

Duane Vinson



Mr. Duane Vinson is Vice President Client Services at **STR (Smith Travel Research, Inc.)**, the leading authority on lodging industry performance trends. STR benchmarks hotel occupancy, rate, and revenue through its **STAR** program. STR has also created and maintains the world's largest database of existing hotels and those in the development pipeline. In 2007, STR expanded their benchmarking efforts outside of North America with the creation of **STR Global** and now receives data from over 40,000 hotels worldwide. Their commitment to confidentiality and accuracy has set the industry standard for over twenty five years.

STR tracks market share performance for virtually every major global hotel chain and most major owner & management companies through its STAR program. 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 & yield management, reservation forecasting, and internal audit.

STR maintains a significant web presence through **HotelNewsNow.com**, an online news publication for the lodging industry. Also, STR publishes the **U.S. Hotel 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. STR's **Global Hotel Review** is a monthly newsletter that covers lodging performance data for most major international markets. Data from these publications 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, lodging equity analysts and hospitality consultants. 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.

Mr. Vinson joined STR in 1997 and serves as the head of STR's Client Service and Trend Groups, which oversees the day to day care of all client request. Over the years he has been involved in many areas of operation at STR, having most recently served as the head of the global development pipeline and census database departments. Mr. Vinson is often requested as a guest speaker at hotel company conferences and local, state and national lodging and tourism conventions and is often quoted in leading trade publications and news sites such as HotelNewsNow, Hotel Business, Lodging and the news media to include the Chicago Tribune, Miami Herald, New York Times, USA Today and the Wall Street Journal.

With a genuine interest in local tourism, he is the President of the Southeast States Chapter of the Travel and Tourism Research Association (SETTRA). Prior to joining STR, Mr. Vinson was with Hyatt Hotels & Resorts. Mr. Vinson has a Marketing degree from the University of Louisville. He resides in Hendersonville, Tennessee, with his wife and has three grown sons.