



Rainmaker guestrev

Customer Tips During COVID-19 Crisis

April 2020 | Version 1.0

Prepared by
Cendyn Data Science Team

www.cendyn.com



Contents

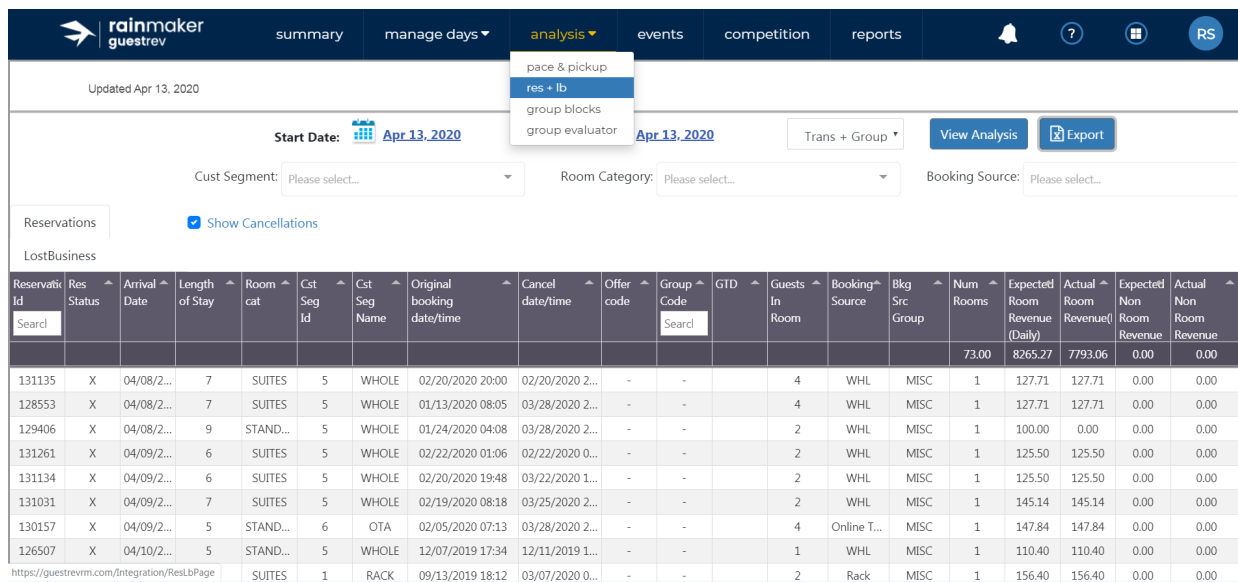
General	2
Groups	7
Events	8
Competitors	9
Pricing Strategy and Configuration	11
Gaming Properties	12

questrev Customer Tips During COVID-19 Crisis

These are challenging times for the hotel industry. Many of Cendyn's customers have been impacted by the COVID-19 virus and have been forced to either close temporarily or try to tread water through a period of significantly reduced demand. But Revenue Management teams can and should continue to leverage **questrev** to help prepare for what should be an eventual full recovery. We've put together this list of what Revenue Managers can do now and in the coming weeks to ensure their hotels are well-positioned coming out of this crisis.

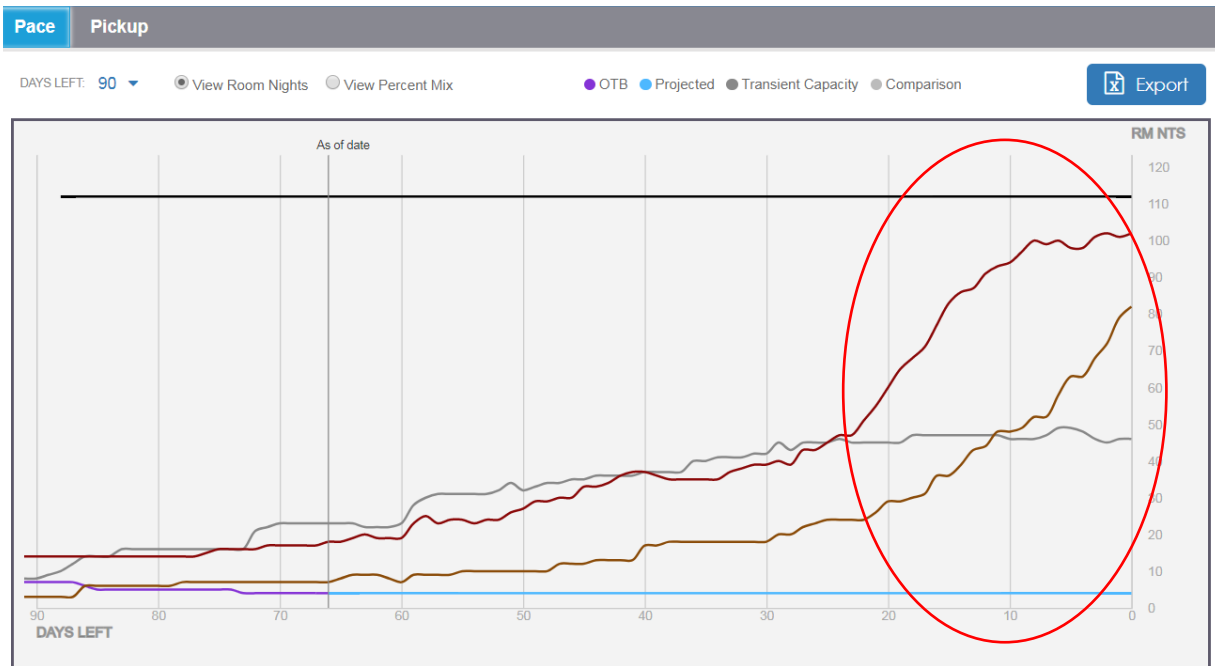
General

- Use the Res+LB analysis for a deeper dive into bookings and cancellations. It can assist with quantifying the lost revenue impact of closures and can provide additional insight into how far out you are experiencing cancellations as well as details on guests that are starting to book/rebook for post-closure periods. It's easily exportable to Excel for further analysis.



Reservati Id	Res Status	Arrival Date	Length of Stay	Room cat	Cst Seg Id	Cst Seg Name	Original booking date/time	Cancel date/time	Offer code	Group Code	GTD	Guests In Room	Booking Source	Bkg Src Group	Num Rooms	Expected Room Revenue (Daily)	Actual Room Revenue	Expected Non Room Revenue	Actual Non Room Revenue
131135	X	04/08/2...	7	SUITES	5	WHOLE	02/20/2020 20:00	02/20/2020 2...	-	-		4	WHL	MISC	1	127.71	127.71	0.00	0.00
128553	X	04/08/2...	7	SUITES	5	WHOLE	01/13/2020 08:05	03/28/2020 2...	-	-		4	WHL	MISC	1	127.71	127.71	0.00	0.00
129406	X	04/08/2...	9	STAND...	5	WHOLE	01/24/2020 04:08	03/28/2020 2...	-	-		2	WHL	MISC	1	100.00	0.00	0.00	0.00
131261	X	04/09/2...	6	SUITES	5	WHOLE	02/22/2020 01:06	02/22/2020 0...	-	-		2	WHL	MISC	1	125.50	125.50	0.00	0.00
131134	X	04/09/2...	6	SUITES	5	WHOLE	02/20/2020 19:48	03/22/2020 1...	-	-		2	WHL	MISC	1	125.50	125.50	0.00	0.00
131031	X	04/09/2...	7	SUITES	5	WHOLE	02/19/2020 08:18	03/25/2020 2...	-	-		2	WHL	MISC	1	145.14	145.14	0.00	0.00
130157	X	04/09/2...	5	STAND...	6	OTA	02/05/2020 07:13	03/28/2020 2...	-	-		4	Online T...	MISC	1	147.84	147.84	0.00	0.00
126507	X	04/10/2...	5	STAND...	5	WHOLE	12/07/2019 17:34	12/11/2019 1...	-	-		1	WHL	MISC	1	110.40	110.40	0.00	0.00
				SUITES	1	RACK	09/13/2019 18:12	03/07/2020 0...	-	-		2	Rack	MISC	1	156.40	156.40	0.00	0.00

- Upon reopening, use the Pace and Pickup Analysis to compare booking curves to pre-crisis patterns. Are they the same shape? Do you see the same late pickup that you tended to see before the closures? If not, contact Cendyn Support to have them assist in adjusting to use only the most recent and/or relevant booking curves for future forecasting.



- Likewise, use the same Pace and Pickup Analysis to monitor changes in your typical booking horizon. Pent-up demand coupled with your hotel potentially reopening on short notice may result in a booking window that is shorter than usual. Alternatively, relaxation of cancellation policies around advance booking rates might result in guests feeling more comfortable booking further out, potentially extending booking horizons for dates further in the future.

- Identify whether only portions of your inventory will come back upon reopening and reflect this in out-of-order rooms as appropriate. This will ensure that **guestrev** understands as accurately as possible how many rooms are yieldable for transient business in each of your room categories.

Supply & Demand				
i Changes Made Do Not Take Effect Until Re-Optimize.				
	LAKE	NORTH	PARK	TOTAL
Capacity				
Physical Capacity	192	37	109	338
Out of Order	8	37	109	154



Transient				
Capacity	184	0	0	184
Room Nights Actual/OTB	0	0	0	0
Rem Available Capacity	184	0	0	184
Rem Yieldable Capacity	184	0	0	184

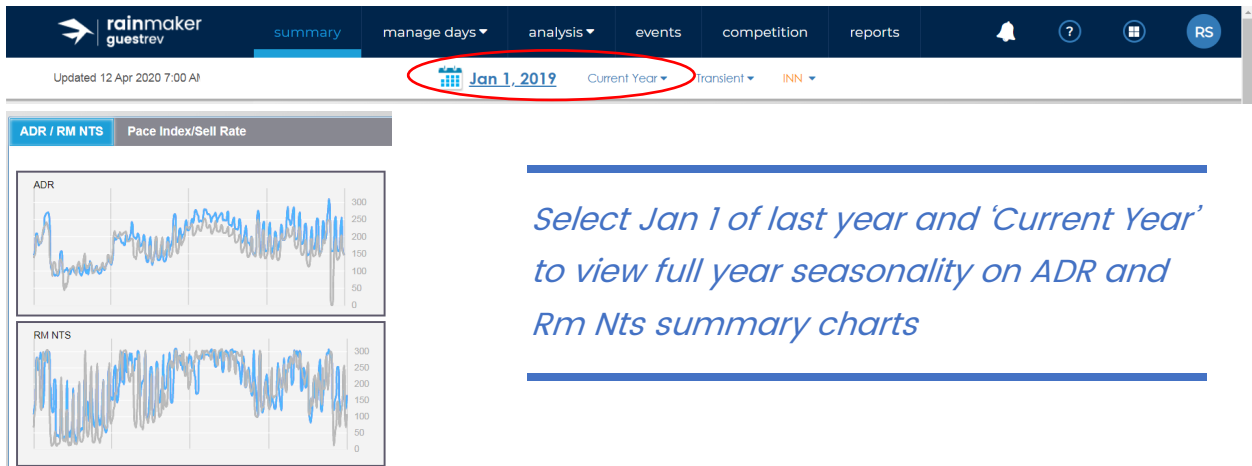
- Properties with multiple room categories should review upgrade paths across room categories. Upgrade paths should be created from any closed category to open categories. This will help **guestrev** shift the unconstrained forecast from the closed categories to the open ones. Contact Cendyn Support for assistance with this configuration.

Room Upgrades				
From LAKE To	--	N/A	N/A	0
From NORTH To	0	--	0	0

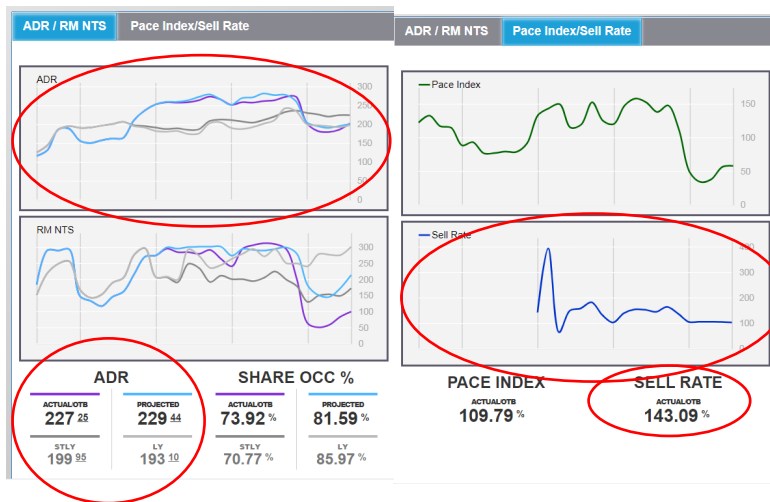
- As you begin to book for post-closure periods, monitor shifts in business mix across segments. The complexion of travel will likely look different for some time until the industry returns to normal. Look for opportunities to capitalize on strength from segments that may not have been significant in the past and identify creative ways to bolster segments that may have untapped potential.

SEGMENTS	ROOM REVENUE	RM NTS	ADR
⊗ BAR	173.15K 230.83K 208.42K 269.62K	706 1072 821 1252	245.26 215.33 253.83 215.35
⊗ Discount	40.59K 52.26K 71.63K 71.62K	364 340 576 455	111.52 153.71 124.39 157.42
⊗ Merchant	221.44K 118.24K 244.71K 157.76K	1030 561 1137 758	214.99 210.76 215.24 208.13
⊗ Package	662.28K 314.48K 712.80K 350.11K	2576 1352 2692 1729	257.10 232.60 264.74 202.55
⊗ LRA	310.32K 395.78K 332.82K 456.06K	1353 2045 1444 2391	229.36 193.54 230.52 190.74
⊗ Opaque	30.04K 43.07K 34.03K 56.35K	135 214 154 285	222.55 201.28 221.64 197.73
	4.64K 18.66K	18 121	257.83 154.92

- Leverage the rich historical data available within the **guestrev** user interface, particularly demand and rate seasonality trends from last year. Reviewing prior year seasonality can help you determine what demand might look like in various reopening and ramp-up scenarios.



- Monitor current and projected ADR versus prior year and sell rate indices to protect against a “race to the bottom” with your competitors – a phenomenon that resulted in a more difficult path to RevPAR recovery following past crises.



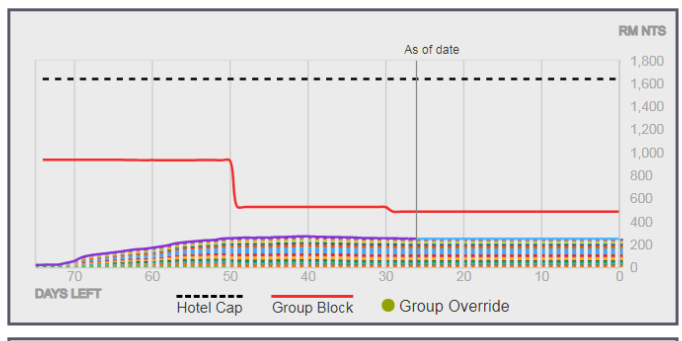
Groups

- Look at upcoming group blocks and assess wash, based on realistic expectations of cancellations/materialization; update as the situation changes. Prioritize what you would expect to fall within your transient booking window. This helps accurately determine remaining capacity available for transient business. In addition, Cendyn Support can assist in changing the number of weeks flowing into the wash projection should you observe either a new trend or a high degree of volatility in actual wash.

May 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
					205	351
3	4	5	6	7	8	9
451	452	449	450	476	476	450
10	11	12	13	14	15	16

DELUXE	
Capacity	
Physical Capacity	1,639
Out of Order	2
Overbooking	
Previous	0
Recommended	0
Override	
Persist	<input type="checkbox"/>
Last Sent to PMS	
Will Send to PMS	0
Group	
Room Nights OTB	248
Block	484
Block Override	
Wash	8.25% (40)
Wash Override	
Committed (w/ Wash)	444
Transient	
Capacity	1,193
Room Nights Actual/OTB	49

Booking curve for stay date of 5/6/20 for Business Type: Group



444 group rooms committed net of wash, 248 OTB at 26 DBA – will it materialize? Adjust here as necessary without impacting PMS

- Continue to periodically monitor the transient forecast further into the future for the sake of accurate group booking evaluations.

Events

- Use events only if you need to completely zero-out your forecast. Override the event factor for all segments to 0%. On-the-books reservations will still need to be cancelled in the PMS for **guestrev** to show a zero forecast. Keep in mind that in the case of this crisis, assignment of events to closed or reduced-demand dates will not have any other effect on future forecasting.

Event definition

Events created will not be taken into account until the next time a cycle with new data received from the PMS is run.

Event Code: Start Date:

Event Name: End Date:

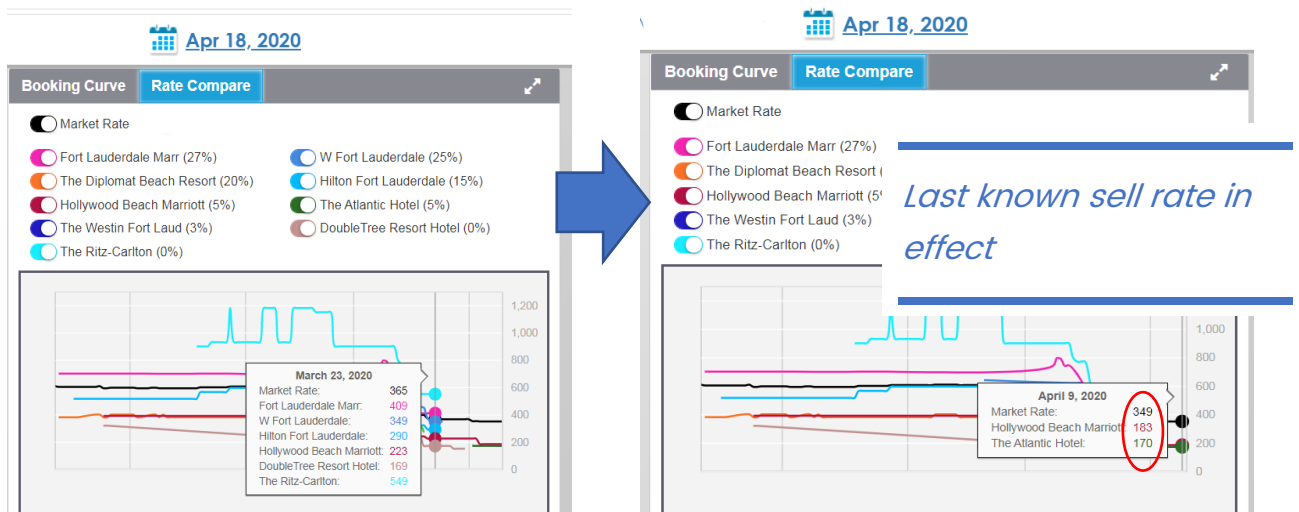
Event Type: Duration: 30 days maximum duration

Date	Room Category	Customer Segment	Offer	Event Factor % Override 100% = no change	Historical Event Factor
04/01/2020	DELUXE	300.00+	NonPromoted	0%	0%
04/01/2020	DELUXE	200.00-299.99	NonPromoted	0%	0%
04/01/2020	DELUXE	150.00-199.99	NonPromoted	0%	0%
04/01/2020	DELUXE	125.00-149.99	NonPromoted	0%	0%
04/01/2020	DELUXE	100.00-124.99	NonPromoted	0%	0%
04/01/2020	DELUXE	75.00-99.99	NonPromoted	0%	0%

- Evaluate future events and event factors to ensure that those events taking place during a ramp-up period will truly have the anticipated effect on demand. You may want to consider deleting events that will not impact demand as expected so as not to distort future forecasts for similar event days.

Competitors

- Continue to monitor any competitors that remain open and selling, including for future dates. Openings and closures can have a significant effect on your market average rate and in turn your own price recommendations.



- Evaluate the parameter that controls how the market average rate is calculated when one or more competitors are closed or not selling. It can be set to use the last known sell rate from each competitor for that stay date or to exclude a competitor entirely from the average if it is not selling. Contact Cendyn Support to make changes.

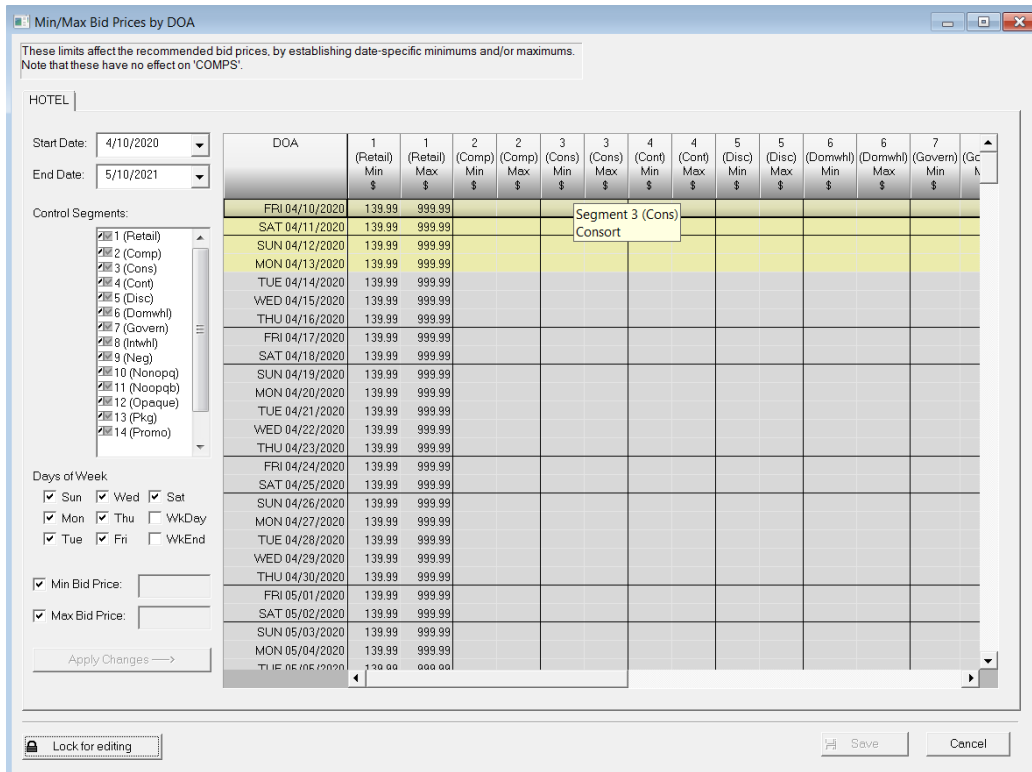
- It's also a good time to evaluate competitor weights and influence. You may need to reassign weights to properties that are open or plan to open when you do and evaluate direction and magnitude of competitor influence on your rates.

Edit Competitors

ID	Competitor Name	Import Tag	Competitor Weight, %	
ARIA	ARIA Resort & Casino	ARIA Resort & C...	20.00 %	✖
BEL	Bellagio	Bellagio	50.00 %	✖
COS	The Cosmopolitan of Las ...	The Cosmopolita...	5.00 %	✖
ENCR	Encore at Wynn Las Vegas	Encore at Wynn ...	5.00 %	✖
PALZO	The Palazzo	The Palazzo at T...	0.00 %	✖
V	Vdara	Vdara	5.00 %	✖
VEN	The Venetian Resort-Hote...	The Venetian Re...	10.00 %	✖
WYNN	Wynn Las Vegas	Wynn Las Vegas	5.00 %	✖

Pricing Strategy and Configuration

- Now is a good time to check your min/max bid prices. Make sure you're not artificially constraining rates in either direction for when you reopen or when things ramp back up. Cendyn Support can help adjust or configure min/max bid prices.



These limits affect the recommended bid prices, by establishing date-specific minimums and/or maximums. Note that these have no effect on 'COMPS'.

HOTEL |

Start Date: 4/10/2020
End Date: 5/10/2021

Control Segments:

- 1 (Retail)
- 2 (Comp)
- 3 (Cons)
- 4 (Cont)
- 5 (Disc)
- 6 (Domwhl)
- 7 (Govern)
- 8 (Neg)
- 9 (Nonopq)
- 10 (Noopqb)
- 11 (Opeaqb)
- 12 (Fkg)
- 13 (Promo)
- 14 (Promo)

Days of Week:

Sun Wed Sat
 Mon Thu WkDay
 Tue Fri WkEnd

Min Bid Price:
 Max Bid Price:

Apply Changes →

DOA	1 (Retail) Min \$	1 (Retail) Max \$	2 (Comp) Min \$	2 (Comp) Max \$	3 (Cons) Min \$	3 (Cons) Max \$	4 (Cont) Min \$	4 (Cont) Max \$	5 (Disc) Min \$	5 (Disc) Max \$	6 (Domwhl) Min \$	6 (Domwhl) Max \$	7 (Govern) Min \$	7 (Govern) Max \$
FRI 04/10/2020	139.99	999.99												
SAT 04/11/2020	139.99	999.99												
SUN 04/12/2020	139.99	999.99												
MON 04/13/2020	139.99	999.99												
TUE 04/14/2020	139.99	999.99												
WED 04/15/2020	139.99	999.99												
THU 04/16/2020	139.99	999.99												
FRI 04/17/2020	139.99	999.99												
SAT 04/18/2020	139.99	999.99												
SUN 04/19/2020	139.99	999.99												
MON 04/20/2020	139.99	999.99												
TUE 04/21/2020	139.99	999.99												
WED 04/22/2020	139.99	999.99												
THU 04/23/2020	139.99	999.99												
FRI 04/24/2020	139.99	999.99												
SAT 04/25/2020	139.99	999.99												
SUN 04/26/2020	139.99	999.99												
MON 04/27/2020	139.99	999.99												
TUE 04/28/2020	139.99	999.99												
WED 04/29/2020	139.99	999.99												
THU 04/30/2020	139.99	999.99												
FRI 05/01/2020	139.99	999.99												
SAT 05/02/2020	139.99	999.99												
SUN 05/03/2020	139.99	999.99												
MON 05/04/2020	139.99	999.99												
TUE 05/05/2020	139.99	999.99												

Lock for editing | Save | Cancel

- With price elasticity-based pricing switched on, **questrev** will recommend a rate that is more geared towards maximizing rooms revenue as opposed to filling rooms and will base these recommendations in part on prior years' rate trends. Evaluate if you want to leave the elasticity-based pricing turned on or revert to a minimum rate on non-constrained days. Contact Cendyn Support to make changes.



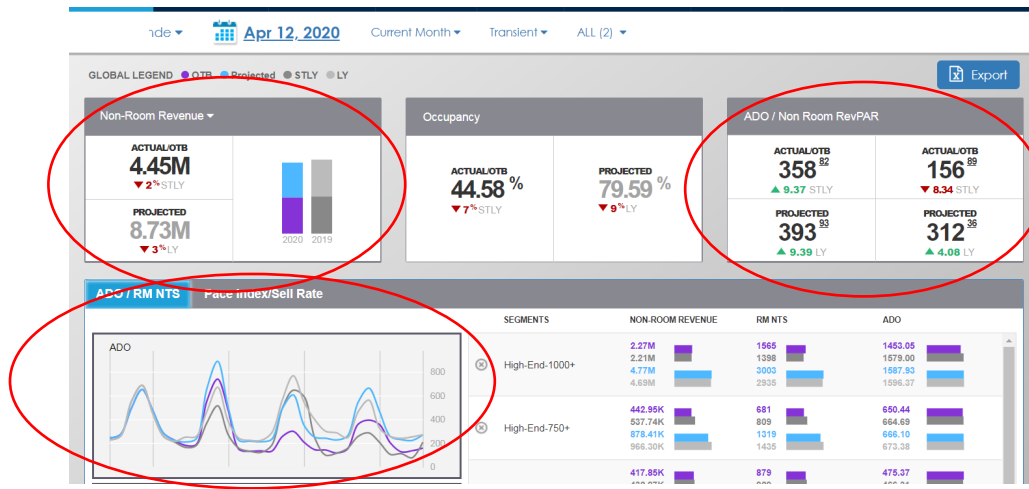
Trans	113.50	102.24	113.83	Influenced by elasticity and/or competitive influence
-------	--------	--------	--------	---

Gaming Properties

- This is a good time to re-evaluate comp logic settings and reinvestment levels/margins, as you may choose to tap into different segments of the database via comp rooms and more aggressive marketing campaigns in order to stimulate demand. **questrev** will continue to ensure that comp rooms are not granted to unprofitable segments of customers. Contact Cendyn Support to make changes.

Segment Pricing		Room Type Pricing				
Pricing						
	DELUXE (Hide Details)					
	PREV	LOW	REC	OVERRIDE	HIGH	PERSIST
1000+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
750+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
500+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
300+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
250+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
200+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
150+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
125+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
100+	CROOM	CROOM	CROOM		CROOM	<input type="checkbox"/>
75+	CROOM	CROOM	CROOM		14 ⁷⁵	<input type="checkbox"/>
50+	CROOM	CROOM	CROOM		37 ³⁸	<input type="checkbox"/>
25+	CROOM	65 ⁰⁹	76 ⁴⁸	<input type="checkbox"/>	76 ⁴⁸	<input type="checkbox"/>
10+	96 ⁷⁵	85 ³²	96 ⁷¹	<input type="checkbox"/>	96 ⁷¹	<input type="checkbox"/>
1+	111 ⁷⁴	100 ⁵³	111 ⁹³	<input type="checkbox"/>	111 ⁹³	<input type="checkbox"/>
Trans	113 ⁵⁰	102 ²⁴	113 ⁶³	<input type="checkbox"/>	113 ⁶³	<input type="checkbox"/>

- Monitor your non-rooms revenue per room night to understand its effect on the revenue forecast as well as to ensure that you are still yielding optimally as occupancy returns to constrained levels.



As always, the Cendyn Support team is available 24/7 to assist with questions on how to best utilize **questrev** during this difficult period.

Email us at RevCloudSupport@cendyn.com.