



# eInsight: Top Reports

## TOP REPORTS

- 1. RFM Arrival Report with Guest Details:** Arrivals for a selected date range, that shows all corresponding guest information (Room, Email, Rate Type)
- 2. Datasource Variance Report:** Shows database growth over a selected timeframe, while comparing to another time frame to show email growth. Breaks it down by email status
- 3. Geographic Analysis – By State:** Shows the top feeder markets that are coming in to the hotels. This report can also be run by City, Country and MSA
- 4. Stay Analysis – By Market Segment:** This breaks down stay information for each market segment. Shows all corresponding information such as revenue, ADR, and ALOS
- 5. Lead Time Analysis:** Shows you how far in advance guests are booking before arrival date.
- 6. Repeat vs. New:** Compares your guests over two-time frames to see which of these guests have stayed before.
- 7. Top Guests by Revenue/Room Nights/Stays:** You can pull this one for brand or property to see the actual guests who have spent the most or stayed the most
- 8. Rate Plan Production:** Breaks down the revenue and stay information for each rate.

## RFM ARRIVALS WITH GUEST DETAILS

Arrivals for a selected date range, that show all corresponding guest information for that guest and stay (Room, Email, Rate Type).

Frequency: Pull weekly for the upcoming weeks arrivals or daily.

[Arrivals & Bookings](#)

### **RFM Arrivals with Guest Details**

**Parameters:**

Property: Sample Hotel

Arrival Date from: Jun 4, 2015 to Jun 6, 2015

Filters:

-Property

-Arrival date range

Lists details about customer spending and stay habits based on hotel selected and arrival date range selected.

VIP Status	Last Name	First Name	Company	Reservation Number	Arrival Date	Departure Date	ADR	Email Address	Email Status	Has Address	Room Type	Rate Type	Mkt Subseg	# Adults	#
	<a href="#">Last Name</a>	First Name	HotWire Low Tier	2436025	6/5/15	6/7/15	\$117.00	Guest@email.com	Custom Exclusion	YES	ST1Q	OPHOTLOW	Internet Opaque	1	
	<a href="#">Last Name</a>	First Name		2381999	6/6/15	6/11/15	\$220.00	Guest@email.com	Invalid Email	NO	CZ1T	INEGEBAR	Internet Non Opaque	1	
	<a href="#">Last Name</a>	First Name		2433980	6/5/15	6/9/15	\$295.00	Guest@email.com	Valid Email	YES	ST2T	INBKGP001	Internet Non Opaque	1	
	<a href="#">Last Name</a>	First Name	HotWire Low Tier	2436030	6/5/15	6/7/15	\$117.00	Guest@email.com	Custom Exclusion	YES	ST1Q	OPHOTLOW	Internet Opaque	2	
	<a href="#">Last Name</a>	First Name		2432311	6/4/15	6/5/15	\$375.00	Guest@email.com	Valid Email	YES	CZ1T	PRSINGLE	Promotion	1	
VP 1	<a href="#">Last Name</a>	First Name		2361000	6/4/15	6/11/15	\$226.93	Guest@email.com	Valid Email	YES	ST1Q	INBK GAP	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name	HotWire Low Tier	2436049	6/5/15	6/7/15	\$117.00	Guest@email.com	Custom Exclusion	YES	ST1Q	OPHOTLOW	Internet Opaque	2	
	<a href="#">Last Name</a>	First Name		2382511	6/4/15	6/6/15	\$177.00	Guest@email.com	Valid Email	NO	ST1Q	FTGTABAR	FIT/Wholesale	2	
	<a href="#">Last Name</a>	First Name		2369775	6/6/15	6/7/15	\$245.00	Guest@email.com	Valid Email	NO	ST1Q	INBKGBAR	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name		2364351	6/6/15	6/13/15	\$212.00	Guest@email.com	Valid Email	YES	ST1Q	INBKGBAR	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name		2408236	6/5/15	6/7/15	\$200.00	Guest@email.com	Invalid Email	NO	SU1Q	150605LLWT	Group Social/SMERF	1	
	<a href="#">Last Name</a>	First Name		2431112	6/6/15	6/7/15	\$244.00	Guest@email.com	Invalid Email	NO	ST2T	INEXPBKF	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name		2364778	6/4/15	6/10/15	\$208.00	Guest@email.com	Valid Email	NO	ST1Q	INBKGBAR	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name	HotWire Low Tier	2436020	6/5/15	6/6/15	\$105.00	Guest@email.com	Custom Exclusion	YES	ST1Q	OPHOTLOW	Internet Opaque	1	
	<a href="#">Last Name</a>	First Name	Expedia Incorporated	2377003	6/5/15	6/7/15	\$176.40	Guest@email.com	Valid Email	YES	ST1Q	INEXPAP	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name		2374212	6/4/15	6/13/15	\$165.00	Guest@email.com	Invalid Email	NO	ST2T	INEXPPRO01	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name		2368556	6/5/15	6/7/15	\$220.50	Guest@email.com	Valid Email	NO	ST1Q	INBKGENIUS	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name	HotWire Low Tier	2436042	6/5/15	6/6/15	\$105.00	Guest@email.com	Custom Exclusion	YES	ST1Q	OPHOTLOW	Internet Opaque	1	
	<a href="#">Last Name</a>	First Name		2364960	6/4/15	6/8/15	\$200.00	Guest@email.com	Valid Email	YES	ST2T	INBKGBAR	Internet Non Opaque	2	
	<a href="#">Last Name</a>	First Name		2397489	6/5/15	6/7/15	\$235.00	Guest@email.com	Invalid Email	NO	ST1Q	150605POKE	Group Entertainment	1	
	<a href="#">Last Name</a>	First Name		2328065	6/6/15	6/8/15	\$158.76	Guest@email.com	Valid Email	NO	ST1Q	FTGTAAP	FIT/Wholesale	2	
VP S	<a href="#">Last Name</a>	First Name	1 Travel Leaders Group	2429737	6/4/15	6/6/15	\$266.00	Guest@email.com	Invalid Email	NO	CZ1T	CNTRVLEAD	Consortia	1	
	<a href="#">Last Name</a>	First Name		2381308	6/6/15	6/11/15	\$212.00	Guest@email.com	Invalid Email	NO	CZ1T	INEGEBAR	Internet Non Opaque	1	
	<a href="#">Last Name</a>	First Name	HotWire Low Tier	2436027	6/5/15	6/6/15	\$105.00	Guest@email.com	Custom Exclusion	YES	ST1Q	OPHOTLOW	Internet Opaque	2	

# DATASOURCE VARIANCE REPORT

Database growth over a selected timeframe, while comparing to another date range. This will show email growth. It also allows you to see the validity of emails collected.

Frequency: This is set by arrival date, suggested to pull monthly for the previous month arrivals.

[Database](#)

## Data Source Variance Report

### Parameters:

Property: Hotel 1, Hotel 2  
DataSource: CLIENT, PMS, WEB

Filters:  
-Property(s)  
-Data Source Type  
-As of Date

Tells us net change in number of guests with emails that are valid, bounce, or are unsubscribed for date range selected.

As of Date: Jan 1, 2016

As of Date for Comparison: Jan 26, 2016

	Total Guest Records				Null/Invalid Emails				Total Guest Records with Email				Total Guest Records with Valid Email				Unsubscribed		
	2016-01-01	2016-01-26	Net Change	% Net Change	2016-01-01	2016-01-26	Net Change	% Net Change	2016-01-01	2016-01-26	Net Change	% Net Change	2016-01-01	2016-01-26	Net Change	% Net Change	2016-01-01	2016-01-26	Net Change
Hotel 1	541,938	574,654	-32,716	-5.69%	156,558	157,275	-717	-0.46%	385,380	417,379	-31,999	-7.67%	235,603	258,438	-22,835	-8.84%	103,244	107,674	-4,430
Hotel 2	406,354	455,289	-48,935	-10.75%	196,957	197,528	-571	-0.29%	209,397	257,761	-48,364	-18.76%	135,480	167,971	-32,491	-19.34%	50,196	56,921	-6,725
<b>Total number of unique good em</b>	<b>948,292</b>	<b>1,029,943</b>	<b>-81,651</b>	<b>-7.93%</b>	<b>353,515</b>	<b>354,803</b>	<b>-1,288</b>	<b>-0.36%</b>	<b>594,777</b>	<b>675,140</b>	<b>-80,363</b>	<b>-11.90%</b>	<b>371,083</b>	<b>426,409</b>	<b>-55,326</b>	<b>-12.97%</b>	<b>153,440</b>	<b>164,595</b>	<b>-11,155</b>

## GEOGRAPHIC ANALYSIS - BY STATE

Gives you the ability to see where your guests are coming from. This is pulling from the PMS so you will be able to view your top feeder markets. This report can also be run by City, Country and MSA

Frequency: Monthly or Quarterly to have enough data to action off of.

[Geographic/Segment](#)

### Geographic Analysis - By State

**Parameters:**

Property: [Sample Hotel](#)

Stay Date from: Dec 16, 2015 to Dec 17, 2015

Market Segments: ALL

**Filters:**

-Property(s)

-Stay date range

-Market Segment(s)

-YOY (Y/N)

-Select Top 25 States or All

- Select States to Display (5, 10, 15, 25, 50, or all)

List of states sorted by highest total revenue to lowest total revenue.

State/Province	Dec 16, 2015 to Dec 17, 2015										Stays	Nights
	Stays	Nights	ALOS	ADR	Room Revenue	Ancillary Revenue	Total Revenue	% of Total Revenue	Total Spend Per Stay	Total Spend Per Night		
CA - CALIFORNIA	45	57	1.3	227.22	\$12,952	\$477	\$13,429	8.9%	\$298	\$236	64	85
NY - NEW YORK	23	31	1.3	229.74	\$7,122	\$649	\$7,771	5.2%	\$338	\$251	22	29
NC - NORTH CAROLINA	6	9	1.5	385.00	\$3,465	\$112	\$3,577	2.4%	\$596	\$397	1	1
GA - GEORGIA	2	4	2.0	493.00	\$1,972	\$17	\$1,989	1.3%	\$995	\$497	5	5
TX - TEXAS	4	7	1.8	273.71	\$1,916	\$43	\$1,959	1.3%	\$490	\$280	10	12
OR - OREGON	4	6	1.5	242.83	\$1,457	\$60	\$1,517	1.0%	\$379	\$253	3	5
MA - MASSACHUSETTS	6	6	1.0	246.15	\$1,477	\$0	\$1,477	1.0%	\$246	\$246	3	3
FL - FLORIDA	3	5	1.7	283.70	\$1,419	\$28	\$1,447	1.0%	\$482	\$289	3	4
ID - IDAHO	1	2	2.0	589.00	\$1,178	\$0	\$1,178	0.8%	\$1,178	\$589	1	2
HI - HAWAII	3	6	2.0	194.83	\$1,169	\$0	\$1,169	0.8%	\$390	\$195	0	0
AZ - ARIZONA	6	6	1.0	185.11	\$1,111	\$33	\$1,143	0.8%	\$191	\$191	4	6
NV - NEVADA	6	6	1.0	169.42	\$1,017	\$65	\$1,081	0.7%	\$180	\$180	1	1
CO - COLORADO	4	4	1.0	247.38	\$990	\$48	\$1,038	0.7%	\$259	\$259	2	2
VA - VIRGINIA	2	3	1.5	275.42	\$826	\$0	\$826	0.5%	\$413	\$275	3	4
PA - PENNSYLVANIA	3	3	1.0	231.75	\$695	\$0	\$695	0.5%	\$232	\$232	3	3
IL - ILLINOIS	3	3	1.0	198.00	\$594	\$0	\$594	0.4%	\$198	\$198	3	4
OH - OHIO	2	3	1.5	188.75	\$566	\$0	\$566	0.4%	\$283	\$189	1	1
WA - WASHINGTON	2	2	1.0	243.00	\$486	\$0	\$486	0.3%	\$243	\$243	2	2
OK - OKLAHOMA	2	2	1.0	190.00	\$380	\$0	\$380	0.3%	\$190	\$190	0	0
KS - KANSAS	1	2	2.0	175.50	\$351	\$17	\$368	0.2%	\$368	\$184	0	0
ME - MAINE	1	1	1.0	326.25	\$326	\$0	\$326	0.2%	\$326	\$326	0	0
DC - WASHINGTON, D.C.	1	1	1.0	288.75	\$289	\$0	\$289	0.2%	\$289	\$289	2	3
MD - MARYLAND	1	1	1.0	200.00	\$200	\$48	\$248	0.2%	\$248	\$248	3	4
CT - CONNECTICUT	1	1	1.0	176.00	\$176	\$6	\$182	0.1%	\$182	\$182	1	1
NJ - NEW JERSEY	1	1	1.0	170.00	\$170	\$0	\$170	0.1%	\$170	\$170	5	8
<b>Total Top 25</b>	<b>133</b>	<b>172</b>	<b>1.3</b>	<b>245.94</b>	<b>\$42,302</b>	<b>\$1,603</b>	<b>\$43,905</b>	<b>29.2%</b>	<b>\$330</b>	<b>\$255</b>	<b>142</b>	<b>185</b>
<b>Other</b>	<b>247</b>	<b>328</b>	<b>1.3</b>	<b>287.29</b>	<b>\$94,230</b>	<b>\$12,262</b>	<b>\$106,492</b>	<b>70.8%</b>	<b>\$431</b>	<b>\$325</b>	<b>568</b>	<b>833</b>

# STAY ANALYSIS - BY MARKET SEGMENT

This breaks down stay information for each market segment. Shows all corresponding information such as revenue, ADR, and ALOS. Great view to see what sector your guests are coming from

Frequency: This would be beneficial to view for the month prior or even quarterly

[Geographic/Segment](#)

## Stay Analysis Report - Market/Source

### Parameters:

Property: Hotel Name

Stay Date from: May 1, 2016 to May 10, 2016

Market Segments: , COMP, CORPORATE, DAY SPA, ER, FIT, GROUP, LEISURE, OTHER, OWNER, UNDEFINED

### Filters:

- Select Property(s)
- Select Date Range
- Select Market Segments

Shows stay and revenue totals for top market subsegments and top sources of business.

### Top 5 Market Codes

Market Code Name	Visits					Booking Lead Time			Room Nights					Average Stay			Average Daily Rate			
	2016		2015		%	2016	2015	Change	2016		2015		%	2016	2015	Change	2016	2015	Change	2016
	Stays	% Tot	Stays	% Tot	Change	Bk Avg	Bk Avg	in Days	Tot Nts	% Tot	Tot Nts	% Tot	Change	Avg Sta	Avg Sta	in Days	ADR	ADR	in Dollars	Room Rev
Group-Corporate	1,051	54.7%	611	26.7%	72.0%	97.92	54.34	43.58	3,075	59.0%	1,873	35.2%	64.2%	2.93	3.07	-0.14	\$321.24	\$264.71	\$56.53	\$987.80
Group-Association	283	14.7%	436	19.1%	-35.1%	18.48	70.22	-51.74	1,058	20.3%	936	17.6%	13.0%	3.74	2.15	1.59	\$294.12	\$263.21	\$30.91	\$311.18
BAR	120	6.3%	0	0.0%		40.07			210	4.0%	0	0.0%		1.75			\$525.49			\$110.35
National Discounts	75	3.9%	0	0.0%		45.63			169	3.2%	0	0.0%		2.25			\$507.90			\$85.83
OTA	132	6.9%	0	0.0%		27.30			212	4.1%	0	0.0%		1.61			\$354.27			\$75.10
<b>Other</b>	<b>259</b>	<b>13.5%</b>	<b>1,241</b>	<b>54.2%</b>	<b>-79.1%</b>	<b>40.98</b>	<b>36.87</b>	<b>4.11</b>	<b>490</b>	<b>9.4%</b>	<b>2,516</b>	<b>47.2%</b>	<b>-80.5%</b>	<b>1.89</b>	<b>2.03</b>	<b>-0.14</b>	<b>\$317.76</b>	<b>\$358.21</b>	<b>(\$40.45)</b>	<b>\$155.70</b>
<b>Total All Market Codes</b>	<b>1,920</b>	<b>100.0%</b>	<b>2,288</b>	<b>100.0%</b>	<b>-16.1%</b>	<b>68.02</b>	<b>47.89</b>	<b>20.13</b>	<b>5,214</b>	<b>100.0%</b>	<b>5,325</b>	<b>100.0%</b>	<b>-2.1%</b>	<b>2.72</b>	<b>2.33</b>	<b>0.39</b>	<b>\$331.03</b>	<b>\$308.63</b>	<b>\$22.40</b>	<b>\$1,725.98</b>

### Top 10 Source Codes

Source Code Name	Visits					Booking Lead Time			Room Nights					Average Stay			Average Daily Rate			
	2016		2015		%	2016	2015	Change	2016		2015		%	2016	2015	Change	2016	2015	Change	2016
	Stays	% Tot	Stays	% Tot	Change	Bk Avg	Bk Avg	in Days	Tot Nts	% Tot	Tot Nts	% Tot	Change	Avg Sta	Avg Sta	in Days	ADR	ADR	in Dollars	Room Rev
SLS	1,344	70.0%	1,156	50.5%	16.3%	81.12	60.99	20.12	4,156	79.7%	3,104	58.3%	33.9%	3.09	2.69	0.41	\$314.97	\$264.24	\$50.73	\$1,309.00
TL	136	7.1%	365	16.0%	-62.7%	36.10	39.67	-3.56	256	4.9%	766	14.4%	-66.6%	1.88	2.10	-0.22	\$557.35	\$442.15	\$115.20	\$142.68
WD	179	9.3%	308	13.5%	-41.9%	43.49	37.01	6.48	327	6.3%	599	11.2%	-45.4%	1.83	1.94	-0.12	\$422.90	\$425.06	(\$2.16)	\$138.28
ON	135	7.0%	190	8.3%	-28.9%	27.89	22.45	5.44	221	4.2%	333	6.3%	-33.6%	1.64	1.75	-0.12	\$352.26	\$361.26	(\$9.00)	\$77.84
WL	27	1.4%	36	1.6%	-25.0%	120.04	48.53	71.51	70	1.3%	85	1.6%	-17.6%	2.59	2.36	0.23	\$377.65	\$311.86	\$65.79	\$26.43
IN	82	4.3%	110	4.8%	-25.5%	18.39	31.84	-13.45	156	3.0%	211	4.0%	-26.1%	1.90	1.92	-0.02	\$91.94	\$114.26	(\$22.32)	\$14.34
TA	3	0.2%	9	0.4%	-66.7%	41.33	29.00	12.33	7	0.1%	20	0.4%	-65.0%	2.33	2.22	0.11	\$1,158.71	\$498.34	\$660.37	\$8.1
WI	11	0.6%	14	0.6%	-21.4%	6.64	-0.21	6.85	14	0.3%	22	0.4%	-36.4%	1.27	1.57	-0.30	\$466.21	\$592.34	(\$126.13)	\$6.52
TG	1	0.1%	27	1.2%	-96.3%	21.00	18.96	2.04	2	0.0%	41	0.8%	-95.1%	2.00	1.52	0.48	\$909.00	\$479.22	\$429.78	\$1.81
EM	2	0.1%	4	0.2%	-50.0%	75.50	40.75	34.75	5	0.1%	13	0.2%	-61.5%	2.50	3.25	-0.75	\$185.60	\$406.56	(\$220.96)	\$92
<b>Other</b>	<b>0</b>	<b>0.0%</b>	<b>69</b>	<b>3.0%</b>	<b>-100.0%</b>		<b>39.81</b>		<b>0</b>	<b>0.0%</b>	<b>131</b>	<b>2.5%</b>	<b>-100.0%</b>	<b>1.90</b>				<b>\$84.73</b>		<b>\$</b>
<b>Total All Source Codes</b>	<b>1,920</b>	<b>100.0%</b>	<b>2,288</b>	<b>100.0%</b>	<b>-16.1%</b>	<b>68.02</b>	<b>47.89</b>	<b>20.13</b>	<b>5,214</b>	<b>100.0%</b>	<b>5,325</b>	<b>100.0%</b>	<b>-2.1%</b>	<b>2.72</b>	<b>2.33</b>	<b>0.39</b>	<b>\$331.03</b>	<b>\$308.63</b>	<b>\$22.40</b>	<b>\$1,725.98</b>

# LEAD TIME ANALYSIS

Shows you how far in advance guests are booking before arrival date. This will help with analyzing how far in advance your guests are booking and when you should market to them.

Frequency: Monthly or Quarterly

<b>Lead Time Analysis Overall</b>																					
<b>Parameters</b>																					
Property: Sample Hotel																		filters:			
Date Range: May 3, 2016 to May 11, 2016																		Property(s)			
Market Segment(s): ALL																		date range			
Country: ALL																		YOY			
																		market segment(s)			
																		US or All countries			
																		Provides revenue and stay details grouped by lead time ranges. This report is broken down by weekday and weekend.			
<b>All</b>	Stays			Nights			ALOS			ADR			Room Revenue			Total Revenue			Spend Per Stay		
Lead Time	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY%
Same Day	53	46	15.2%	287	116	147.4%	5.4	2.5	114.7%	\$373.14	\$356.47	4.7%	\$107,090	\$41,350	159.0%	\$107,090	\$41,350	159.0%	\$2,020.57	\$898.91	
1-7	93	189	(50.8%)	293	389	(24.7%)	3.2	2.1	53.1%	\$396.29	\$353.45	12.1%	\$116,114	\$137,492	(15.5%)	\$116,114	\$137,492	(15.5%)	\$1,248.53	\$727.47	
8-14	62	104	(40.4%)	209	295	(29.2%)	3.4	2.8	18.8%	\$477.48	\$442.11	8.0%	\$99,794	\$130,421	(23.5%)	\$99,794	\$130,421	(23.5%)	\$1,609.58	\$1,254.05	
15-30	71	157	(54.8%)	278	479	(42.0%)	3.9	3.1	28.3%	\$471.78	\$438.28	7.6%	\$131,155	\$209,934	(37.5%)	\$131,155	\$209,934	(37.5%)	\$1,847.25	\$1,337.16	
31-60	54	199	(72.9%)	217	762	(71.5%)	4.0	3.8	4.9%	\$575.82	\$345.77	66.5%	\$124,953	\$263,477	(52.6%)	\$124,953	\$263,477	(52.6%)	\$2,313.95	\$1,324.00	
61-90	40	78	(48.7%)	146	328	(55.5%)	3.7	4.2	(13.2%)	\$411.99	\$403.61	2.1%	\$60,151	\$132,385	(54.6%)	\$60,151	\$132,385	(54.6%)	\$1,503.77	\$1,697.24	
91-180	38	63	(39.7%)	168	272	(38.2%)	4.4	4.3	2.4%	\$617.99	\$461.21	34.0%	\$103,822	\$125,448	(17.2%)	\$103,822	\$125,448	(17.2%)	\$2,732.15	\$1,991.24	
181+	13	9	44.4%	72	26	176.9%	5.5	2.9	91.7%	\$367.24	\$444.79	(17.4%)	\$26,441	\$11,565	128.6%	\$26,441	\$11,565	128.6%	\$2,033.92	\$1,284.96	
<b>Total</b>	<b>424</b>	<b>845</b>	<b>(49.8%)</b>	<b>1,670</b>	<b>2,667</b>	<b>(37.4%)</b>	<b>3.9</b>	<b>3.2</b>	<b>24.8%</b>	<b>\$460.79</b>	<b>\$394.48</b>	<b>16.8%</b>	<b>\$769,520</b>	<b>\$1,052,071</b>	<b>(26.9%)</b>	<b>\$769,520</b>	<b>\$1,052,071</b>	<b>(26.9%)</b>	<b>\$1,814.91</b>	<b>\$1,245.05</b>	
<b>Weekday</b>	Stays			Nights			ALOS			ADR			Room Revenue			Total Revenue			Spend Per Stay		
Lead Time	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY%
Same Day	34	22	54.5%	200	52	284.6%	5.9	2.4	148.9%	\$371.71	\$246.09	51.0%	\$74,343	\$12,797	480.9%	\$74,343	\$12,797	480.9%	\$2,186.55	\$581.67	
1-7	43	79	(45.6%)	121	129	(6.2%)	2.8	1.6	72.3%	\$424.17	\$392.10	8.2%	\$51,324	\$50,581	1.5%	\$51,324	\$50,581	1.5%	\$1,193.59	\$640.27	
8-14	33	31	6.5%	87	80	8.8%	2.6	2.6	2.2%	\$467.33	\$357.81	30.6%	\$40,658	\$28,625	42.0%	\$40,658	\$28,625	42.0%	\$1,232.05	\$923.39	
15-30	25	63	(60.3%)	93	188	(50.5%)	3.7	3.0	24.7%	\$496.63	\$450.50	10.2%	\$46,187	\$84,693	(45.5%)	\$46,187	\$84,693	(45.5%)	\$1,847.46	\$1,344.33	
31-60	19	84	(77.4%)	44	291	(84.9%)	2.3	3.5	(33.2%)	\$413.82	\$383.17	8.0%	\$18,208	\$111,503	(83.7%)	\$18,208	\$111,503	(83.7%)	\$958.32	\$1,327.41	
61-90	12	35	(65.7%)	27	139	(80.6%)	2.3	4.0	(43.3%)	\$454.02	\$464.95	(2.4%)	\$12,259	\$64,628	(81.0%)	\$12,259	\$64,628	(81.0%)	\$1,021.55	\$1,846.52	
91-180	25	29	(13.8%)	117	126	(7.1%)	4.7	4.3	7.7%	\$699.83	\$489.56	42.9%	\$81,880	\$61,685	32.7%	\$81,880	\$61,685	32.7%	\$3,275.21	\$2,127.07	
181+	4	4	0.0%	16	8	100.0%	4.0	2.0	100.0%	\$406.00	\$449.45	(9.7%)	\$6,496	\$3,596	80.7%	\$6,496	\$3,596	80.7%	\$1,624.00	\$898.90	
<b>Total</b>	<b>195</b>	<b>347</b>	<b>(43.8%)</b>	<b>705</b>	<b>1,013</b>	<b>(30.4%)</b>	<b>3.6</b>	<b>2.9</b>	<b>23.8%</b>	<b>\$470.01</b>	<b>\$412.74</b>	<b>13.9%</b>	<b>\$331,354</b>	<b>\$418,108</b>	<b>(20.7%)</b>	<b>\$331,354</b>	<b>\$418,108</b>	<b>(20.7%)</b>	<b>\$1,699.25</b>	<b>\$1,204.92</b>	
<b>Weekend</b>	Stays			Nights			ALOS			ADR			Room Revenue			Total Revenue			Spend Per Stay		
Lead Time	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY% Change	2016	2015	YoY%
Same Day	19	24	(20.8%)	87	64	35.9%	4.6	2.7	71.7%	\$376.41	\$446.14	(15.6%)	\$32,748	\$28,553	14.7%	\$32,748	\$28,553	14.7%	\$1,723.57	\$1,189.72	
1-7	50	110	(54.5%)	172	260	(33.8%)	3.4	2.4	45.5%	\$376.68	\$334.27	12.7%	\$64,789	\$86,911	(25.5%)	\$64,789	\$86,911	(25.5%)	\$1,295.79	\$790.10	
8-14	29	73	(60.3%)	122	215	(43.3%)	4.2	2.9	42.8%	\$484.73	\$473.47	2.4%	\$59,137	\$101,796	(41.9%)	\$59,137	\$101,796	(41.9%)	\$2,039.20	\$1,394.47	
15-30	46	94	(51.1%)	185	291	(36.4%)	4.0	3.1	29.9%	\$459.29	\$430.38	6.7%	\$84,968	\$125,241	(32.2%)	\$84,968	\$125,241	(32.2%)	\$1,847.14	\$1,332.35	
31-60	35	115	(69.6%)	173	471	(63.3%)	4.9	4.1	20.7%	\$617.02	\$322.66	91.2%	\$106,745	\$151,974	(29.8%)	\$106,745	\$151,974	(29.8%)	\$3,049.86	\$1,321.51	
61-90	28	43	(34.9%)	119	189	(37.0%)	4.3	4.4	(3.3%)	\$402.45	\$358.50	12.3%	\$47,892	\$67,756	(29.3%)	\$47,892	\$67,756	(29.3%)	\$1,710.43	\$1,575.73	

## REPEAT VS. NEW GUESTS

Compares your guests over two-time frames to see which of these guests have stayed before. Helps you gauge how you are doing with retaining guests.

Frequency: Monthly or quarterly

Operational																
<b>Repeat vs New Guests</b>																
Parameters:																
Properties: Sample Properties																
Market Segment: ALL																
Rate Type: ALL																
Source Of Business: ALL																
Filters:																
-Property(s)																
-Source(s) of business																
-Market segment(s)																
-Enter Rate Type																
-YOY																
-Stay date range																
-comparative date range																
This report shows overall stay and revenue figures grouped by repeat and new guests.																
*Guests are only considered repeat if they have stayed at the property(s) selected more than one time.																
*A guest will still be considered repeat if they have a stay before the date range selected so the revenue from the stay in the date range will be listed under "repeat", but the revenue for the stay before the date range selected will not be included in the report at all.																
Stay Date from: Dec 16, 2015 to Dec 17,																
Guest	Unique Customers		Stays		Room Nights		Room Revenue		Ancillary Revenue		Total Revenue		Spend per Stay	RevPOR	ADR	I
Repeat	138	37.60%	145	38.56%	201	40.61%	\$55,975.86	41.42%	\$7,843.17	19.49%	\$63,819.03	36.39%	\$440.13	\$317.51	\$278.49	
New	229	62.40%	231	61.44%	294	59.39%	\$79,167.04	58.58%	\$32,394.64	80.51%	\$111,561.68	63.61%	\$482.95	\$379.46	\$269.28	
<b>Total</b>	<b>367</b>	<b>100%</b>	<b>376</b>	<b>100%</b>	<b>495</b>	<b>100%</b>	<b>\$135,142.90</b>	<b>100%</b>	<b>\$40,237.81</b>	<b>100%</b>	<b>\$175,380.71</b>	<b>100%</b>	<b>\$466.44</b>	<b>\$354.30</b>	<b>\$273.02</b>	
Stay Date from: Dec 16, 2014 to Dec 17, 2014																
Guest	Unique Customers		Stays		Room Nights		Room Revenue		Ancillary Revenue		Total Revenue		Spend per Stay	RevPOR	ADR	I
Repeat	115	27.45%	119	27.48%	158	25.90%	\$42,892.64	27.28%	\$4,173.44	30.25%	\$47,066.08	27.52%	\$395.51	\$297.89	\$271.47	
New	304	72.55%	314	72.52%	452	74.10%	\$114,342.47	72.72%	\$9,621.39	69.75%	\$123,963.86	72.48%	\$394.79	\$274.26	\$252.97	
<b>Total</b>	<b>419</b>	<b>100%</b>	<b>433</b>	<b>100%</b>	<b>610</b>	<b>100%</b>	<b>\$157,235.11</b>	<b>100%</b>	<b>\$13,794.83</b>	<b>100%</b>	<b>\$171,029.94</b>	<b>100%</b>	<b>\$394.99</b>	<b>\$280.38</b>	<b>\$257.76</b>	
Difference																
Guest	Unique Customers		Stays		Room Nights		Room Revenue		Ancillary Revenue		Total Revenue		Spend per Stay	RevPOR	ADR	I
Repeat	23	9.75%	26	10.68%	43	14.30%	\$13,083.22	13.72%	\$3,669.73	-10.78%	\$16,752.95	8.58%	\$44.62	\$389.60	\$7.01	
New	-71	-9.75%	-79	-10.68%	-153	-14.30%	(\$33,786.18)	-13.72%	\$22,801.70	10.78%	(\$10,984.48)	-8.58%	\$85.97	\$71.79	\$16.45	
<b>Total</b>	<b>-48</b>	<b>0%</b>	<b>-53</b>	<b>0%</b>	<b>-110</b>	<b>0%</b>	<b>(\$20,702.96)</b>	<b>0%</b>	<b>\$26,471.43</b>	<b>0.00%</b>	<b>\$5,768.47</b>	<b>0.00%</b>	<b>\$70.27</b>	<b>(\$52.44)</b>	<b>\$290.14</b>	



# TOP GUESTS BY REVENUE/ROOM NIGHTS/STAYS

This is an excellent report to see your actual top guests. Gives you the opportunity to see the guests information by who spends the most and stays the most. This allows you to flag these guests based on their loyalty to the hotel.

Frequency: Monthly or Quarterly as well as for the upcoming month to see your arriving tops guests.

A	B	C	D	E	F	G	H	I
Operational		Filters: -Property(s) -Stay Date -Select Number of Guests to Display (25, 50, 100, 250)						
<b>Top 25 Guests by Stays</b>			This report shows 3 tabs: Top guests by Stays, Room nights, and revenue.					
<b>Parameters:</b>								
Property: Hotel 1, Hotel 2								
Stay Date: Nov 28, 2016 to Nov 28, 2016								

Rank	FirstName	LastName	Email	Address1	Address2	City	State	ZipCode	Count
1	First Name	Last Name	email@email.com	address		Tukwilla	VA	98188	
2	First Name	Last Name	email@email.com	address					
2	First Name	Last Name	email@email.com	address					
2	First Name	Last Name	email@email.com	address		Clackamas	OR	97015	
2	First Name	Last Name	email@email.com	address		SINGAPORE		266225	
2	First Name	Last Name	email@email.com	address		Mittagong		2575	
7	First Name	Last Name	email@email.com	address		San Francisco	CA	94105	
7	First Name	Last Name	email@email.com	address					
7	First Name	Last Name	email@email.com	address					

## Top 25 Guests by Room Nights

<b>Parameters:</b>								
Property: Hotel 1, Hotel 2								
Stay Date: Nov 28, 2016 to Nov 28, 2016								

Rank	FirstName	LastName	Email	Address1	Address2	City	State	ZipCode	Count
1	First Name	Last Name	email@email.com	address		Tukwilla	VA	98188	
2	First Name	Last Name	email@email.com	address					
2	First Name	Last Name	email@email.com	address					
2	First Name	Last Name	email@email.com	address		Clackamas	OR	97015	
2	First Name	Last Name	email@email.com	address		SINGAPORE		266225	
2	First Name	Last Name	email@email.com	address		Mittagong		2575	
7	First Name	Last Name	email@email.com	address		San Francisco	CA	94105	
7	First Name	Last Name	email@email.com	address					
7	First Name	Last Name	email@email.com	address					
7	First Name	Last Name	email@email.com	address					
7	First Name	Last Name	email@email.com	address					

## Top 25 Guests by Revenue

<b>Parameters:</b>								
Property: Hotel 1, Hotel 2								
Stay Date: Nov 28, 2016 to Nov 28, 2016								

Rank	FirstName	LastName	Email	Address1	Address2	City	State	ZipCode	Count
1	First Name	Last Name	email@email.com	address		Tukwilla	VA	98188	
2	First Name	Last Name	email@email.com						
3	First Name	Last Name	email@email.com						
4	First Name	Last Name	email@email.com	address		Freedom	WI	54130	
5	First Name	Last Name	email@email.com	address		Clackamas	OR	97015	

# RATE PLAN PRODUCTION

Breaks down the revenue and stay information for each rate. Allows you to gauge what rate types are successful.

Frequency: Monthly or Quarterly

[Revenue](#)

## Rate Plan Production

**Parameters:**

Property: [Sample Hotel](#)

Market Segment: [Comp](#), [Group](#), [Internal](#), [Transient](#), [UNDEFINED](#), [Wholesale](#)

Stay Date: [Between May 1, 2015 and May 31, 2015](#)

Filters:  
 -Property(s)  
 -YOY  
 Rate type(s)  
 -Market segment(s)  
 -Stay date range

Shows figures for stays, room nights, revenue, ADR, ALOS, and lead time grouped by rate type.

Rate Type	Stays			Room Nights			Revenue			ADR			ALOS			Lead Time Days		
	2015	2014	Difference	2015	2014	Difference	2015	2014	Difference	2015	2014	Difference	2015	2014	Difference	2015	2014	Difference
150518INVI	68			275			\$82,211.00			\$298.95			4.04			32.17		
PRLOS	57	77	-20	303	392	-89	\$77,106.50	\$98,876.75	(\$21,770.25)	\$254.48	\$252.24	\$2.24	5.32	5.09	0.22	54.18	20.24	33.94
INBKGBAR	90	26	64	288	84	204	\$75,147.50	\$25,524.50	\$49,623.00	\$260.93	\$303.86	(\$42.93)	3.20	3.23	-0.03	66.03	85.01	-18.98
INEXPPRO01	106			412			\$73,456.25			\$178.29			3.89			85.28		
FTGTABAR	78	22	56	315	83	232	\$65,924.00	\$19,090.80	\$46,833.20	\$209.28	\$230.01	(\$20.73)	4.04	3.77	0.27	97.10	76.64	20.47
150503PENW	58			229			\$58,395.00			\$255.00			3.95			25.44		
OPHOTLOW	243	183	60	434	307	127	\$58,126.44	\$46,903.28	\$11,223.16	\$133.93	\$152.78	(\$18.85)	1.79	1.68	0.11	5.68	2.21	3.47
FTGTAAP	72	99	-27	307	432	-125	\$52,018.20	\$80,377.92	(\$28,359.72)	\$169.44	\$186.06	(\$16.62)	4.26	4.36	-0.10	171.84	116.81	55.03
INETPPRO01	52			202			\$48,323.80			\$239.23			3.88			82.02		
INETPBAR	85	54	31	183	125	58	\$47,124.25	\$34,018.60	\$13,105.65	\$257.51	\$272.15	(\$14.64)	2.15	2.31	-0.16	74.98	58.58	16.39
INEXPBAR	122	71	51	198	150	48	\$43,651.90	\$32,927.77	\$10,724.13	\$220.46	\$219.52	\$0.95	1.62	2.11	-0.49	42.17	32.15	10.02
FTTEAMAMER	46	14	32	204	52	152	\$42,035.00	\$12,320.00	\$29,715.00	\$206.05	\$236.92	(\$30.87)	4.43	3.71	0.72	92.60	96.83	-4.22
PR SINGLE	75	37	38	157	84	73	\$36,485.00	\$17,700.00	\$18,785.00	\$232.39	\$210.71	\$21.67	2.09	2.27	-0.18	24.10	65.12	-41.02
CNTRVLEAD	42	13	29	107	27	80	\$34,048.00	\$7,739.00	\$26,309.00	\$318.21	\$286.63	\$31.58	2.55	2.08	0.47	12.74	21.22	-8.48
BRBAR01	79	31	48	130	72	58	\$33,349.01	\$17,675.00	\$15,674.01	\$256.53	\$245.49	\$11.04	1.65	2.32	-0.68	29.00	27.74	1.26
CNABC	43	10	33	105	36	69	\$31,029.00	\$9,090.00	\$21,939.00	\$295.51	\$252.50	\$43.01	2.44	3.60	-1.16	52.18	17.97	34.21
INBKGBAR	36	21	15	131	78	53	\$29,814.50	\$18,915.27	\$10,899.23	\$227.59	\$242.50	(\$14.91)	3.64	3.71	-0.08	116.51	99.53	16.99
BRBAR07	15	2	13	102	5	97	\$28,744.00	\$1,665.00	\$27,079.00	\$281.80	\$333.00	(\$51.20)	6.80	2.50	4.30	18.48	22.80	-4.32
BRBAR02	26	3	23	98	10	88	\$24,564.00	\$2,690.00	\$21,874.00	\$250.65	\$269.00	(\$18.35)	3.77	3.33	0.44	17.32	75.00	-57.68
NGCORP	36	23	13	99	95	4	\$23,339.50	\$23,938.00	(\$598.50)	\$235.75	\$251.98	(\$16.23)	2.75	4.13	-1.38	17.73	19.01	-1.28
FTTUI	19	4	15	90	18	72	\$20,990.00	\$4,122.00	\$16,868.00	\$233.22	\$229.00	\$4.22	4.74	4.50	0.24	86.88	34.89	51.99
CNCWT	17	11	6	65	17	48	\$20,962.00	\$5,404.00	\$15,558.00	\$322.49	\$317.88	\$4.61	3.82	1.55	2.28	6.66	11.53	-4.87