

## Track 5 | Analytics Data Mining

### Session: Reservation & Revenue Management – RevMap View

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The Revenue & Marketing Performance Indicators View (RevMap) provides users with the ability to analyze daily & monthly pick up, occupancies, revenue & average rates, lead time, average length of stay and other booking metrics by property, building, guest type, rate type, and room type.

Current on the books data is shown, with measurements against the previous year. The view also displays pace and pick up trending, allowing for ease and accuracy in forecasting and budgeting.

#### Introduction

- This tab provides an overview of the preceding tabs, acronyms used, and explanation of calculations used for the data set shown.
- This view calculates only actualized or future reserved status rooms nights and revenues.
- Day by Day OTB, Forecast, Pick-up Trending, Booking Trending, and Segment Trending tabs are also included.
- Cancellations, no-show, and any waitlisted bookings are not included in any of the consumed or OTB room nights and revenue data grids presented.
- Cancellation and no-show data are available on the named tabs.
- Waitlist data is available when waitlist status is the selected reservation status on the Reservation Selections tab.

#### Day by Day OTB Occupancy with Daily Pick Up, ADR & RevPar

- This grid shows day by day current room nights on the books (OTB) for all future dates for which reservations exist. In the month, for the month, past dates show actualized OTB room nights & revenues. The P/U, or Pick Up, column displays the room night gains or losses for each day, based on the chosen "Pick Up Date". The "Select Pick Up Date" allows a user to select a past date to show day by day pick up that occurred from the selected date to current.
- Using the selection buckets across the top, users can filter based on property, building, guest type group, guest type, or they can view just group or just transient reservations. There is also the ability to include or exclude unpicked up group blocks, display building in detail (by building code) or summary (entire collection) and to show or hide current ADR, and daily pick-up revenue and ADR. The Occ Percentage Metrics slider allows a user to choose a percentage occupancy point and display dates which are at or below that percentage highlighted in a red color.
- Users can enter day by day budget and forecast in Maestro which will also appear on the data grid.
- The two data grids below the Daily OTB Occ w/Daily Pick-up main grid allow users to select a specific "Stay Date," where gains or losses occurred. The Reservation Activity Logs grid will then display the group and/or transient reservations that affected the gains or losses, for that "Stay Date" selected. Activity logs will be as of the "Selected Pickup Date" entered.

## Forecast Dashboard

This dashboard provides a tool to serve as a base for forecast reporting. It includes month by month rooms, revenue & average rate, with previous year comparisons.

- This tab calculates total room nights, revenue, and average rate on the books (OTB) by month. Current year and future years are shown.
- Previous Years Actuals are shown in light blue.
- Users can make selections based on current or a future date, property, building, guest type group or guest type.
- The user can include or exclude unpicked up group block rooms nights and can view just group rooms nights or just transient rooms nights.
- The first grid displays previous years actuals for room nights, revenue, and ADR for each month. Current year on the books, and the next 3 years in the future, with year-over-year variances can also be viewed.
- The second grid focuses on current year on the books, last year's actuals, and current year potential. The potential calculation is current on the books, plus same period last year pickup to actualized.
- The grey columns represent pace or the same period last year. They will auto default to the same day of week previous year to current system date.
- Variance to Pace and Previous Year Month End Actual columns are provided.
- Monthly Forecast for 12 Months Rolling chart provides detail by guest type or guest type group, same day pace comparison, last year's pick up to actual, and potential for the current year, assuming the same pace of pick up as previous year.
- The Potential columns, in yellow, assume the same pick up to month end actual as occurred the previous year, and add that to current on the books, to provide a Potential forecast for the selected date.
- The same data set in the grid is also provided in graphs, with the guest type group or guest type toggle, depending on the user's visual preference.
- All charts and grids can be printed or exported to Excel.
- The "Export to Excel with Headers" button will export the data with the current column headers. The "XL" in the upper right corner of the grid will export the data without the column headers so users can rename columns to match personal preference.

## Pick Up Trending

- This data set supports the comparison of booking date, by calendar week, to stay date
- The Weekly Room Night Pick Up grid displays by each calendar week the total room nights reserved in that week, broken out by property, stay year, week, and month, allowing users to compare nights reserved in a period and their respective reservation stay date months.
- Toggle is available for guest type/group, rate type/group and source/sub-source of business.
- Data is also broken out by booking year to allow for year over year growth monitoring

## Booking Trending

- This tab provides lead time and length of stay analysis.
- The user can filter by property, guest type, group vs leisure and include/exclude unpicked group blocks.
- Monitoring is available for specific months or years.
- The graph can toggle by guest type/group, source/sub-source of business or rate type/group to monitor when markets are most likely to book.

## Segment Trending

- The Year-to-Year Comparison grid brings forward all past and future years, by month, room nights, revenue, and ADR on the books. Quick toggle allows the grid to display data by guest type/group, source/sub-source of business or rate type/group.
- Company Room Night Production displays actual and future room nights, revenue, and average rate, by the property, by year, by month, by individual company profile.
- Group Room Night Production displays the same as the company, but by group profile.

## Subsequent Tabs

- The remaining tabs are from the Marketing view. See Marketing view guide for detailed description of data.