



Vail S. Ross

Ms. Ross is a Director of Sales in the Sales and Marketing department at Smith Travel Research (STR), the leading authority on current trends in occupancy, room rate and supply/demand data for the U.S. and the North American lodging industries. Each month, STR obtains revenue data from over 22,000 US properties accounting for over 3.2 million rooms. In addition, STR collects daily lodging performance data from over 18,000 U. S. hotels with over 2.3 million rooms as part of its **daySTAR** program. Through **daySTAR PLUS**, STR tracks daily customer segmentation data for upscale properties in all major US markets. Through its worldwide marketing alliance with Deloitte in the UK, STR provides a global perspective for all lodging trends.

STR tracks market share performance for virtually every major global hotel chain and most major management companies through its various **STAR** programs. Clients rely on STR's data quality and absolute data confidentiality to make strategic and operational decisions in the areas of sales and marketing, development, revenue management, reservation forecasting, internal audit and virtually all other departments.

STR also publishes **The Lodging Review**, a weekly newsletter endorsed by the American Hotel & Lodging Association that tracks occupancy and room rates for the U.S., all fifty states, and the top 25 metropolitan markets. Data from **The Lodging Review** is frequently published in Hotel & Motel Management, Hotels, Lodging Hospitality, Lodging Magazine, The Cornell Quarterly, The Wall Street Journal and the New York Times. It is also used extensively by Investment bankers and Lodging Equity Analysts and hospitality consultants across the US. STR data is used as the official source of lodging statistics for the U.S. Travel Data Center's Travel Printout and by over 300 convention and visitors bureaus, state tourism departments and government entities

Ms. Ross joined STR in April 2004 and serves as the STR contact for numerous individual hotels and hotels not affiliated with a major chain. She oversees the sales and marketing efforts to independent hotels, along with increasing participation in STR's daySTAR and daySTAR PLUS program. Prior to joining STR, Ms. Ross was with the Tennessee Hotel & Lodging Association where she served as Director of Membership Development. Ms. Ross has a Political Science degree from Western Kentucky University. She resides in Nashville, TN.

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