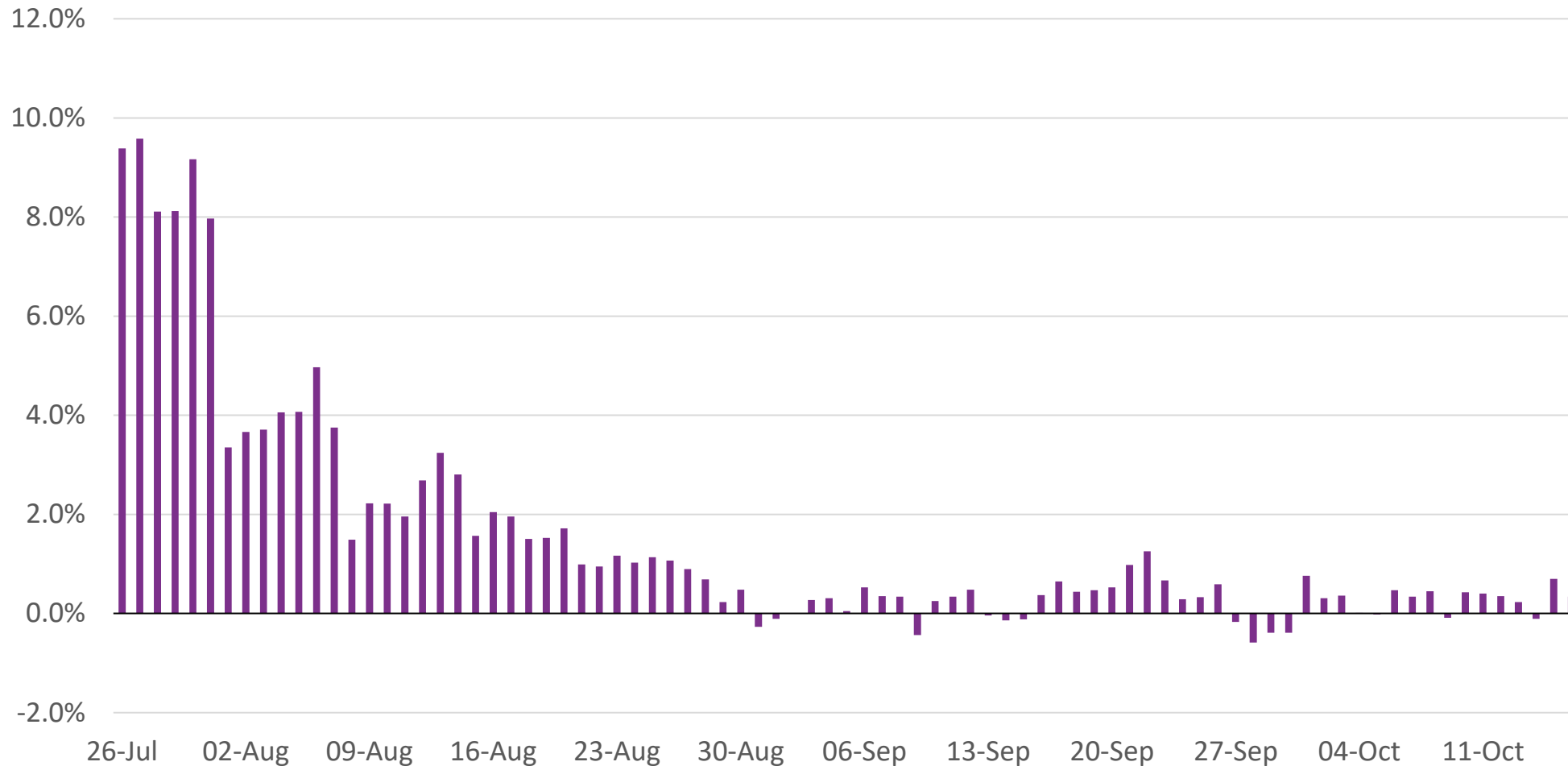
Vienna - Occupancy on the books for the next 90 days

Vienna, BOB for the next 90 days as at 26th July 2021



Vienna - Weekly pickup for the next 83 days

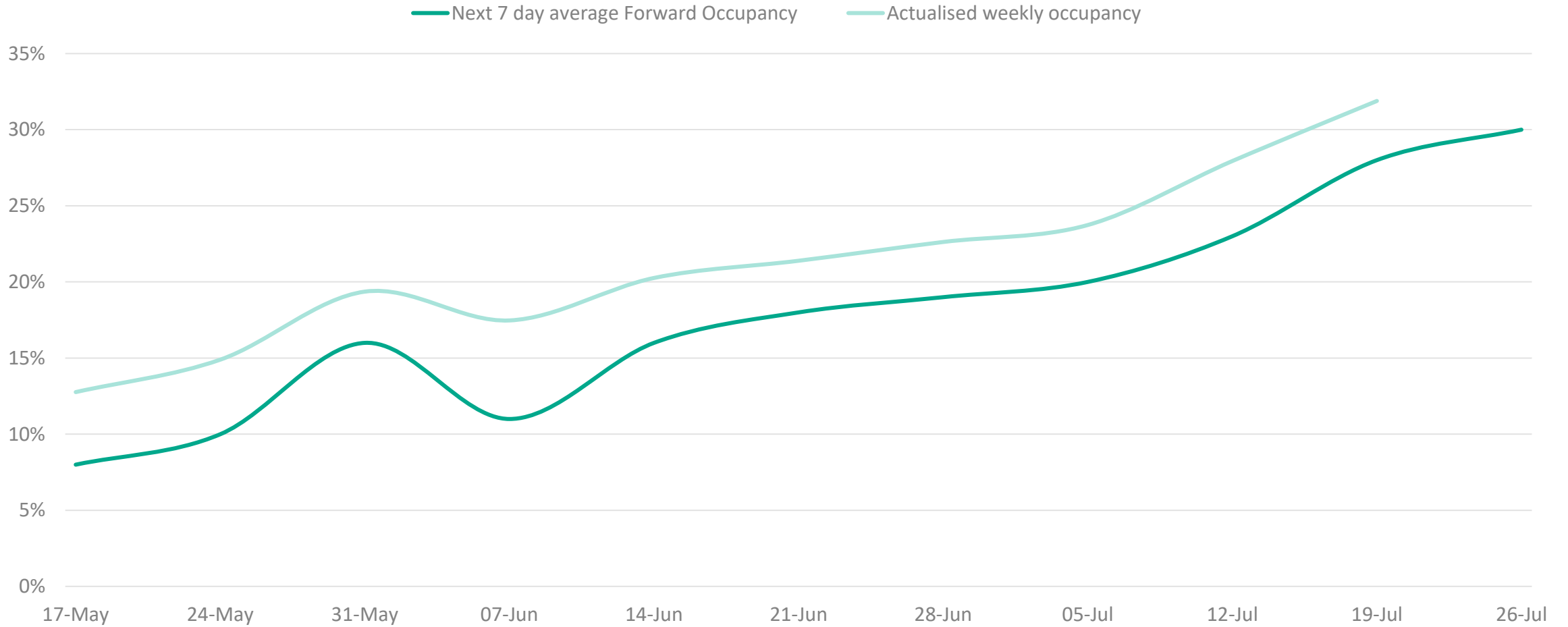
Vienna, Pick up for the next 83 days as at 26 July 2021



What about Trend data



Vienna, Forward Occupancy Next 7 day average & Actualised Occupancy for the week





Benchmarking STR



Benchmarking

The process of comparing and analysing your hotel's performance against your competition.

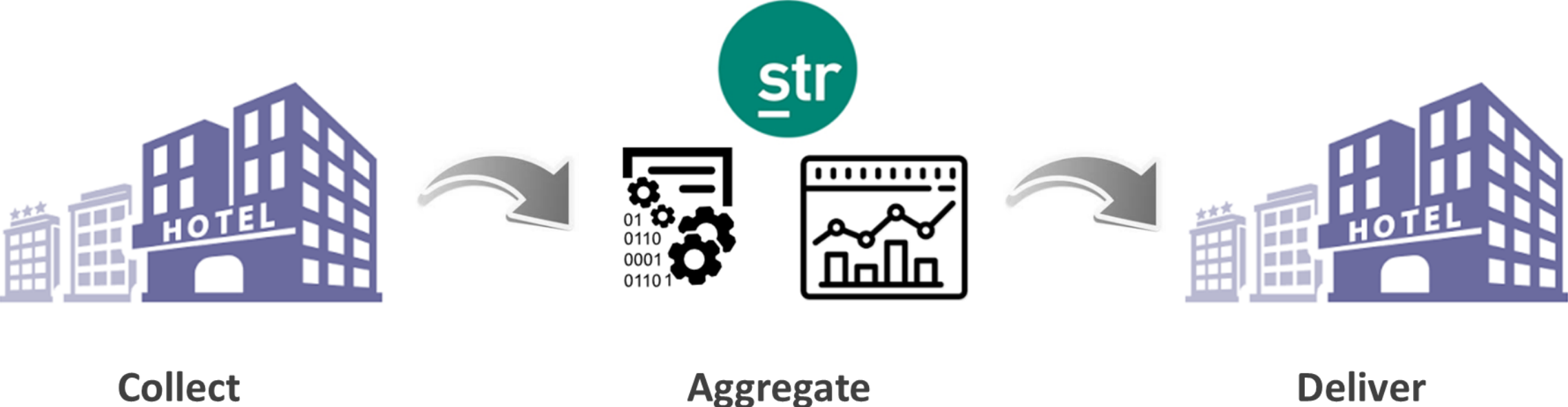
Based on historical data for your chosen competitors and your full local market's performance, you can determine what pricing strategies are working and start making better business decisions.

Benchmarking is the cornerstone of revenue management.

The STAR Report is essential throughout the Revenue Management Lifecycle.



STR is independent hotel benchmarking data provider





Benchmarking Post-Pandemic

The Next Normal: Hotel Benchmarking Post-Pandemic



01

Go beyond last year –
Compare to other years
like 2018 or 2019

02

Index your progress
against your comp set,
market or what matters

03

Group Hotels in other
ways



04

Consider weekly
benchmarking

05

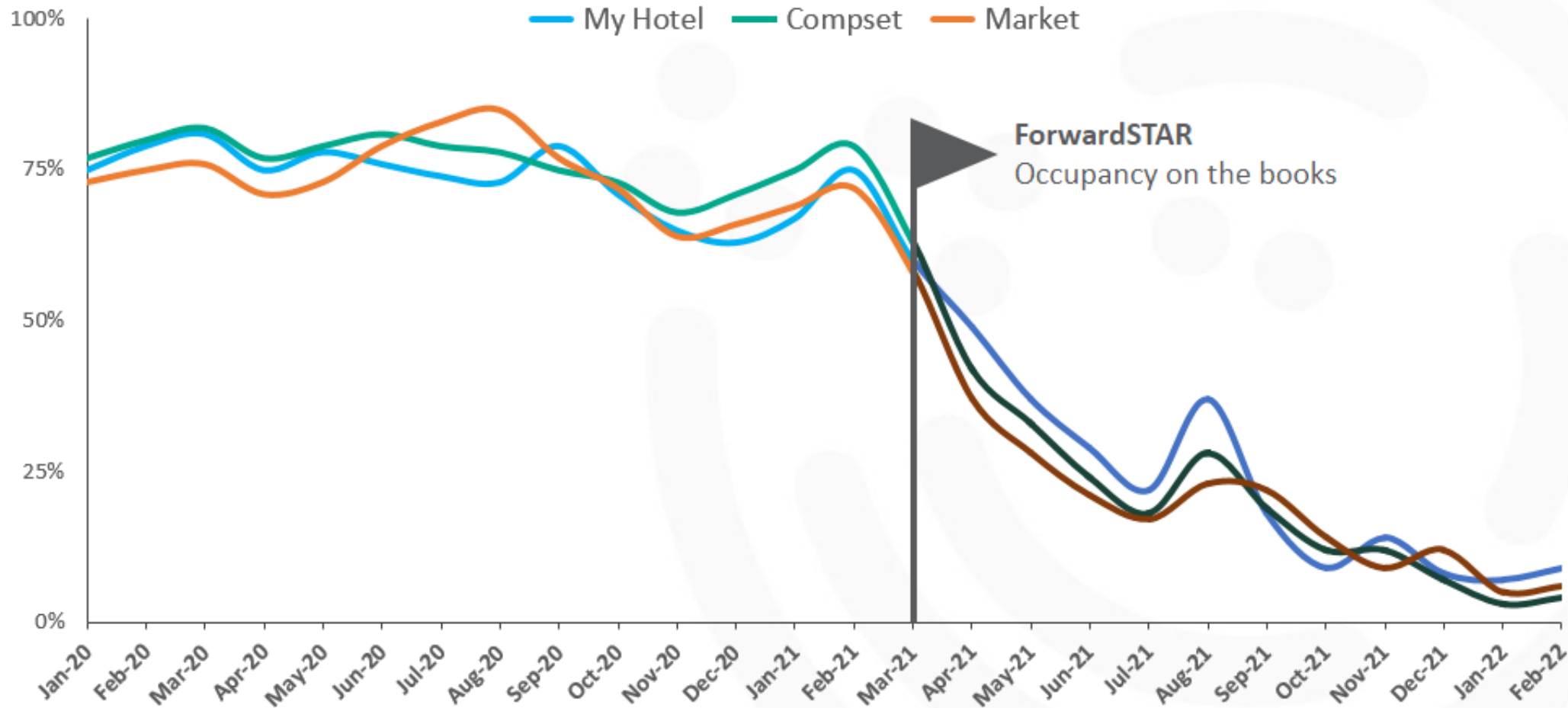
Microbenchmarking:
Demand or ADR,
depending on day

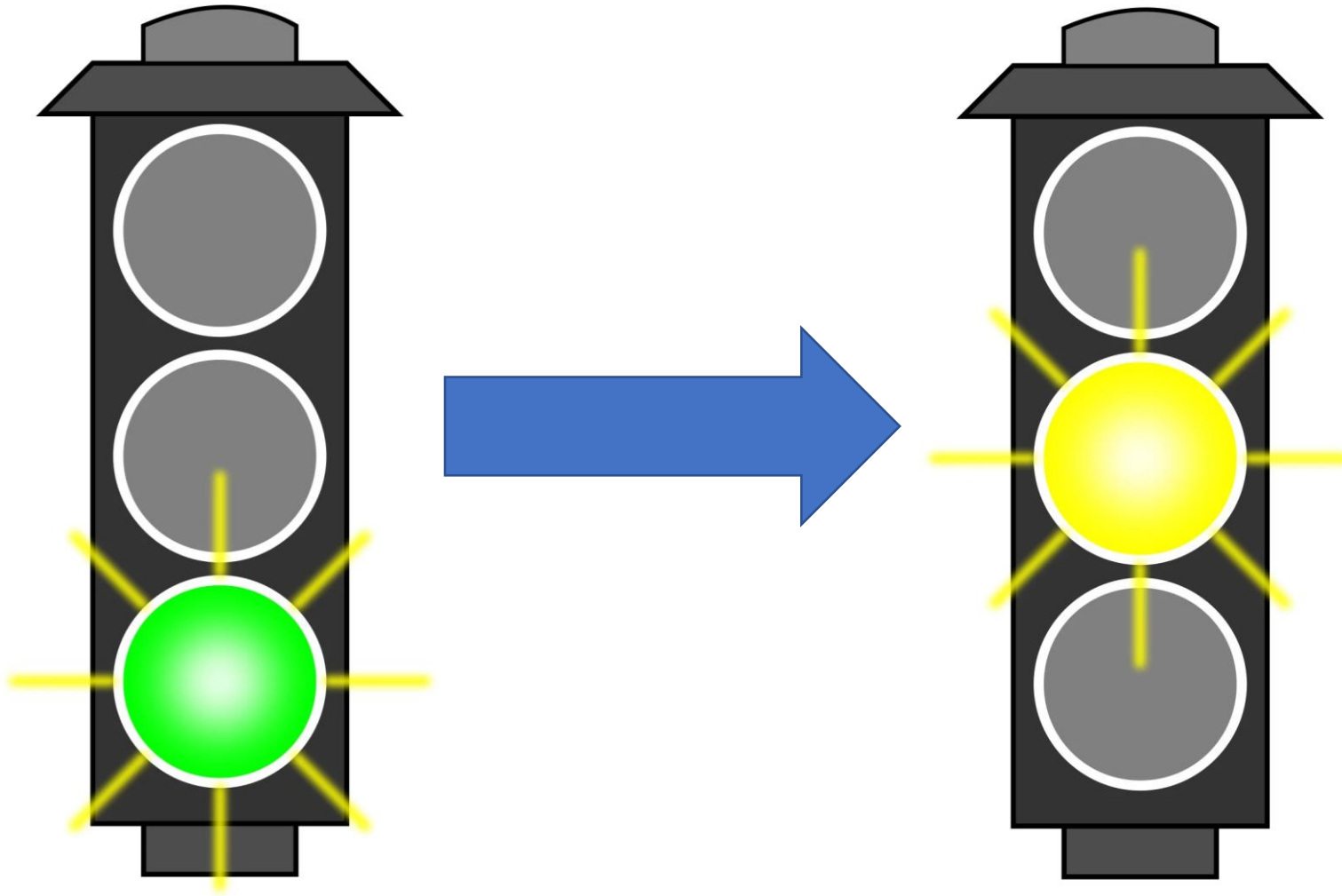
06

Look at Total
Accommodation reports
as well, especially
Occupancy

Looking forward provides a different benchmarking lens

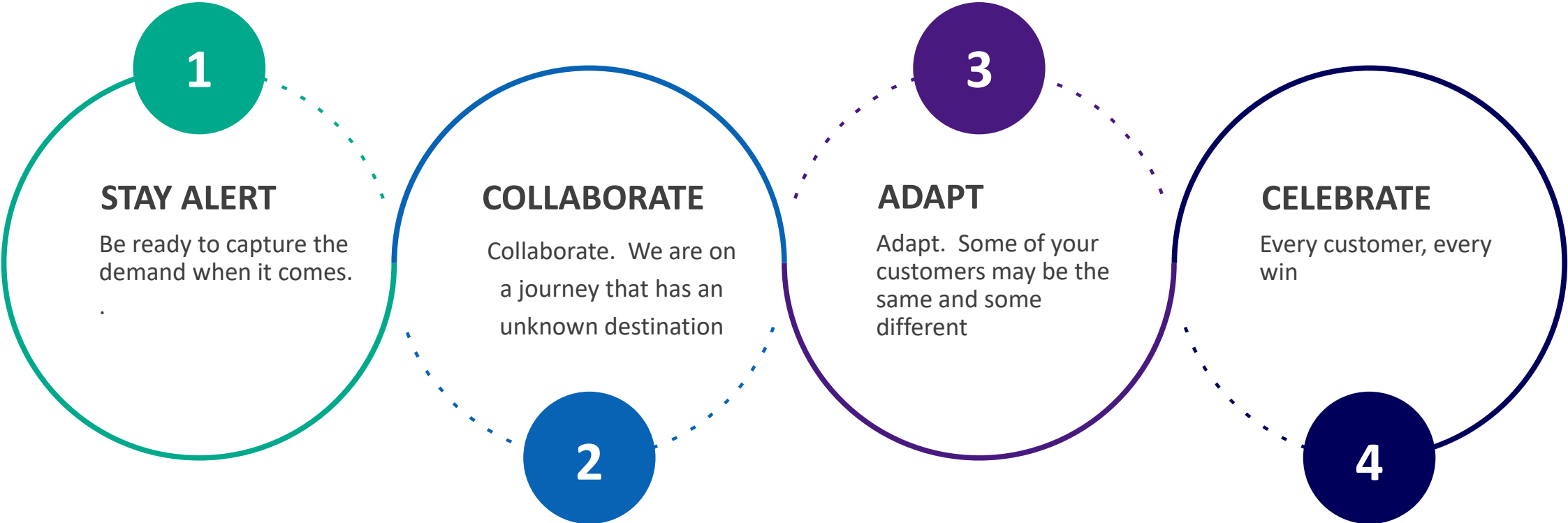
Simplicity is key





There are good reasons to be cautious

Takeaways





Questions



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**HOTEL DATA
CONFERENCE**
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