

## **STR Destination Report - Glossary of Terms for KPI's**

### **Occupancy:**

Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.

Occupancy = Rooms sold/Rooms available

**Average daily Rate (ADR)** – A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.

ADR = Room rev/Rooms sold

### **RevPar:**

Total room revenue divided by the total number of available rooms.

Room rev/Rooms available = RevPar

### **Supply: (Rooms available)**

Number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period.

Ex. 100 rooms in property x 31 days in month = Room Supply of 3,100 for the month.

### **Demand:**

The number of rooms sold in a specified time period (excludes complimentary rooms)

### **Revenue:**

Total room revenue generated from the guestroom rentals or sales.

### **Year to Date: (YTD)**

Period starting at the beginning of the current year and ending on the current date.

### **Running 12 Months:**

The value of any given month is computed by averaging the value of that month and the 11 preceding months. This is also known as 12 MMA

**Index** - Measures a hotel's performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). We utilize indexes to measure performance in three key areas: Occupancy, ADR and RevPAR.

An index of 100 means a hotel is capturing a fair share compared to the aggregated group of hotels. An index greater than 100 represents more than a fair share of the aggregated group's performance. Conversely, an index below 100 reflects less than a fair share of the aggregated group's performance