

## Deliver Relevant and Actionable Insight for Everyone

### Key objectives and Questions by Role

#### Revenue Manager

Optimize Rates, rooms, and restrictions to maximize revenue

- \_What are my busiest pick up dates? What are my competitors' busiest days?
- \_What do I have on the books this year vs. the same time last year vs. my competitors?
- \_When is my competition sold out and am I capitalizing?

#### General Manager

Improve profitability by always understanding overall market and share

- \_Is my strategy working the way I intended?
- \_Are we moving share or simply growing with a buoyant market?
- \_Where can I grow my ADR?

#### Sales & Marketing Manager

Enhance campaigns, targeting, and sales effectiveness

- \_How much group business does my competition have on the books?
- \_Is my promotion working, or simply diluting ADR?
- \_What market segment is driving the majority of volume?

Remove gut instinct and guesswork from your Revenue meetings

Use channel and segment to anticipate your performance



Subscriber Committed Occupancy vs. Comp Set and Committed Occupancy Index

As of: August 21, 2016

Stay Date	Occ	CS Occ	Occ Index	Group			Retail			Discount			Negotiated			Qualified			Wholesale			
				Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	Occ	CS Occ	Occ Index	
07-Nov-2016	Mon	20.7%	14.1%	147	7.6%	1.7%	437	3.3%	0.9%	375	4.3%	6.4%	68	4.3%	3.6%	120	1.1%	0.6%	187	0.0%	0.7%	0
08-Nov-2016	Tue	13.6%	11.8%	115	2.7%	0.9%	288	2.2%	1.0%	214	2.2%	5.0%	43	6.0%	3.9%	153	0.5%	0.4%	125	0.0%	0.3%	0
09-Nov-2016	Wed	21.7%	12.3%	177	10.9%	2.8%	384	2.7%	1.2%	234	4.3%	4.8%	91	3.3%	2.4%	136	0.5%	0.7%	83	0.0%	0.2%	0
10-Nov-2016	Thu	14.1%	11.6%	122	2.7%	1.6%	170	3.3%	1.1%	300	4.3%	6.1%	71	1.6%	1.3%	125	1.6%	0.8%	204	0.5%	0.6%	94
11-Nov-2016	Fri	12.0%	13.6%	88	0.0%	2.4%	0	3.3%	0.8%	409	6.0%	7.2%	82	0.0%	0.9%	0	2.2%	0.9%	250	0.5%	1.2%	47

**\_Insight:** Underperforming in Transient segment

**\_Action: Use:** Demand360 to fin segments and channels that are driving business to your comp set

## Monthly Performance Trend

Use channel and segment to further analyze your performance

Demand360		Home   Alert Subscriptions   Favorites   Dashboards   Sign											
Overview		Pace	Booking Calendar	Daily Segment Mix	Daily Channel Mix	Group Outlook	Performance Trends	Pace and Rates	Booking and Rate Calendar	Integrated Event Analysis	Popular Reports		
		Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017
Retail	Subscriber Occupancy	15.1%	15.3%	16.3%	15.5%	4.8%	13.5%	12.2%	13.8%	15.2%	13.6%	13.2%	15.3%
	Comp Set Occupancy	6.7%	11.5%	9.3%	8.5%	4.9%	7.4%	7.9%	8.0%	8.1%	7.7%	7.9%	7.0%
	Occupancy Index	228	133	178	181	188	228	153	172	187	178	167	218
	Subscriber Occ Variance	(3.9)	(7.0)	(4.2)	(1.1)	(2.3)	(4.5)	(3.7)	(4.3)	(2.2)	(1.8)	(1.4)	(1.7)
	Comp Set Occ Variance	(2.9)	(0.7)	(2.8)	(1.5)	(2.3)	(2.5)	(3.4)	(0.4)	(1.1)	(1.3)	(0.3)	(0.7)
	Occupancy Index Variance	28	(50)	7	16	19	1	13	(43)	(1)	8	(12)	(1)
	Subscriber ADR	\$485	\$825	\$640	\$520	\$559	\$397	\$391	\$440	\$486	\$597	\$572	\$478
	Comp Set ADR	\$424	\$634	\$595	\$520	\$572	\$376	\$352	\$433	\$456	\$533	\$507	\$444
	ADR Index	114	99	108	100	98	105	111	102	106	112	113	107
	Subscriber ADR Growth	(5.2%)	2.5%	11.0%	(2.8%)	(0.3%)	(4.8%)	(6.6%)	4.0%	(2.3%)	5.0%	5.3%	3.0%
	Comp Set ADR Growth	0.8%	19.0%	15.8%	8.6%	8.2%	14.3%	2.8%	14.4%	6.9%	2.2%	0.4%	(1.1%)
	ADR Index Variance	(8)	(15)	(4)	(12)	(8)	(22)	(11)	(10)	(11)	3	5	4
	Subscriber RevPAR	\$73	\$96	\$104	\$80	\$91	\$53	\$48	\$61	\$74	\$81	\$76	\$73
	Comp Set RevPAR	\$28	\$73	\$55	\$44	\$50	\$28	\$28	\$35	\$37	\$41	\$40	\$31
	RevPAR Index	258	131	189	181	184	192	170	174	199	197	188	233
	Subscriber RevPAR Growth	(24.6%)	(29.7%)	(11.9%)	(9.2%)	(12.6%)	(28.5%)	(28.3%)	(20.9%)	(14.5%)	(6.3%)	(5.0%)	(7.2%)
Comp Set RevPAR Growth	(29.7%)	12.4%	(11.4%)	(7.6%)	(14.7%)	(14.2%)	(28.0%)	8.7%	(5.8%)	(13.0%)	(3.1%)	(10.3%)	
RevPAR Index Variance	17	(79)	(1)	(3)	5	(38)	(1)	(68)	(20)	14	(4)	8	

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