

STARstrategy™



Description

Signature will help you turn the STAR Report into a useful strategic tool. The full-day session will teach your team of leaders how to read, interpret and utilize the data in the STAR Report in order to be the best in the market and meet your financial goals.

Who Should Attend?

STARstrategy is appropriate for the following leaders:

- Directors of Revenue
- Directors of Operations
- Directors of Sales and Marketing
- General Managers

Learning Objectives

Attendees will learn to:

- Read and interpret the STAR report
- Identify companies that have their hotel in a competitive set
- Make pricing decisions with confidence
- Get their fair share

Knowledge. Action. Victory.

Hotels can find rich rewards if they dig deeper into the data provided by Smith Travel Research. But that's a big if. Analyzing the Smith Travel Accommodations Report (STAR) is critical. Knowledge means you can take action. Taking action creates opportunity for victory!

Signature Worldwide, the leader in hospitality training, delivers an inspiring, fun and engaging educational course covering vital industry statistical data.

Perhaps you have reviewed the latest STAR Report for your hotel and you completely understand what the data is telling you. You are a STAR data wizard and have applied the information to setting performance and financial goals for your hotel ... or maybe not. If not, don't worry. You are not alone. If you are a STAR wizard, congratulations!

The **STARstrategy** course covers:

- Overall industry trends
- Concept of fair share
- Competitive set selection
- ADR, occupancy and RevPAR index calculations
- STAR definitions and formulas
- Pricing and positioning trend analysis
- STAR checklist for optimizing revenue potential
- Trends, daySTAR and summary reports.

STARstrategy participants gain the insight and knowledge to make sense of the STAR Report, and more importantly, learn to react to the information by setting strategic goals and financial objectives ensuring victory in the marketplace.

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