Benchmarking that gives you the edge

INTRODUCING

CoStar and its transformative Benchmark solution—the hotel industry's new standard of success.

CoStar™

The hospitality industry's most comprehensive market share product

CoStar and its Benchmark solution is where the most comprehensive hospitality market analytics meet competitive share insights — at both the property and portfolio levels — to drive strategic, data-driven decision-making.
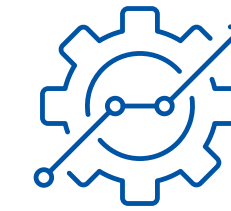
CoStar + Benchmark benefits

Dynamic confidence

By leveraging both historical and forward-looking data, you can navigate the financial landscape and uncover strategic opportunities with unmatched precision.

Accelerated efficiency

With the largest research team in commercial real estate, CoStar takes a census-level approach to assemble comprehensive, accurate data that gives you a full picture of the market.

Competitive intelligence

With Competitive Sets configurable in real time, you gain detailed intelligence that pinpoints your industry standing and finds where your property or portfolio can excel.

Collaborate with confidence

Share critical insights across your teams and ensure they can only be seen by the relevant stakeholders in a secure platform.

The new high standard for data

CoStar and its Benchmark solution set the new industry standard for data visualization and interaction, bringing together all the data you need in one place.

With a Benchmarking license, you gain access to the expansive CoStar product suite, where you will unlock unmatched insight into commercial real estate property values, market conditions, and availabilities.
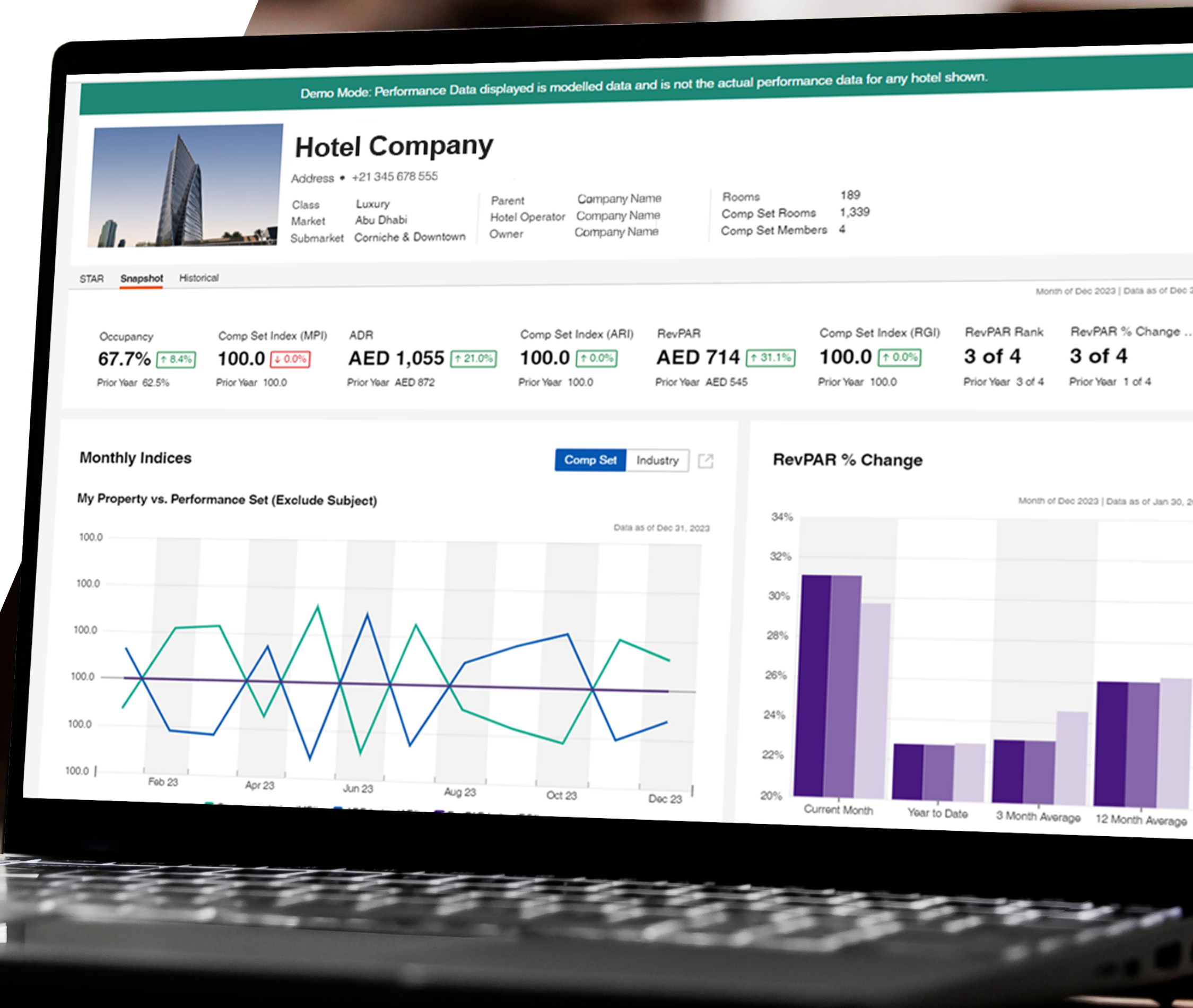
Harness powerful functionality
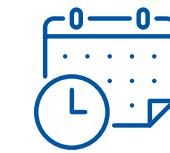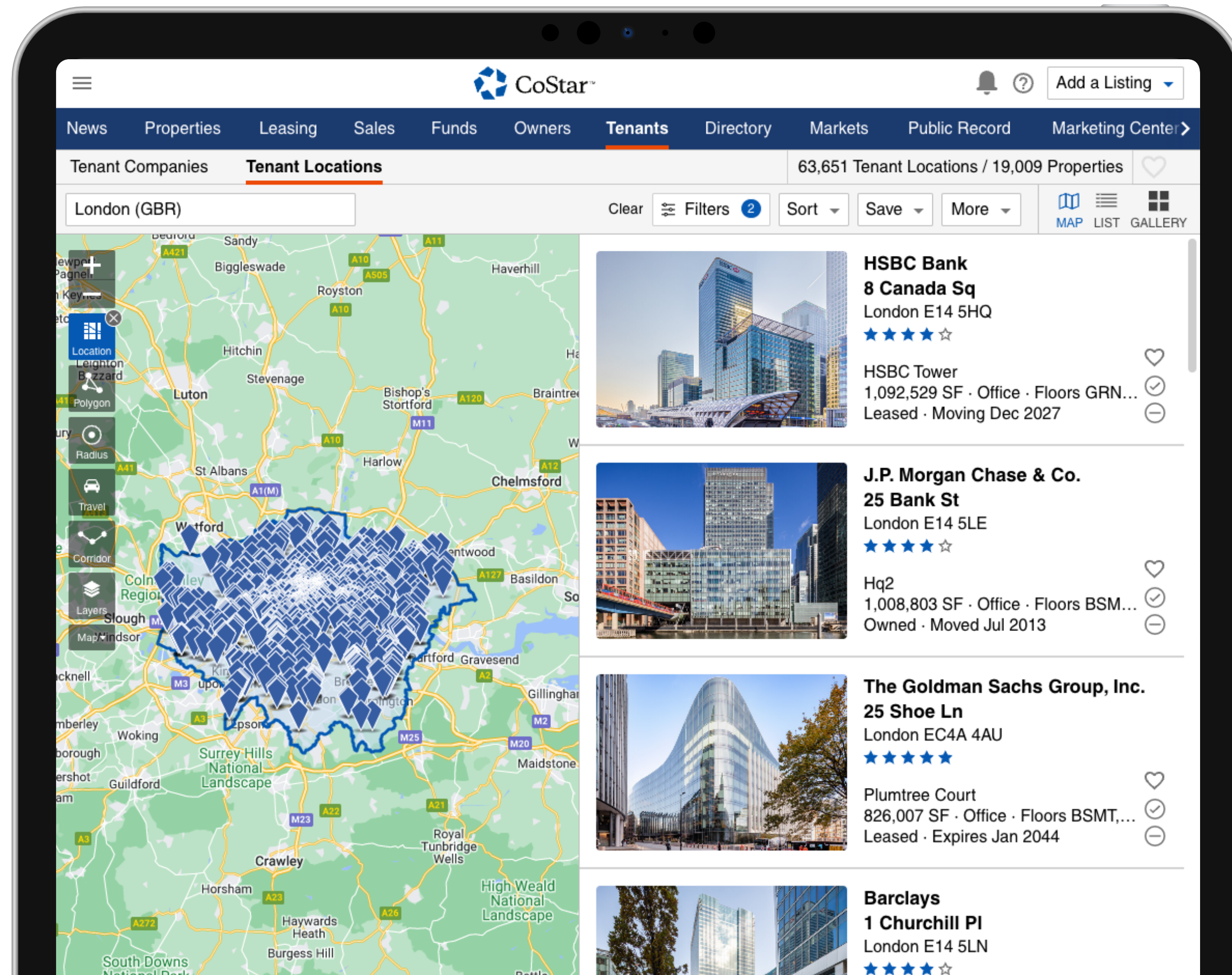
Bandwidth, RPM, and day-of-week opportunity

Explore historical room data, day-of-week trends, segmentation, and additional revenue data to surface any opportunities that have been missed and strategize effectively to enhance your financial outcomes.
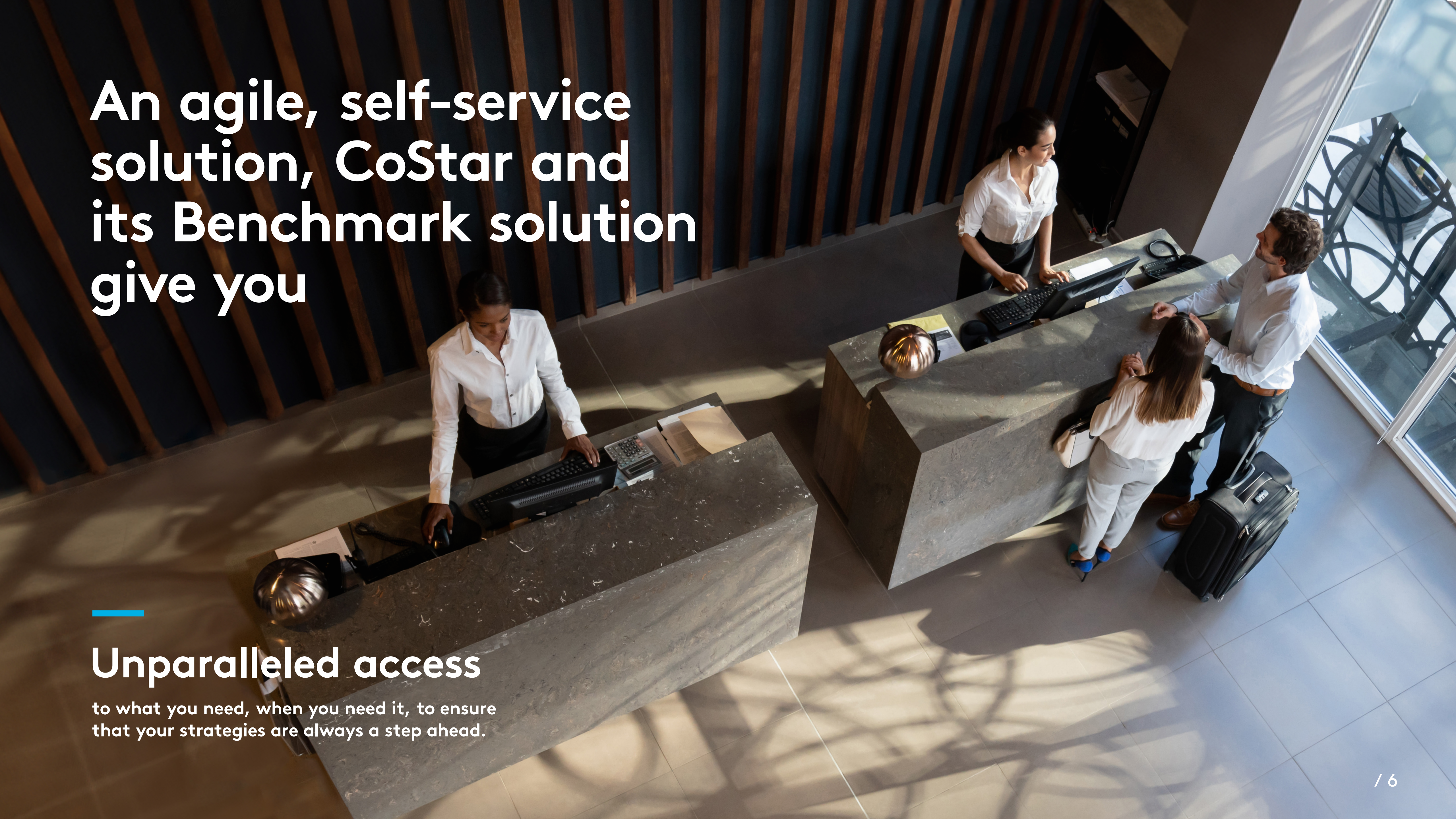
Corporate lead sourcing

Leverage a detailed tenant database comprising office, industrial, retail, flex and medical spaces to identify leads within radius of specific properties. Additionally, be the first to know about changes in surrounding businesses and whether they may positively or negatively impact travel behavior.
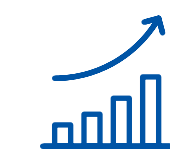
Holistic portfolio analysis

Use configurable methodologies and new data-slicing capability to identify your best performers. Then, apply your learnings to the properties in your portfolio that need a boost.

An agile, self-service solution, CoStar and its Benchmark solution give you

Unparalleled access

to what you need, when you need it, to ensure that your strategies are always a step ahead.

Decades of trust and innovation

With almost 40 years of experience behind us, and a vision that anticipates and adapts to the needs of our clients, we don't just lead the field in hospitality data — we define it.

CoStar and STR combined to deliver the industry's most powerful solution, and it's only going to get better as we continue to invest our time and expertise into the future of the industry.

80k+
participating hotels globally

7M
tenant locations

$5B
invested in research and technology

20M
lease & sale comps

63k+
market forecast scenarios

10,084
segments of hospitality data

38 Years
of hotel industry partnership

10.5M
rooms driving our hotel data

296K
total CMBS records

150B
commercial square feet tracked

79K
pipeline projects tracked

Transform insight into action

In the world of hospitality, data is power. With comprehensive data and analytics, powered by a legacy of trust and innovation, CoStar and its Benchmark solution are your key to unparalleled strategic advantage.

It's time to transform your data into your most valuable asset.
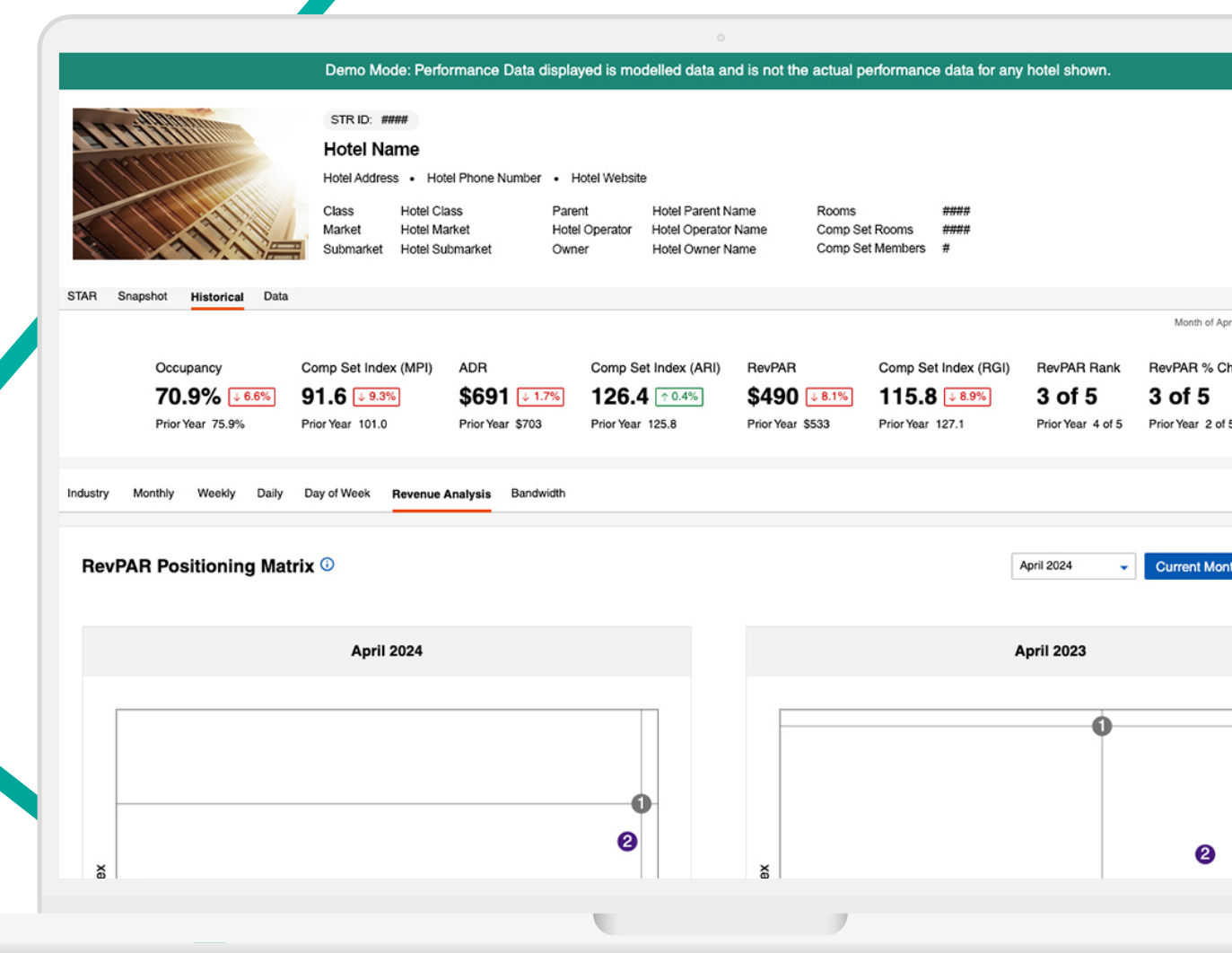
Give your future the edge

See for yourself how CoStar and STR can revolutionize your approach to data, strategy, and success.

Book a Demo Now

CoStar™