



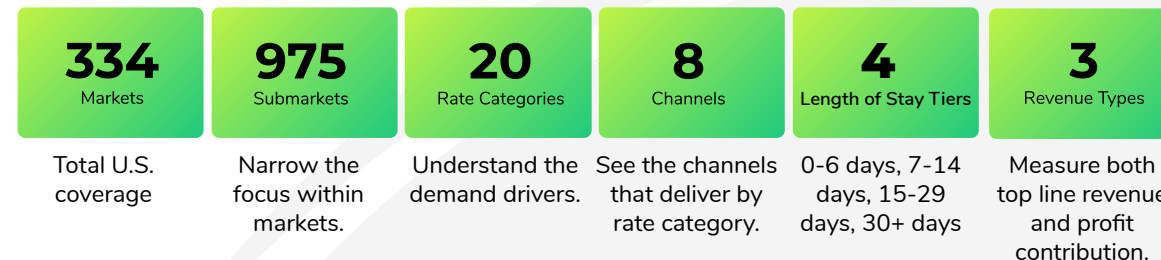
# Why our data is better for your hotel business.

Not only does Kalibri have the industry's **Largest US Hotel Performance Database**, **Kalibri sources its data directly from hotel PMS and CRS systems.**

Discriminating investors and operators looking for an edge choose Kalibri's granular, historical and forward-looking analytics that also provide insights on profit contribution.

Our database is comprised of daily paid and stayed bookings and we calculate both historical and future performance metrics.

Our markets and submarkets are designed to reflect the current density of supply, offering a clearer, more precise view of performance across the U.S. hotel industry.



32,000+ Hotels

100+ Brands

3 Million+ Rooms

9 Billion Bookings

100 Million New Bookings per Month

## Data Profile

### Time Period

- Historical, as far back as 2015 – present
- 18-month rolling predictive forecasts

### Benchmarks

Create ANY unique competitive set as long as it adheres to Data Privacy Guidelines

- Total U.S.
- Chain Scale, Chain Class
- Market, Submarket
- By Brand, and more

### Dimensions

Group and filter data by:

- Channel
- Rate Category
- Loyalty Indicators
- Booking Lead Time
- Commercial v. Leisure
- Corporate Account Name
- Travel Agency Name + IATA
- Length of Stay Tiers

### Data Granularity

- By Day, Week, Month, Year
- Weekday vs. Weekend
- Weekday vs. Weekend vs. Shoulder
- Day of Week

**Profit-first metrics to evaluate performance like Revenue Capture and ProfitMix™ are more effective at guiding hotel profit growth and asset value than legacy metrics focused on top line revenue alone.**



## Kalibri and STR: Selecting the Right Data Platform

### STR

- Focuses on KPIs like Occupancy, ADR, and RevPAR
- Provides broad market overviews for benchmarking historical and competitive performance.

### Kalibri

- Provides baseline data on revenue with the enhanced view of customer acquisition costs
- Looks at the composition of RevPAR, not just the RevPAR alone
- Highlights profit erosion from factors like OTA dependency
- Integrates customer acquisition costs across all segments, channels, and rate types
- Delivers net revenue insights—critical for achieving NOI and asset value growth
- Forecasts by rate category and channel by hotel by day to reveal micro-market opportunities

### Bottom line

Any analysis that is based on total room revenue without its composition by business type or without regard for its profit contribution is missing what Kalibri provides.

STR		
US Markets	164	334 + any custom definition
US Submarkets	640	975 + any custom definition
Performance Metrics	Demand, Supply, Revenue, ADR, Occ, RevPAR	Demand, Supply, Revenue, ADR, Occ, RevPAR, Net Revenue, Length of Stay, Lead Time
Room Revenue Types	Topline Revenue	Topline Revenue & Revenue Net of Acquisition Costs
Compsets	Standard & Composite	User-defined & AI-derived by Rate Category
Demand Segmentation		
Group vs Transient	Luxury & Upper Upscale Only	All Chain Scales
Macro Segment / Trip Intent	—	✓ Commercial/Leisure/Group
Rate Category	—	✓ 20 Rate Categories
Channel	—	✓ 8 Channels
IATA/Travel Agency	—	✓
Group Account	—	✓
Length of Stay	—	✓ 4 Tiers of LOS
Lead Time	—	✓
Forecast Level	US + Market + Submarket	US + Market + Submarket + Property + Compset
Forward Looking Data	—	Future Reservations + Pace