



THE STAR REPORT

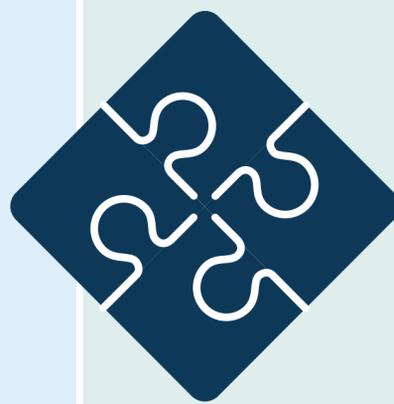
Hospitality Benchmarking.

The more businesses participate, the better the data for all. 100% Free of Charge

WHAT... is the STAR Report?

Powered by the world's largest hotel data sample, STR delivers confidential data on hotel occupancy, Average Daily Rate (ADR) and Revenue per Available Room (RevPar), for markets such as the tourism regions of BC.

STR collects rooms available, rooms sold and net room revenue on a monthly, weekly and daily basis from participating hotels. This is then fed back to all participants in reports for us to understand our own hotel's performance against the region and the province.



WHY... join?

Data equals information equals better, more informed decision-making. The more hotels participate, the more accurate the average occupancy rates, ADR and RevPar stats are for the WHOLE industry across our region, our province, and our country.

IT'S FREE



HOW... to sign up?

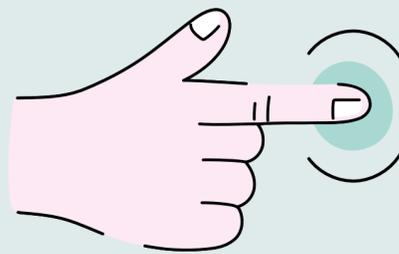
Hotels seeking marketplace insights can receive a free report on their market simply by submitting our room data to STR via our partnership with the BC Hotel Association (BCHA) and the BC Regional Tourism Secretariat (BCRTS).

Simply click on this enrollment form link or paste it into your browser and complete the form!

<https://surveys.str.com/s3/Hotel-Enrollment-Form>

START TODAY

See how your hotel is performing compared to others in our region and province.



WHO... is STR?

is the recognized leader in hospitality industry benchmarking around the globe. Founded in 1985, STR provides premium data benchmarking, analytics and marketplace insights for global hospitality sectors.

Want to learn more?

About Benchmarking? RevPar? ADR?

Check out these resources

- [video](#)
- [FAQ](#)
- [blog](#)



BCHA and BCRTS?

The [British Columbia Hotel Association](#) and the [BC Regional Tourism Secretariat](#) - partnership between the tourism regions of Vancouver Island, Northern BC, Kootenay Rockies, Cariboo Chilcotin Coast and Thompson Okanagan - are working together to provide the STAR report to each region and stakeholders to better understand our performance within our markets.



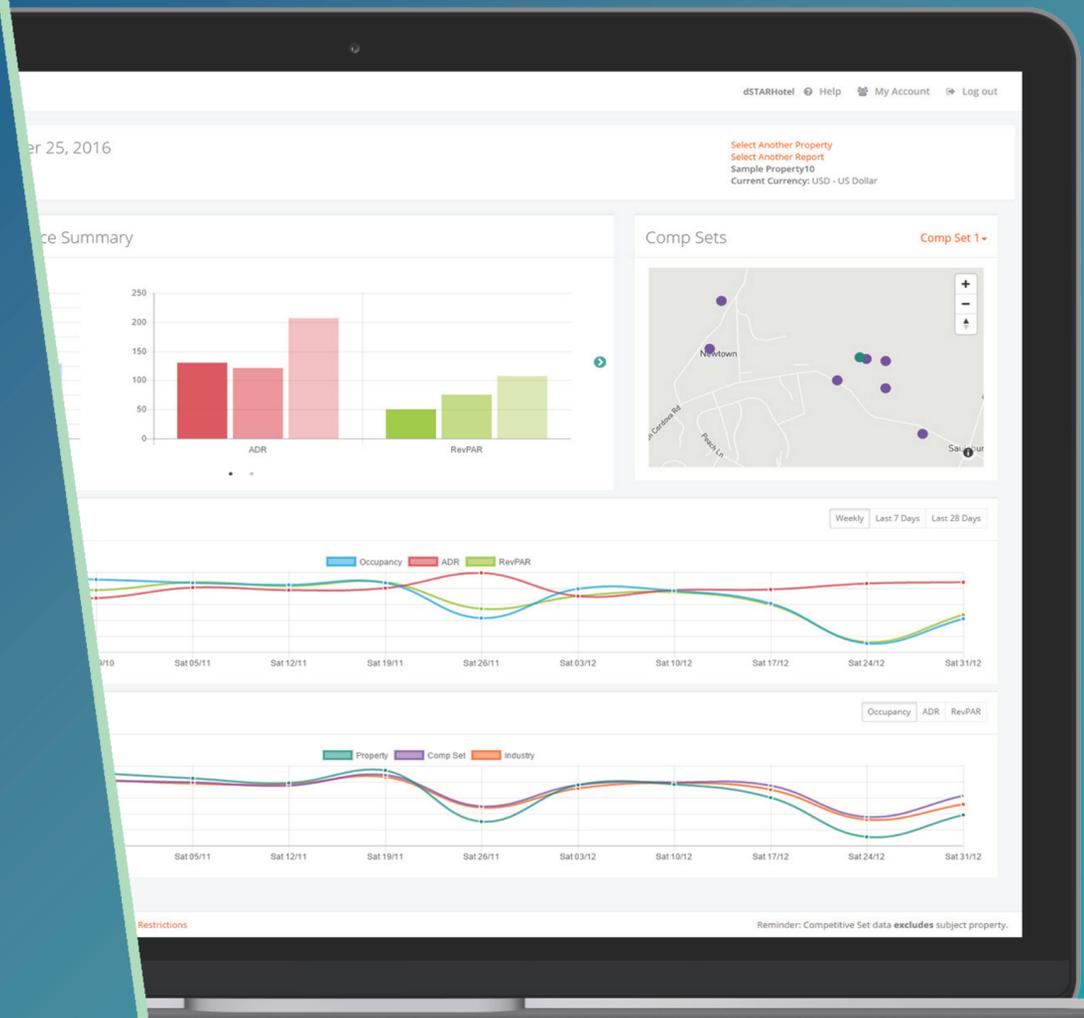
Your new business tool, 100% free of charge.

Hotel Survey Report

STR is thrilled to offer accommodation providers across the country a subscription to our complimentary Hotel Survey program!

Click on the button below to register and start receiving customized reports detailing your property's performance against your local market.

[Get Started](#)



Benchmarking

is a fundamental practice for any accommodation provider. By gaining a clearer picture of your property's performance in relation to your competitors in your local market, you can better focus on which areas you need to work on to drive greater market share and increase your property's value and profits.

[Click here](#) to learn more.



Secure & Confidential

STR never shares individual client data with anyone under any circumstances. Your data is 100% protected.



Quick & Easy

All you have to do is send us two data points - your number of room nights sold and your revenue generated from rooms sold.



With Training & Support

Our team of experts is here to help you get the most out of our services, from the day you sign up to your day-to-day operations.