



STR announces 2012 Best Performing Hotel Award winners

6 September

NASHVILLE, Tennessee—The 2012 STR Best Performing Hotel Awards were presented today during the 2012 Hotel Data Conference, hosted by STR and HotelNewsNow.com, and presented by the Loews Vanderbilt Hotel.

The conference and award ceremony were held at the Loews Vanderbilt Hotel in Nashville, Tennessee.

“We take great pleasure in recognizing these seven hotels as the best performing properties in the hotel industry during 2011,” said Randy Smith, co-founder and chairman at STR. “These hotels and staff have gone above and beyond, demonstrating strong performance during 2011. We are proud to recognize their achievements.”

The award was given to one hotel in each of the seven Chain Scale segments. The 2012 STR Best Performing Award winners:

- Luxury Segment: Four Seasons Resort Jackson Hole (Teton Village, Wyoming);
- Upper Upscale Segment: Joie De Vivre Ventana Inn & Spa (Big Sur, California);
- Upscale Segment: Crowne Plaza Z Ocean Hotel South Beach (Miami Beach, Florida);
- Upper Midscale Segment: Best Western Plus Beach Resort Hotel (Fort Myers Beach, Florida);
- Midscale: Best Western King Charles Inn (Charleston, South Carolina)
- Economy Segment: Super 8 Nacogdoches (Nacogdoches, Texas); and
- Independent Segment: San Ysidro Ranch (Santa Barbara, California).

Best Performing Hotel Award methodology

The winners were determined based on a number of criteria, including the following metrics: occupancy, average daily rate and revenue per available room, over the two-year period of 2010 and 2011. The 2011 performance was compared against each property’s Market Scale performance as well as the 2010 performance. In order for a hotel to be considered for this award, the hotel was required to report data for the 24-month period, had to be open for those consecutive 24 months and reported no room-count changes during the 24-month period.

About STR

[STR](#) provides clients—including hotel operators, developers, financiers, analysts and suppliers to the hotel industry—access to hotel research with regular and custom reports covering North America, Mexico and Caribbean. STR provides a single source of global hotel data covering daily and monthly performance data, forecasts, annual profitability, pipeline and census information. STR founded the STR family of companies and is proudly associated with STR Global, RRC Associates, STR Analytics, and HotelNewsNow.com. STR also founded the [Hotel Data Conference](#).

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