



STR and Michigan Restaurant & Lodging Association are pleased to offer special introductory rates for STR products and services.

STR is the leading provider of data benchmarking and analytics for the global hotel industry. Our comprehensive reporting solutions and competitive intelligence empower our clients to strategize and compete within their markets.

Founded in 1985, STR's presence has expanded to 15 countries around the world, with corporate North American headquarters in Hendersonville, Tennessee and international headquarters in London and Singapore.



over
30 years
of expertise



63,000

hotel customers
globally (properties)



8.6 million

rooms on the platform



76%
U.S. sample



Data from

180 countries

Why Work With Us

With data from over 63,000 hotels in 180 countries, STR houses the most comprehensive hotel data in the world. We adhere to the highest data collection and reporting standards:

Confidentiality

We ensure total proprietary data privacy and protection.

Accuracy

STR data is obtained directly from the source for the highest level of integrity.

Timeliness

You receive relevant, actionable data processed daily, monthly, quarterly and annually.

Impartiality

We provide superior service to all of our clients across all industry segments.

Lodging Member Discount

STAR Report | STAR Add-Ons – 25% OFF

This discount is available to hotel participants during the first year of enrollment.

All MRLA Member Discounts

U.S. Hotel Review – \$1295 (normally \$1695)

View high-level, accurate overviews of key markets in key regions.

Pipeline – 15% OFF

Access future hotel supply data, including property and room count.

School Break Report – 10% OFF

View and prepare for future leisure demand with this easy to read report covering key calendar data from over 1,500 school districts and universities.

Market Forecasts – 15% OFF

Anticipate market changes for enhanced business decisions.

Hotel News Now (HNN) Advertising – 15% OFF

Expand your reach with the definitive news source for hotel decision makers.

For more information, contact our Business Development team:
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