



STR and the Asian American Hotel Owners Association (AAHOA) are pleased to offer special introductory rates for STR products and services to all AAHOA members.

STR is the leading provider of data benchmarking and analytics for the global hotel industry. We provide data that is confidential, reliable, accurate and actionable, and our comprehensive reports empower our clients to strategize and compete within their markets.

Founded in 1985, STR's presence has expanded to 16 countries around the world with a corporate North American headquarters in Hendersonville, Tennessee, and international headquarters in London, England and Singapore.

Why Work With Us

With data from more than 57,000 hotels across 180 countries, STR has the most comprehensive, up-to-date hotel data in the world.

We hold ourselves to the highest standards for all of our data collection and reporting, including:

Confidentiality

Complete protection of all proprietary data.

Accuracy

Highest data integrity obtained directly from the source.

Timeliness

Relevant and immediately actionable data, processed on an annual, quarterly, monthly and even daily basis.

Impartiality

Our goal is to help the entire global hospitality industry reach new heights. All of our clients across all segments receive the same high level of service.

AAHOA Partnership Discounts

STAR Report – 25% discount

Revenue management tool for benchmarking your performance against competitors to make data-driven business decisions. Available for first-time hotel participants during first year of enrollment (includes STAR add-ons).

Pipeline – 15% discount

Property and room count data for hotels in the planning and construction phases.

School Break Report – 10% discount

Quickly view and prepare for future leisure demand with over 1,500 educational establishments' key calendar dates in one easy-to-read report.

To enroll contact STR's Business Development team at +1 (615) 824 8664 x3504 or info@str.com.



57,000
hotel customers
globally (properties)



7.6 million
rooms on the platform



Data from
180 countries