

## THE EUROPEAN TRAVEL COMMISSION AND STR ANNOUNCE DATA PARTNERSHIP

- ***ETC members can now monitor and compare hotel performance across several European countries***

Brussels, 7 March 2019: [The European Travel Commission](#) (ETC), the leading voice on European tourism, and [STR](#), the leading data provider for the global hospitality industry, have today announced an important partnership which will see them serve the growing needs of European destination management organisations.

As part of the partnership, STR will provide customised hotel performance data to the [ETC Executive Dashboard](#), an online resource which simplifies access to tourism data and market intelligence information for ETC members. This newly integrated data will enable viewers to monitor and compare the hotel performance of individual European countries, sub-regions and four world regions – Europe, Americas, Asia Pacific and Middle East & Africa. This is in addition to the wealth of information already available on the ETC Dashboard, including key tourism trends in Europe, the economic impact of tourism on economies and employment, outbound travel trends from key markets and airline bookings.

Speaking following the announcement of the partnership, Executive Director of the European Travel Commission, Eduardo Santander stated: *“We are delighted to have partnered with STR to provide our members with this crucial information as we continue our focus on promoting sustainable tourism growth in Europe. In light of tourist overcrowding which has blighted popular destinations over recent years, it is important for ETC to have a partner such as STR that can provide reliable hotel performance data based on comprehensive and up-to-date samples. This access to current travel trend data allows ETC and its members to make better informed strategic decisions in the future.”*

The new hotel performance data is based on three key performance indicators – occupancy, average daily rate (ADR) and revenue per available room (RevPAR). In reporting these metrics, STR includes absolute figures and year-over-year percentage changes to best illustrate how performance has increased or declined compared to the same time period the previous year. This data is presented through visual maps and charts that are updated each quarter, further allowing destinations to quickly benchmark against competitors.

*“We are honored to partner with an association that maintains a stellar reputation in the marketplace and shares a similar vision for expanding performance in the hospitality industry,”* said Thomas Emanuel, a Director at STR. *“As part of our commitment, we will provide the European Travel Commission and its members with the accurate and actionable data and insights that STR has become renowned for over the past three-plus decades.”*

ENDS

### [Note to editors – About the European Travel Commission](#)

The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 33 member NTOs, including 7 from outside the European Union. Europe is the world's no. 1

tourist destination with 712 million international arrivals in 2018 and more than 50% of the market share of worldwide tourism.

For further information: ETC's corporate website [www.etc-corporate.org](http://www.etc-corporate.org) is aimed at industry, government and educational personnel interested in tourism to Europe. Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal [www.visiteurope.com](http://www.visiteurope.com)

### **About STR**

STR provides premium data benchmarking, analytics and marketplace insights for global hospitality sectors. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, an international headquarters in London, and an Asia Pacific headquarters in Singapore. For more information, please visit [www.str.com](http://www.str.com)

### **About the ETC Executive Dashboard**

The ETC Executive Dashboard is a "data hub" that provides a simple access to market intelligence information about the tourism industry in Europe and the World. The platform is developed exclusively for the needs of the [33 ETC member organisations](#) and partner organisations/companies that contribute with data (e.g. UNWTO, WTTC, Tourism Economics, STR, TourMIS, ForwardKeys, Amadeus, etc.). ETC is open to discuss future partnerships opportunities in this regard.