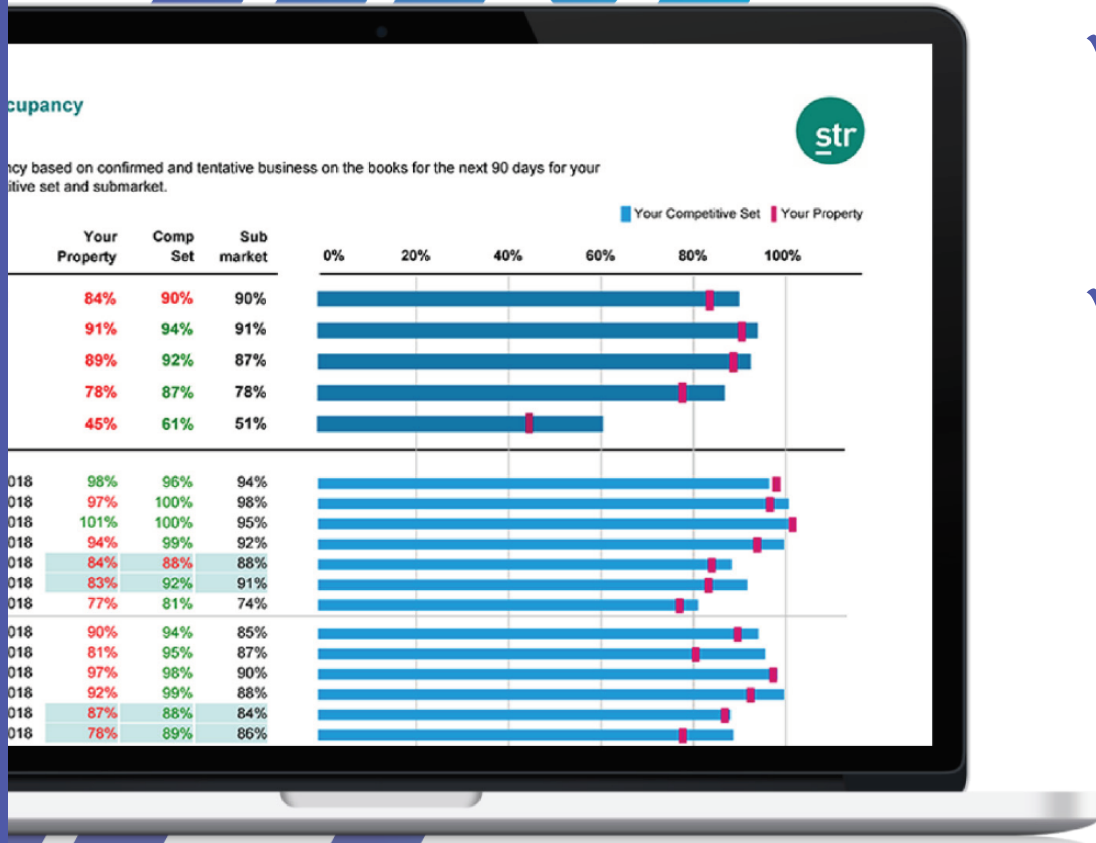




Forward STAR

¿Qué es Forward STAR – cómo funciona?

Ocupación usando información de Reservas



Información del Mercado Local

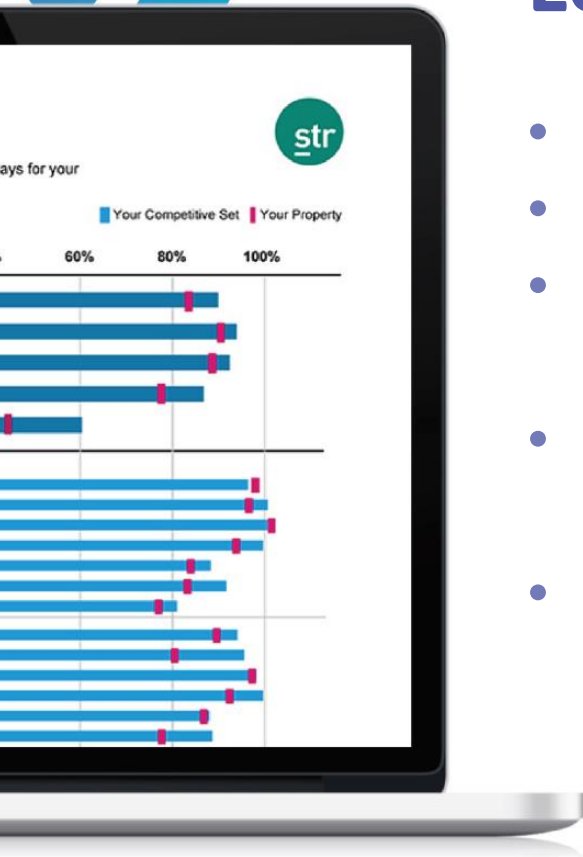
- ✓ Ocupación para los próximos 7-14-28-90 y 365 días, a futuro
- ✓ Cambios (Pick-up) en reservas para los próximos 7-14-28-90 y 365 días

Fácil, simple y confiable

Contáctanos en info@str.com

¿Qué es Forward STAR – cómo funciona?

Ocupación usando información de Reservas



Los informes Forward STAR les ayudan a saber

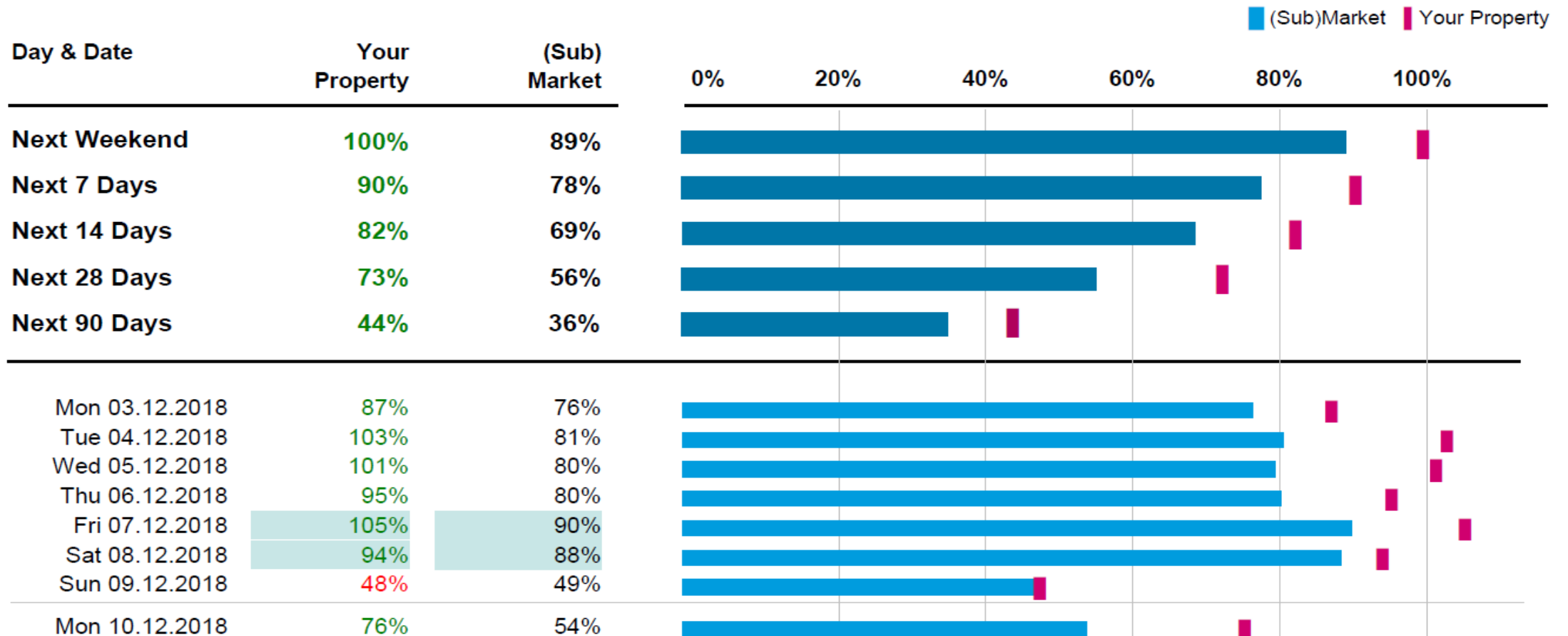
- ¿Qué días de la semana estás bajos de ocupación y su razón?
- ¿Qué noches tienen mejor desempeño? ¿y por qué?
- ¿Cuáles son los días que se puede obtener mejores resultados en los próximos 7-14-28-90 o 365 días?
- ¿Están aprovechando la demanda de eventos futuros y como se compara eso con el mercado local?
- ¿Si el mercado esta a casi un 90% en reservas, cual es mi estrategia con la tarifa?

Reporte Semanal – 90 días



Forward Occupancy for Hotel and Submarket

Forward occupancy for the next 90 days as at 03.12.2018.

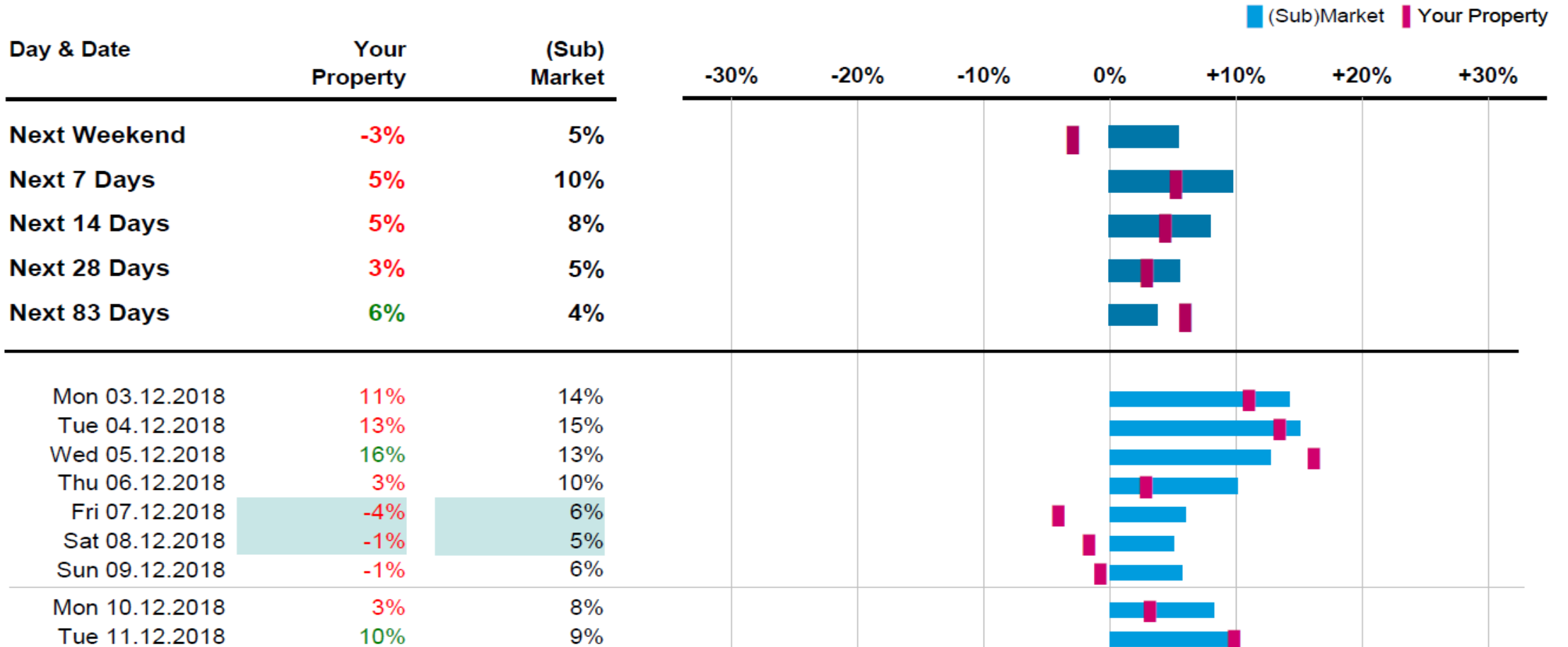


Pickup semanal – 90 días




Pickup Since Last Week for Hotel and Submarket

Pickup for the next 83 days as at 03.12.2018.



Reporte Mensual – 365 días



Forward Occupancy for Hotel and Submarket

Forward occupancy for the next 12 months as at 03.12.2018

Day	Your (Sub) Hotel Market		Jan 19		Feb 19		Mar 19		Apr 19		May 19		Jun 19		Jul 19		Aug 19		Sep 19		Oct 19		Nov 19		Day
	Dec 18																								
1			56%	48%	41%	43%	29%	29%	15%	29%	26%	27%	24%	35%	34%	30%	18%	24%	46%	27%	7%	21%	11%	15%	1
2			34%	37%	64%	53%	33%	31%	15%	30%	34%	31%	50%	35%	20%	25%	31%	25%	23%	26%	14%	19%	0%	12%	2
3	87%	76%	21%	34%	10%	22%	14%	23%	44%	31%	52%	33%	81%	32%	17%	26%	16%	25%	8%	23%	16%	21%	6%	11%	3
4	103%	81%	23%	34%	7%	23%	14%	17%	34%	32%	44%	33%	67%	30%	16%	30%	16%	28%	15%	25%	31%	26%	7%	14%	4
5	101%	80%	51%	35%	3%	24%	19%	18%	44%	35%	45%	36%	75%	31%	67%	56%	33%	24%	18%	29%	15%	22%	1%	14%	5
6	95%	80%	18%	18%	3%	25%	14%	18%	44%	36%	58%	32%	81%	34%	40%	51%	38%	21%	55%	31%	23%	22%	2%	12%	6
7	105%	90%	34%	20%	21%	27%	11%	20%	27%	30%	45%	29%	52%	34%	19%	31%	58%	21%	58%	33%	29%	22%	4%	11%	7
8	94%	88%	38%	25%	29%	26%	20%	25%	51%	31%	46%	31%	37%	37%	27%	27%	60%	25%	64%	34%	17%	22%	5%	11%	8
9	48%	49%	59%	27%	32%	26%	64%	48%	68%	30%	49%	31%	46%	37%	8%	21%	65%	30%	61%	27%	13%	20%	5%	9%	9
10	76%	54%	61%	27%	16%	17%	66%	45%	47%	30%	43%	38%	44%	30%	12%	20%	64%	28%	47%	25%	20%	20%	11%	9%	10
11	87%	65%	67%	31%	7%	20%	30%	20%	19%	33%	20%	34%	28%	29%	19%	29%	36%	31%	10%	24%	33%	22%	12%	8%	11
12	86%	62%	28%	31%	2%	21%	25%	21%	31%	34%	36%	32%	33%	31%	25%	31%	46%	26%	17%	29%	15%	18%	5%	8%	12
13	57%	60%	8%	18%	12%	20%	21%	21%	23%	37%	42%	32%	96%	42%	10%	32%	35%	24%	31%	32%	23%	19%	1%	8%	13
14	94%	71%	7%	20%	17%	21%	18%	24%	27%	37%	36%	29%	44%	42%	17%	29%	43%	26%	20%	27%	29%	20%	1%	10%	14
15	88%	70%	12%	24%	20%	23%	45%	44%	26%	30%	40%	31%	70%	48%	30%	24%	53%	33%	23%	27%	13%	23%	0%	11%	15
16	34%	36%	18%	27%	12%	26%	45%	53%	18%	27%	36%	30%	46%	34%	16%	20%	67%	36%	29%	25%	11%	22%	0%	10%	16
17	59%	35%	18%	27%	16%	21%	36%	51%	21%	24%	47%	30%	35%	29%	16%	20%	58%	33%	39%	30%	13%	21%	6%	9%	17
18	64%	36%	25%	32%	12%	17%	21%	29%	21%	29%	34%	33%	109%	41%	18%	23%	25%	34%	49%	30%	21%	19%	7%	9%	18
19	58%	36%	65%	33%	3%	16%	19%	21%	48%	34%	64%	36%	22%	27%	24%	27%	30%	28%	28%	29%	14%	17%	1%	10%	19
20	33%	37%	92%	29%	3%	15%	47%	23%	34%	30%	64%	36%	25%	32%	8%	27%	9%	21%	38%	29%	6%	17%	1%	12%	20
21	56%	43%	116%	31%	4%	18%	45%	31%	36%	27%	47%	33%	36%	36%	16%	32%	22%	22%	41%	27%	19%	16%	1%	11%	21
22	49%	42%	69%	32%	11%	23%	54%	34%	28%	23%	48%	31%	19%	34%	23%	27%	17%	22%	75%	29%	13%	15%	0%	9%	22
23	35%	29%	46%	40%	10%	24%	47%	35%	18%	20%	51%	35%	42%	32%	9%	20%	39%	25%	82%	27%	13%	18%	0%	8%	23
24	59%	31%	38%	40%	12%	14%	19%	23%	46%	22%	60%	46%	37%	33%	11%	23%	16%	21%	68%	33%	20%	21%	4%	6%	24
25	72%	34%	33%	38%	37%	15%	20%	26%	23%	27%	19%	37%	24%	30%	18%	28%	24%	23%	55%	31%	19%	21%	5%	6%	25
26	53%	36%	37%	33%	38%	15%	8%	24%	58%	35%	28%	37%	12%	28%	35%	30%	31%	23%	29%	32%	44%	27%	1%	6%	26
27	67%	49%	7%	20%	44%	17%	8%	25%	41%	34%	30%	30%	19%	30%	16%	28%	27%	19%	42%	34%	26%	25%	1%	6%	27
28	88%	60%	33%	22%	27%	22%	9%	27%	30%	29%	16%	24%	32%	31%	16%	30%	33%	18%	25%	25%	13%	18%	1%	6%	28
29	97%	65%	101%	25%			15%	28%	40%	33%	12%	24%	21%	29%	30%	27%	40%	20%	29%	25%	7%	13%	0%	8%	29
30	88%	60%	56%	24%			27%	30%	25%	27%	21%	30%	28%	34%	16%	23%	54%	24%	22%	24%	19%	16%	0%	5%	30
31	99%	73%	27%	22%			11%	25%			33%	33%			16%	22%	38%	24%			21%	14%			31
Avg	74%	56%	42%	29%	18%	23%	27%	29%	33%	30%	40%	32%	45%	34%	21%	28%	37%	25%	38%	28%	19%	20%	3%	9%	Avg



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