

# Hotel Data Analytics & Business Intelligence

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**MATRIX**  
ASSET MANAGEMENT SOLUTION



# The Current State

	Comparable Company Reported		Comparable Systemic	
	2012	Change vs. 2011	2012	Change vs. 2011
Occupancy	76.7%	4.1% pts	67.7%	9.0% pts
Average Daily Rate	\$ 129.33	+0.5%	\$ 102.29	+0.7%
RevPAR	\$ 99.33	3.6%	\$ 69.43	+0.6%
Revenue Growth	15.7%	+4.5% pts	6.7%	+3.7% pts
Average Daily Rate	\$ 102.42	+1.4%	\$ 90.78	+0.7%
RevPAR	\$ 104.02	7.0%	\$ 83.95	7.3%
EBITDA	19.7%	+2.7% pts	15.7%	+1.7% pts
Average Daily Rate	\$ 104.33	3.0%	\$ 98.75	+1.7%
RevPAR	\$ 107.48	7.6%	\$ 93.47	7.7%
EBITDA	19.8%	+2.8% pts	16.8%	+1.8% pts
Average Daily Rate	\$ 103.33	+1.9%	\$ 95.49	+1.6%
RevPAR	\$ 104.88	+2.9%	\$ 92.75	3.2%
EBITDA	16.7%	+1.7% pts	14.7%	+1.7% pts
Average Daily Rate	\$ 103.56	+2.7%	\$ 94.76	+1.6%
RevPAR	\$ 101.99	+2.3%	\$ 90.71	16.3%
EBITDA	7.1%	+0.8% pts	7.1%	+0.8% pts
Average Daily Rate	\$ 101.77	+0.7%	\$ 99.72	+0.7%
RevPAR	\$ 101.41	0.4%	\$ 99.09	0.7%
EBITDA	14.0%	+1.0% pts	14.0%	+1.0% pts
Average Daily Rate	\$ 100.82	+0.8%	\$ 93.56	+0.8%
RevPAR	\$ 100.82	0.0%	\$ 93.78	0.0%
EBITDA	10.1%	+0.8% pts	10.0%	+0.8% pts
Average Daily Rate	\$ 100.49	+0.4%	\$ 90.49	+0.4%
RevPAR	\$ 101.58	5.4%	\$ 93.51	0.7%

REVENUES AND EXPENSES	AVERAGE OF 4 BENCHMARK PROPERTIES				HOTELS A			
	Year End 2012 (\$)	Ratio To Revenue (%)	Per Room/Year (\$)	Per Occupied Room/Day (\$)	Year End 2012 (\$)	Ratio To Revenue (%)	Per Room/Year (\$)	Per Occupied Room/Day (\$)
REVENUES	1,000,000	100%	100,000	100,000	1,000,000	100%	100,000	100,000
EXPENSES	1,000,000	100%	100,000	100,000	1,000,000	100%	100,000	100,000
Operating Expenses	1,000,000	100%	100,000	100,000	1,000,000	100%	100,000	100,000
Other Expenses	1,000,000	100%	100,000	100,000	1,000,000	100%	100,000	100,000
Total Expenses	1,000,000	100%	100,000	100,000	1,000,000	100%	100,000	100,000
EBITDA	1,000,000	100%	100,000	100,000	1,000,000	100%	100,000	100,000



- Spending hours and hours reviewing financials in PDF or hardcopies
- Static reporting tools, at best MS Excel
- Zero drill down capabilities, mostly benchmarking few KPIs
- Untimely reporting processes
- Communication of financial action plans on emails - limiting corporate memory

**Table 1: Standard Financial - Hypothetical 100-Room Resort (2012)**

Number of Rooms	100
Occupancy	76%
Average Rate	\$129.33
RevPAR	\$99.33
Occupied Rooms	76
Revenue	\$99,330
Expenses	\$100,000
EBITDA	-\$670

**Rooms Division Productivity - Shows How Rooms Occupied**

Month	Actual	Budget	Delta	Rooms Occupied	Actual	Budget	Delta
Jan	2,275	2,297	-22	Front Office	2,049	2,049	0
Feb	2,229	2,297	-68	Housekeeping	2,049	2,049	0
Mar	2,275	2,297	-22	Reservations	2,049	2,049	0
Apr	2,275	2,297	-22	Ball and Beer	2,049	2,049	0
May	2,275	2,297	-22	Total	2,049	2,049	0

**Rooms Division Productivity - Shows How Rooms Occupied**

Month	Actual	Budget	Delta	Rooms Occupied	Actual	Budget	Delta
Jan	0.092	0.119	-0.027	Rooms Office	0.119	0.119	0
Feb	0.092	0.119	-0.027	Housekeeping	0.119	0.119	0
Mar	0.092	0.119	-0.027	Reservations	0.119	0.119	0
Apr	0.092	0.119	-0.027	Ball and Beer	0.119	0.119	0
May	0.092	0.119	-0.027	Total	0.119	0.119	0

\*Departmental revenues are reported as a percentage of departmental revenues.

# Reporting & BI Analytics with PMS & Other Interface



Smart Dashboard



Forecasting



Benchmarking



Smart Business Intelligence