

Source/SubSource Analysis

Property: QL
 From Tuesday, July 01, 2014 to Thursday, July 24, 2014
 Source of Business: AD
 Summary/Detail: D

Source/SubSource Analysis is a Crystal Reports version of the Marketing Analysis Report Source/Subsource Analysis Report. As a marketing report it evaluates the whole of the reservation rather than evaluating on a night by night basis. It can be balanced against other marketing analysis reports but not against any management, statistics based reports

<u>Guest Name</u>	<u>Res</u>	<u>% Res</u>	<u>Arrival</u>	<u>Rm Nts</u>	<u>Adults</u>	<u>Child</u>	<u>Rm Revenue</u>	<u>% Rm Revenue</u>	<u>Avg Lead</u>	<u>Avg LOS</u>
Transient Advertising										
Google Ad										
Kells, Chris	102120		7/1/2014	5	2	0	119.00		78	
Napier, Alan	102965		7/7/2014	4	1	0	198.00		4	
Young, Carol	103011		7/8/2014	2	2	0	118.00		0	
Urman, Deborah	103035		7/9/2014	1	1	0	84.00		0	
Jackman, Ken	103030		7/9/2014	1	1	0	99.00		0	
Kabel, Charles	103057		7/10/2014	1	2	0	233.00		0	
Gagnier, Richard	103062		7/10/2014	1	1	0	193.00		0	
Ahrens, Don	103198		7/17/2014	3	1	0	275.00		0	
Carefoote, Kelly	103214		7/18/2014	1	1	0	159.00		0	
Lo Lo, Shylo	103186		7/18/2014	1	1	0	134.00		1	
Google Ad	10	38.46%		20	13	0	1,612.00	45.43%	8.30	2.00
Print Ad										
Miller, Andrew	102953		7/3/2014	1	1	0	233.00		1	
Hudson, Jennifer	102967		7/7/2014	1	2	0	224.00		4	
Miller, Andrew	102839		7/8/2014	1	1	0	99.00		18	
Liu, Patrick	103114		7/14/2014	3	1	0	118.00		0	
Rogers, Kim	103012		7/15/2014	2	2	0	118.00		7	
Print Ad	5	19.23%		8	7	0	792.00	22.32%	6.00	1.60
Radio Ad										
Bailey, Dennis	101559		7/2/2014	2	1	0	345.00		114	
Lorenzini, Macarena	102673		7/9/2014	7	1	0	124.00		37	
Rodriguez, Mariano	103232		7/23/2014	1	2	0	112.00		0	
Radio Ad	3	11.54%		10	4	0	581.00	16.38%	50.33	3.33
Advertising	18	100.00%		38	24	0	2,985.00	84.13%	14.67	2.11
Transient	18	69.23%		38	24	0	2,985.00	84.13%	14.67	2.11
Group Advertising										
Google Ad										
Lewis, Cheryl	102845		7/1/2014	2	1	0	89.00		11	

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Group										
Advertising										
Google Ad										
Ray, Lisa	102844		7/1/2014	1	1	0	114.00		11	
Carefoote, Kelly	102847		7/1/2014	0	1	0	89.00		11	
Hanson, Barb	102848		7/1/2014	2	1	0	37.00		11	
Hanson, Gina	102850		7/1/2014	0	1	0	37.00		11	
Henry, Smith	102852		7/1/2014	2	1	0	48.50		11	
George, Anderson	102853		7/1/2014	0	1	0	48.50		11	
Yaohou, Zhang	102936		7/18/2014	2	1	0	100.00		18	
Google Ad	8	30.77%		9	8	0	563.00	15.87%	11.88	1.13
Advertising	8	100.00%		9	8	0	563.00	15.87%	11.88	1.13
Group	8	30.77%		9	8	0	563.00	15.87%	11.88	1.13
Report Totals	26			47	32	0	3,548.00		13.81	1.81

- End Of Report -