

STR Information & Terminology

Who is STR?	Smith Travel Research - STR is the recognized leader in hospitality industry benchmarking around the globe. Powered by the world's largest hotel data sample they deliver confidential data, accurate and actionable insights, and comprehensive solutions that empower hotel decisions.
How does STR collect data?	On a daily, weekly and monthly basis, STR processes performance data from hotels all around the world. This data is submitted straight from the source: chain headquarters, management companies, owners and directly from independent hotels. In Sonoma County, many larger hotel brands contribute to this report.
What is ADR and how is it calculated?	A measure of average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. $ADR = \text{Rooms Revenue} / \text{Rooms Sold}$
What is RevPAR and how is it calculated?	Revenue Per Available Rooms is calculated by taking total room revenue divided by the total number of rooms available. $RevPar = \text{Room Revenue} / \text{Available Rooms}$.
What are available rooms?	The number of rooms in a hotel or set of hotels multiplied by the number of days in a specific time period.
How are percent changes calculated?	The amount of change - positive, negative, or flat - expressed as a percentage comparing a period versus the same period last year. Calculated as $((\text{This year} - \text{Last Year}) / \text{Last Year}) * 100$.
What is Sonoma County General?	Smaller hotels with limited to no meeting space.
What is Sonoma County Full Service?	Hotels with meeting space and full-service restaurants on site.