

The IHG Owners Association has partnered with HotStats, a global leader in monthly P&L operational benchmarking data. Members now have access to HotStats' extensive database and cutting-edge reporting to help focus their hotels' revenue generation, cost control and budgeting practices.

The following is a list of commonly asked questions and answers to help owners become familiar with these tools.

## **What free competitive set (CompSet) reports do I gain access to by signing up with HotStats?**

As an IHG Owners Association member, if you elect to participate in the program, you will gain immediate **complimentary** access to the following reports:

1. **Brand Benchmarking:** A national, regional and state CompSet report comprised only of hotels from the same brand as your "subject" hotel.
2. **Regional Reporting:** A state-wide CompSet report based on your hotel's segment or "Asset Type" (Full Service, Select Service, Luxury and, when available, Extended Stay).

Please note that the ability for HotStats to provide free regional and brand sets fully depends on the levels of data contribution. The more hotels and owners participating in the program, the more data and more relevant competitive sets HotStats will be able to provide. HotStats already receives more than 2,000 participating hotels in North America (more than 6,000 hotels globally) and is growing rapidly.

## **What optional reports can I request?**

1. **External Benchmarking:** For a negotiated rate of \$600, members can obtain external CompSet reports, which compare your "subject" hotel against a set of market competitors that you select.
  - This negotiated rate is applicable on a "per CompSet per year" basis and represents a 52 percent discount.
2. **Internal Benchmarking (designed for owners with more than one hotel):** For a negotiated rate of \$100, members can obtain internal CompSet reports, which compare the performance of one of your hotels to others in your portfolio.
  - This negotiated rate is applicable on a "per CompSet per year" basis and represents a 66 percent discount.

## **How secure is my data?**

HotStats complies with the highest international standards of IT security and is ISO 27001 certified. Additionally, as a benchmarking company, HotStats strictly adheres to U.S. antitrust guidelines to ensure that the performance of a single hotel is not disclosed.

## **The following are HotStats' rules of CompSet formation:**

1. Each competitive set **must** comprise at least four (4) properties from at least three (3) different hotel operators, owners or brands (excluding your own operated, owned or franchised properties), and no single operator, owner or brand may form more than 50 percent of the sample by count of bedrooms.
2. When making changes to any existing set, HotStats requires at least two (2) changes to be made, in order to preserve the confidentiality of data for contributing hotels. This may mean adding one (1) hotel and removing a different one or adding or removing two (2) hotels.

## **The following additional rules apply to Brand Benchmarking:**

1. The information provided to participants must always be more than three (3) months old. You will have access to brand benchmarking numbers on a quarterly basis for the previous quarter (i.e., in April 2020, HotStats published monthly data up to and including December 2019. In July 2020, HotStats published monthly data up to and including March 2020).

2. A brand CompSet will always contain at least five (5) participants; therefore, no single provider's data contributes more than 25 percent of the "weight" of any statistic shared, and the shared statistics are sufficiently aggregated such that no participant can discern the data of any other participant.

## **If I have multiple properties, can I see them all on a single login?**

Yes. For users with multiple properties, HotStats can provide a single login where you can view all your properties as well as consolidations of your properties to analyze portfolio, regional or brand performance.

## **Signing Up**

### **How do I sign up to participate in HotStats?**

Please contact [support.americas@hotstats.com](mailto:support.americas@hotstats.com), and HotStats will walk you through the process.

### **What are the steps in the implementation process?**

First, properties will need to provide a sample data file with one (1) month of data for initial mapping. Once the data is mapped, HotStats will request a submission of historical data. These files will be uploaded into the system, and data will then be available for viewing on the HotStats website.

### **Do I have to supply historical data to participate?**

Yes, three (3) months of data is required. HotStats will request a submission of up to 48 months of data, but only three (3) months of data is required to participate in the program. Having 48 months of data at the outset allows HotStats to show you quality trend data from day one. In order to have access to all of HotStats' analyses, at least 24 months of data will need to be submitted to receive year-over-year comparisons.

### **Do I need to submit my financial data in a specific template or format to participate?**

No, you do not have to enter information in a template or change the format of your financial reporting. HotStats requests an electronic file taken directly out of your finance system, which provides account-level detail. HotStats has partnerships with accounting and business intelligence systems to facilitate your integration. Their implementation team will guide you through the process to ensure the best options are recommended.

### **How do I submit my data?**

This is dependent on your accounting/BI system. HotStats has an integration with many systems, providing a seamless implementation process with minimal user or admin intervention. For other financial systems, HotStats will send you a sample file and provide a secure link via Kiteworks (a highly secure, enterprise-level data transfer system) for you to upload and transfer your data.

### **How do I know when to submit my data?**

Every month, HotStats will send you an email with a Kiteworks link to upload your data. Ideally, members should submit data before the 19<sup>th</sup> of each month.

## **In what format do I need to submit my monthly data?**

If you are providing data manually via Kiteworks, monthly data should be submitted in the same format every month, ideally in Excel or CSV format.

## **I have questions about my data. How do I know what is being mapped to each line?**

If you have any questions about your data or what is mapped to each line, please contact [support.americas@hotstats.com](mailto:support.americas@hotstats.com), and the HotStats customer success team will assist with answering your questions.

## **When is the data published on the HotStats website?**

Monthly data is made available on the 21<sup>st</sup> of each month for the previous month (i.e., on March 21, HotStats will publish the month of February). For brand benchmarking, HotStats will publish data on a quarterly basis for the previous quarter (i.e., on April 1, HotStats will publish data for October, November and December of the previous year).

