

## WHAT IS HOTSTATS

- HotStats is a global, monthly hotel profit and loss data benchmarking company.
- We collect and process more than 10,000 individual hotel P&Ls on a monthly basis.
- HotStats complies with the highest international standards of IT security and is ISO 27001 certified.
- At its core, HotStats focus is squarely on profitability and owner returns.



### WHAT IS BENCHMARKING

- Benchmarking is simple: It's measuring a hotel's performance against the competition across a select amount of pertinent metrics.
- HotStats focus is on operational benchmarking, which allows hoteliers to identify areas of underperformance and outperformance in order to make nimble decisions along the P&L that can gainfully impact the bottom line.
- Operational benchmarking differs from traditional benchmarking. The latter has a focus on the top line (Occupancy, ADR, RevPAR); the former on the bottom line (gross operating profit).



### WHAT WE OFFER

- Our data comprises more than 500 key performance indicators of revenue and expense across the operated and undistributed departments down to GOP, including market segmentation.
- We normalize the numbers by remapping all trial balance data to the 11th edition of the USALI.
- Our products include internal and external benchmarking and market reports.
- Access to data through a cloud-based fully flexible online reporting platform.
- Daily support, education and training from our Customer Success team.

### HOW TO WORK WITH US

**It's easy.** Email [askus@hotstats.com](mailto:askus@hotstats.com) to let us know you want to begin the journey toward higher profit.



### COMPLIMENTARY DATA

- HotStats offers access to free data just for submitting your hotel(s) data. This includes complimentary brand and regional benchmarking (where available).

"Without data, you're just another person with an opinion."

W. Edwards Deming

## CHLA - HOTSTATS PROGRAM



Staying true to its vision to be the indispensable business resource for California's lodging owners and operators, CHLA forged an alliance with HotStats. Together they will arm their members with a profitability tool that will provide a clear picture of the company's current operational standing, help identify opportunities for improvement, and create a roadmap for implementing those changes. HotStats benchmarking reports will provide valuable insights into how each hotel compares to others in the market, as well as key trends and data points to consider in today's volatile market.



### COMPLIMENTARY REGIONAL REPORTING

Owners will have free access to a state wide CompSet by asset type



### OPTIONAL DISCOUNTED EXTERNAL BENCHMARKING

20% Discount for custom external CompSets



### OPTIONAL DISCOUNTED INTERNAL BENCHMARKING

20% Discount for internal CompSets



### TRAINING & EDUCATION

HotStats' Customer Success team will provide training and is available to answer questions

FEATURES	FREE	PREMIUM
FREE AUTOMATED REGIONAL SETS <sup>1</sup>	✓	✓
FREE AUTOMATED BRAND SETS <sup>2</sup>	✓	✓
CUSTOM EXTERNAL SETS	X	✓
CUSTOM INTERNAL SETS	X	✓
REPORTING STRUCTURE AVAILABLE		
STANDARD GEOGRAPHICAL REPORTING STRUCTURE <sup>3</sup>	✓	✓
CUSTOM REPORTING STRUCTURE	X	✓
SET CONSOLIDATIONS (ROLL-UPS)	X	✓
USER ACCOUNTS AVAILABLE		
UNLIMITED USER ACCOUNTS	✓	✓
GATED USER ACCESS (FULL PORTFOLIO, SUBGROUP PORTFOLIO, SINGLE PROPERTY)	✓	✓

<sup>1</sup> Automated regional sets are created by our system by state, region or total country and by asset class when available. The hotels that make up these sets are anonymous, but we do disclose the total number of hotels included.

<sup>2</sup> Automated brand sets are created by our system by state, region, division and/or country level, depending on availability. Because these sets include only one brand, we are required by law to display data lagging three months the latest published month. The hotels that make up these sets are anonymous, but we do disclose the total number of hotels included.

<sup>3</sup> Based on UN regions and sub-regions.