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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 1 countries arou nd 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. million rooms on the platform

76% U.S. sample

Data from 180 countries

Why Work With Us

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