



STR Student Market Study Competition - Instructions and Guidelines

Details and Guidelines:

- The competition is open to U.S. and non-U.S. schools.
- Teams may consist of 3 to 6 under-graduate or graduate students.
- At least three members of the group must speak during the presentation.
- Team must have a supervising professor/faculty member.
- Limit of one team per school. School may have internal competition to decide on team to represent the school.
- Teams will choose cities/markets on a first come, first served basis. No two teams will be allowed to present on the same market. Markets may be U.S. or non-U.S.
- A standard set of reports and other supporting information about the markets will be made available via DropBox in late August; however, teams may use additional data obtained from sources other than STR. They may also include insights and input from other industry professionals.
- Training on “How to Conduct a Market Study” will be conducted, including a sample, via webinar at the beginning of September. Training will be recorded and made available to all schools involved.
- Groups will create presentation (in PowerPoint or other presentation software of their choice).
- Presentations will be evaluated and finalists will be selected.
- Finalists will be required to present a 20 (maximum) minute presentation in New York at HX: The Hotel Experience (formerly IHMRS Conference) on Sunday afternoon November 8th.
- Non-finalists will also have the opportunity to do a short presentation focusing on takeaways (what they learned about their market) and what they learned from the market study exercise.
- The order of presentations by both finalist teams and non-finalist teams will be based on a blind draw at the event.
- A laptop and video projector will be provided.
- There will be a panel of judges from hotel companies, consulting and investment firms.
- A \$1,000 cash prize will be awarded to the winning school and the top three teams will be recognized with a plaque.
- The top non-finalist team will be recognized with a plaque.
- Teams will not receive compensation for expenses (travel, lodging, meals, etc.) from STR.

Criteria of judging will be:

- Description of longitudinal trends in the market
- Description of market segment trends in the market (tract, class/scale, ...)
- Description of data related trends in market (weekday/weekend, day of week, group vs. transient)
- Description of unique characteristics of the market
- Description of industry takeaways
- Amount of content effectively communicated
- Quality of graphs and charts (are they easily interpretable and visually interesting)
- Communication style of the team

Timeline:

- STR will post reports and data for all markets selected to DropBox on Friday, August 28th. The access link will be sent to the supervising professor/faculty member.
- “How to Conduct a Market Study” webinar at 11:00am CDT on Friday, September 4th
- Presentations due to STR no later than 12:00pm CDT on Monday October 12th
- Notice of finalist and non-finalist sent to all teams by 5:00pm CDT on Friday October 16th
- Team presentations in New York from 1-6pm EDT on Sunday November 8th

If you have questions or are interested in entering a team please email sharecenter@str.com to register your entry. STR will need to know which market you select (Please provide a 1st, 2nd and 3rd choice).