

Track 5 | Analytics Data Mining

Session: Data Mining for Marketing & Revenue Planning

Marketing View

The Marketing Analytics View allows users to data mine both consumed and future guest purchase behaviors. This view can assist the user in determining when to advertise a package or promotion based on when guests are most likely to book and via which channel. The user can analyze based on geographics, guest type, rate type or source of business and can determine which guests generate additional revenues or what room types they have purchased. Generation of targeted email lists for your marketing campaigns is also available.

Familiarization with the core configuration of your database will aid in effective and accurate data mining. The relationship between guest type groups, guest types, and rate types and the application of source & sub source of business codes can provide users valuable insight around guest purchase patterns.

Selections Tabs – Reservations Selections & Additional Selections

- Reservation and client profile data buckets are bringing forward all data as captured in Maestro.
- Data values will adjust as selections are made.
- To gauge the health of a database, the client profile buckets display the number of total client profiles in your database and the viability of these profiles in terms of having an email address, cell phone, mailing address and those who have opted in or out for marketing. This allows users to be able to ensure internal address collection programs are effective.

Dashboard

- Graphs with quick toggle options allow for analysis on a variety of levels, including property, guest type, rate type, room type, room number, geographic location and more.
- Graphs can be printed or raw data exported to excel allowing for further dissection.
- A non-room revenue graph is provided with non-room revenue selection options. This allows users to analyze total spend, or specific area spend.
- The dashboard data grid can be exported to Excel, to allow users to work with the data further as needed.

Additional Charts

- This tab provides additional details such as average spend per visit, daily spend, and room night contribution by booking period.
- The date comparison grid provides total room night, revenue, and YTD statistics, for comparison to previous years.
- The geographic breakdown displays room nights, revenue, ADR & other revenue by country, state, city, and zip/postal code.

Year to Year Comparisons

- Monthly room nights, room & non-room revenue, and ADR for all past & future years are all available on this tab.
- Previous years and current MTD data are actuals consumed. Future dates reflect on the books room nights, revenue, and ADR.

- The quick toggle arrow allows for view by property, guest type, rate type, room number, source of business, country, province and more. Right-click on the arrow to view all options.

Travel Agency Data

- Travel agency production metrics are available on number of stays, room nights, average length of stay, room revenue, ADR, and non-room revenue, by agency.
- Email and mail lists can be generated based on geographic location or revenue generation for marketing or identification of top-producing agencies.

Cancellation & No-Show Analysis

- These tabs allow the user to evaluate cancellations and no-shows either by stay date, in the case of no-shows, or a combination of cancellation and stay dates for cancellations.
- Cancellation lead time can be evaluated by guest type, rate type or cancellation reason.
- Lost potential revenue is displayed by property, rate type, guest type, and cancellation reason.

Clerk Report

- An evaluation of room nights, revenue & ADR booked by clerk, by booking date is available here.
- Booking details including arrival and departure dates, reservation number, guest name, room type, rate type and geographic location are provided for full reservation details.

Guest Report

- These reports provide Guest Profile details and reservation details based on selections made.
- Lifetime stays, room nights, revenue, average length of stay and non-room revenue for individual client profiles are displayed.
- A breakdown showing individual reservation record detail including guest type, rate type, room type and room numbers is available as well.

Guest UDF's

- A listing of Guest Reservation User Defined Field Prompts and associated responses.
- Alphanumeric, Numeric and Text responses are shown based on the type of prompt configured with a detailed listing of associated reservations, guest details and guest responses.

GEM

- With the integrated GEM Guest Survey, responses can be measured by departure date or response date for opportunity areas, marketing, or guest outreach.
- Evaluate guests' "Likely to Return" to see what rates were reserved, room types, incidental spend, and compare this to those not likely to return to discover opportunity areas.
- Individual guest reservation detail is provided for immediate follow up to comment card responses, or marketing campaigns.

Mailing List & Mailing List with Exclusions

- These lists provide exportable email or mail listings based on selections made.
- Instantly know the opportunity of reach based on the count of opt in client email addresses provided.

- Create a list of previous guests who purchased a specific rate or gave an excellent guest survey rating.
- The “with exclusions” tab allows you to see if any of the guests on your list already have a future reservation on the books and you can choose to include or exclude them in your marketing efforts.

Top 10

- A quick summary shows guest types ranked 1 – 10, based on top room nights & total spend based on year, month, or specific date. Summaries includes spend per stay, average LOS, and average lead time.
- Arrow toggle on Overall Top performance grids allows for quick change to view by property, room type, room number, source & sub source of business, rate type, geographic location, and group vs transient.

Week Part

- This tab provides the ability to segment past and future contribution of room nights, revenue, ADR, non-room revenue, total spend, spend per stay, average LOS, average lead time, and person counts by week parts: midweek, weekend, and stays of 5+ more nights.

Year Over Year Top 5 Guest Types

- Users can select two specific years to compare top performance by guest type relative to room nights, ADR, room revenue, spend per stay, non-room revenue and year over year % change.

Year Over Year Analysis (Current Year)

- This grid automatically defaults to the current year compared to the previous year by guest type for room nights, spend per stay and total spend with percentage change values.

Repeat Business Analysis

- This tab provides an analysis of guest's lifetime stay history with 1 or many stays, including room and other revenue spends.
- Using this in tandem with the Mailing list tab allows for marketing to most frequent or single stay only guests.

Travel Agency

- A more simplified version of the detailed Travel Agency Data tab, this tab allows the user to evaluate travel agency production by the number of stays, room nights, room revenue, other revenue and spend per stay and top 10 contributors.

Available Rooms

- Designed to allow Marketing to view availability, selections can be made to show an individual property or the entire collection and can also be made to view availability by room type, for specific date periods, with the ability to include or exclude tentative group blocks.

Tour Operators

- This tab provides the ability to identify top producing tour operators with consumption by stays, room nights, revenue, average length of stay, ADR, and other revenue.