Hotels and lodging organizations are faced with several unique challenges and difficulties in today’s competitive market place. Providing exceptional customer service, optimizing revenue management, and staying ahead of competition strengthened through mergers and acquisitions are some of the industry’s challenges. In order to make the best possible business decisions, whether pertaining to occupancy rates, loyalty strategy, or channel bookings, hotels and lodging organizations must link and analyze disparate data to improve operations, management, security, and service.

MicroStrategy helps hotel and lodging organizations manage key challenges unique to their industry – allowing them to turn hidden insights from data into actionable intelligence, in real time. With a suite of applications run on the MicroStrategy platform, organizations can improve and optimize sales revenue, enhance marketing campaigns, improve call center operations, and deliver cutting-edge guest services. Our mobile platform, organizations can build custom, native apps that empower employees from executives to field operations or service employees with the tools they need to increase productivity and make better business decisions.
Hospitality companies rely on MicroStrategy to build powerful analytics and mobility applications that transform data into real-world intelligence and help them answer their toughest business questions.

**Top Hospitality applications**

- **Channel bookings**
  Obtain an overview of hotel management KPIs to improve business decisions and better compete in the market.

- **Occupancy, ADR, and RevPAR analysis**
  View real-time market pricing and occupancy data to determine more-competitive price points.

- **Customer Segmentation**
  Perform needs-based segmentation and determine the current and lifetime value to improve business strategies.

- **Recency, frequency, and monetary (RFM) optimization**
  Identify high-response customers and the most effective marketing to improve ROI.

- **Security and safety**
  Obtain a real-time view of workplace safety and security through report case tracking and reconciliation.

- **Executive KPI dashboard**
  Deliver real-time insights to arm executives with critical information when making business decisions.

- **Loyalty program analysis**
  Track, analyze, and report on membership patterns and trends in order to improve service.

- **Partnership activity reporting**
  Share insights on cooperative marketing campaigns with partner organizations.

- **Reservations analysis and reporting**
  Analyze reservations and cancellations across all channels to better understand business operations.

- **Maintenance and repair analysis**
  Monitor and report on room conditions, equipment, and assets to effectively plan for maintenance, repairs, and capital improvements.

- **Digital room keys**
  Smartphone apps create a seamless guest experience covering reservations, check-in, room access, and payments.

**Some of our Hospitality customers include:**

![Four Seasons Hotels and Resorts](image_url)

![Hilton Worldwide](image_url)