



Benchmarking & Die Schweiz

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Benchmarking
↑ your world

STR, collecting data since 1985

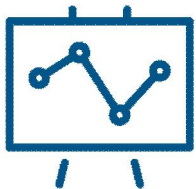


STR Coverage – Our Sample

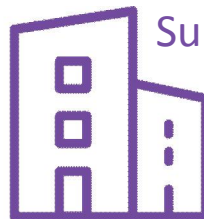


3K Hotels
.9M Hotel Rooms
32 Countries
K Markets

Performance Reports

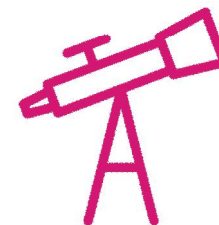


Occupancy, ADR, RevPAR
Supply/Demand
Revenue
Etc.



Supply Reports

Existing supply
Future supply
Pipeline
Market characteristics



Forecast Reports

Key KPIs
Economic input
Economic input
Years/6 quarters/18 months



Benchmark

/bɛn(t)ʃmɑ:k/

verb

gerund or present participle: **benchmarking**

evaluate (something) by comparison with a standard

"we are benchmarking our performance against external criteria"

sinngemäß „Maßstäbe vergleichen“

Stark in der Auslastung, Stillstand bei den Preisen

Schweiz – Main KPIs

CHF, September 2017 YTD



76.5%

Occupancy

+2.9%

209.72

ADR

-0.6%

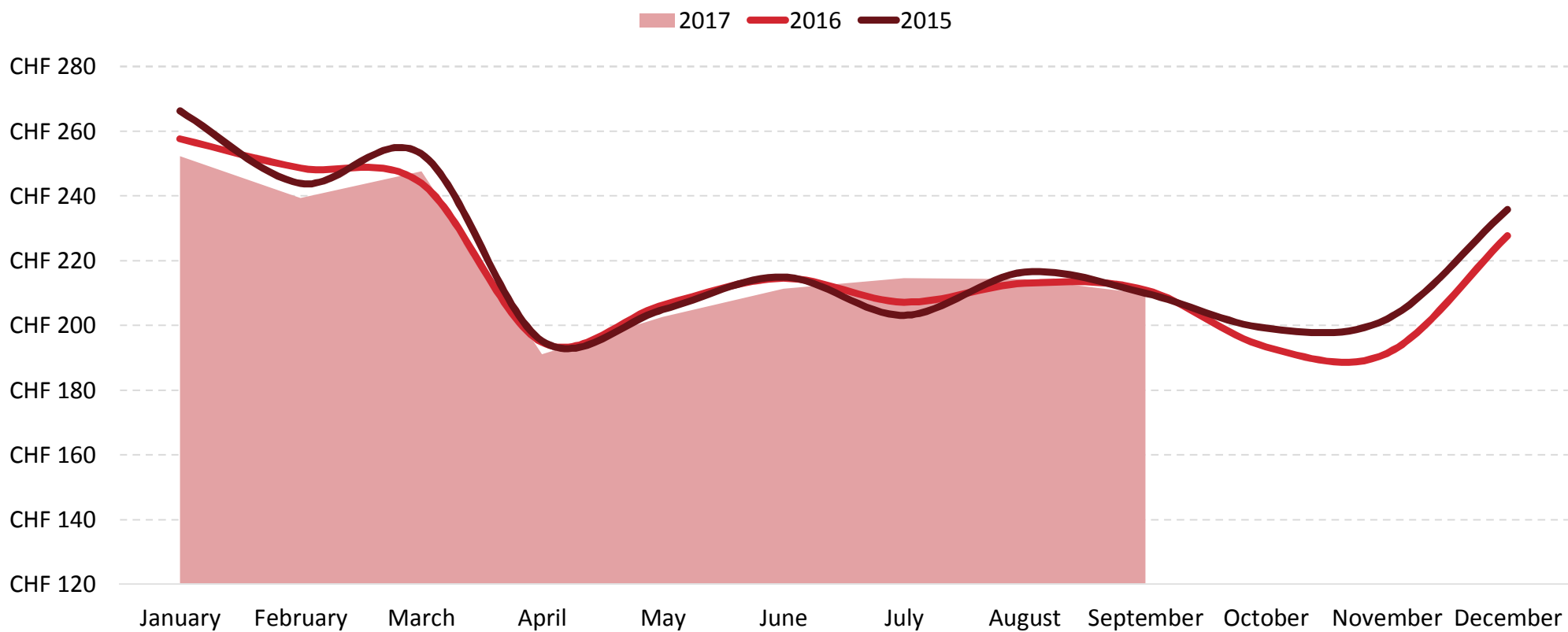
160.53

RevPAR

+2.4%

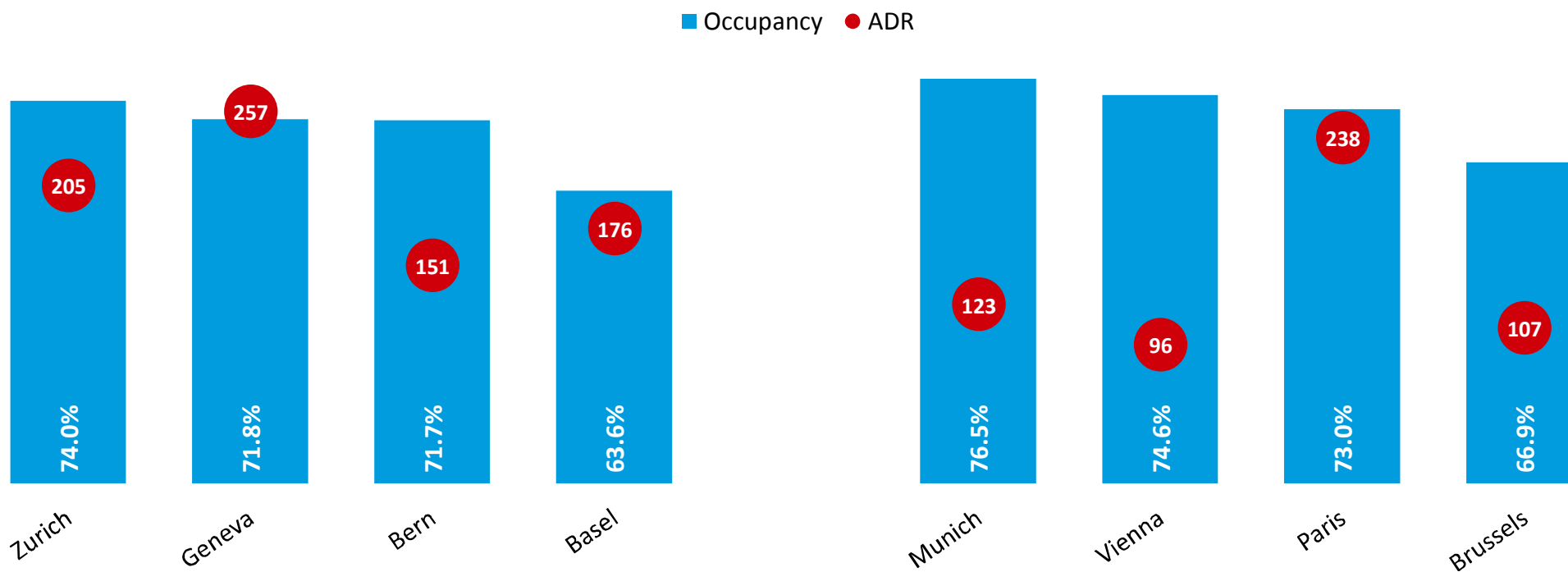
Ein starker Sommer

Switzerland – Monthly ADR
CHF, January 2015 – September 2017



Schweizer Hotels

Selected Swiss & European Markets – Occupancy & ADR
EUR, Sept 2017 YTD





Growth is driven by Occupancy, not only in Switzerland

Selected Swiss & European Markets – Occupancy, ADR, RevPAR % Change local, Sept 2017 YTD

