HOW **HOSPITALITY** SERVICE PROVIDERS USE MICROSTRATEGY TO GAIN A COMPETITIVE EDGE

Hotels have highly informed, tech-savvy clientele who expect excellent customer service at a competitive price.

TASKS	PROBLEMS	SOLUTIONS

EXECUTIVE KPI DASHBOARD

2/3 of executives say they are unable to access information they need in a **timely fashion.**

"The BI(G) Disappointment: Troubling Gaps Between Business Intelligence Expectations and Realities." Survey Report by Domo. 2016.

MicroStrategy delivers real-time insights on KPIs to arm executives with the best available information when making critical business decisions.

CHANNEL BOOKINGS

46% of millennials book travel through a smartphone or tablet.

"Millennial Travel Trends: A Look at the Largest Generations' Habits." InternetMarketingInc.com. April, 2016.

MicroStrategy tracks and analyzes sales by channel including web, inbound, global distribution systems, group, and travel agents.

OCCUPANCY, ADR, and RevPAR ANALYSIS

With demand outpacing supply, lodging revenue is predicted to **grow** to **$163.3 BILLION** in 2017.

"U.S. travel market grew 5% in 2015: Phocuswright." Travelweekly.com. January, 2016.

MicroStrategy allows users to view real-time market pricing and occupancy data to determine more competitive price points.

LOYALTY PROGRAM ANALYSIS

68% of millennials are loyal to the program where they have the most rewards accumulated.

"Millennial Travel Trends: A Look at the Largest Generations' Habits." InternetMarketingInc.com. April, 2016.

MicroStrategy users can track, analyze, and report on loyalty program patterns and trends in order to improve service.

DIGITAL ROOM KEYS

53% of guests want to use their smartphone as a mobile key, but only 12% of hotels offer the technology.

53% 12%
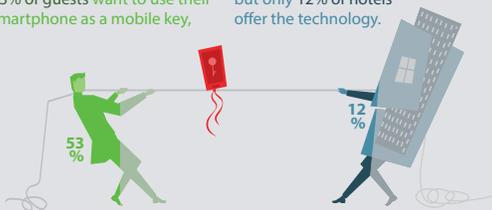
"2016 Customer Engagement Technology Study." Hospitality Technology Magazine. September, 2016.

MicroStrategy mobility apps can allow hotel guests to reserve a room, check-in, select a room, unlock the door, and make a payment -- all with a few taps on the screen.

Leading global hospitality service providers trust and rely on MicroStrategy.
Learn more at microstrategy.com/solutions/hospitality

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