



The South Dakota Innkeepers Association is proud to partner with STR, the hotel industry's leading data provider.

SDIA and STR are working together to track the lodging performance of our state so that we may better serve you, our members. STR's position as an independent, third party data provider makes them the perfect source for historical information. Their work will allow SDIA to see a clear picture of our state's performance in the industry.

STR also provides hotels with the marketing intelligence they need to make important decisions. All major chains and thousands of independents already participate with STR, including over **61%** of the rooms in our state. STR's great customer service and their attention to confidentiality have helped make them the world's foremost source of lodging industry data for over 20 years.

Visit STR's website at www.str.com and click on the **Products** page to browse through all of their report types, many of which are available to SDIA members at a special introductory price. Participating in the STAR program allows you to compare your hotel's performance to a competitive set of hotels you choose. If you are not currently participating in the STAR program, we encourage you to consider signing up – **SDIA members receive a significant discount on the first year of reports.**

Your participation will help us all; you will benefit from the market insight you receive in your STAR Reports, and the data you provide will be used to compile statewide figures that will help us in our efforts. Please remember, STR always keeps your proprietary data confidential.

We hope you will take advantage of this SDIA member benefit. If you have any questions about STR products, or if you would like to enroll in the STAR program, please contact the STR Sales Department at **(615) 824-8664 ext. 3504** or email ideas@str.com.

Introductory Discounts

Monthly STAR

\$450 First Year Price
(Regular Price \$650)
Essential performance benchmarking reports, comparing your hotel to your selected competitors

Weekly STAR

\$450 First Year Price
(Regular Price \$650)
Get your STAR report every week with up-to-date performance data

U.S. Hotel Review

\$995 First Year Price
(Regular Price \$1,595)
Subscribe now for weekly, monthly and quarterly reports on U.S. hotel industry performance

Lodging Market Data Book

\$695 First Year Price
(Regular Price \$925)
Six years of historical performance data on your chosen market, plus pipeline information, economic, demographic and airport statistics

HOST Study

\$25 Off First Year Purchase
(Regular Price \$350)
Annual recap of U.S. hotel industry revenues and expenses

STR

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