The challenge

Companies that own, manage and/or operate multiple hotels and resorts (or similar lodging operations) are experiencing rapid growth, whether organic or through acquisition, and this creates a significant challenge to become extremely competitive. As a result of this situation, there has never been a greater focus on performance. From finance to marketing to operations, executives and managers of all functional areas at the corporate and headquarters offices must continually improve performance and demonstrate results, and this needs to occur while managing their complex line of hotels, resorts and legal & management companies. To do so, they need to access information that originate from multiple sources, in a timely and consistent way (based on corporate business rules & standards, and compliant to industry guidelines such as USALI), and have an integrated view of the business through trusted and timely insights into their respective hotels operations, financial performance and market positioning.

The solution

Our HOBI solution includes hundreds of pre-defined objects and tools such as ready-to-go and/or customizable web and mobile dashboards (developed using MicroStrategy’s standard tool set) that allow property executives and managers to harness the value from diverse internal and external data sources, support multiple storytelling of the same data, ensure that all decision makers speak the same language. It also uses consistent set of KPIs to measure the business, streamline ownership reporting and communication, align all stakeholders, and promote organizational transparency and visibility for management and hotel owners. By doing so, they can get answers at a glance, with uniformity and consistency across all interfaces, and create and share their own self-service insights in a secured and scalable enterprise environment. This helps them make more effective and timely decisions to optimize key areas of their business, implement better promotions, produce expected ROI for capital improvements on renovated properties, and have greater control of operational expenses and labor performance to reduce costs without affecting service level performance. As a result of these decisions, they can maintain a competitive edge, and create a behavior change in the organization to continue reduce costs while improving service level.
Empower your Corporate/HQ business users to create and share their own data insights based on user-oriented Intelligent Cubes that provide ease of access and use of the same trusted and governed data displayed in all available dashboards, and combine such data with external data that enriches the data discovery process.

Collaboration based on Governed Self-Service

Allow executives and business users to view and download either to their desktops, notebooks, iPads or iPhones various enterprise pre-run operational or management reports, such as MTD and YTD Operating Results, Last 12 Months Operating Results, Summary P&L Recaps, Forecast Side-by-Side, PACE Reports, STR Reports, etc., or any other reports in MS Office formats (i.e. Excel, Word, Powerpoint, etc.) or PDF Format.

24/7 Access to Pre-Run Company Reports or Files

Corporate executives can easily access detail information associated to each property (including their geo-location and picture), and select multiple properties based on different combinations of values of attributes such as Flags, Brands, Portfolio, Mgt. Company, Room Range, STR Chain Scale, Owner, etc. They can also create their own pre-defined groups of properties to support different types of repetitive analysis.

Multi-Property Information & Selection

Analyze the aggregated CAPEX spend of multiple hotels grouped by Brand, Flag, Portfolio, or other attributes, as well as by type of spend such as Renovations, Expansions/New Builds, Routine Upkeep, Technology, and Other, including status of CAPEX Projects by status (under or over budget), etc.

Multi-Property CAPEX Spend Analysis

Analyze annual trend of existing supply of hotels and rooms, and pipeline (new hotels and rooms) related to existing construction projects, by Chain Scales, for all Markets, or from only those markets where your company currently owns properties.

Hotel Supply & Pipeline Analysis

Analyze the aggregated future bookings information for multiple properties based on the data of the specific Guest Room PACE reports, and compare these bookings with the actual results of the current year, and Same Time Last Year (STLY) values of actuals and bookings.

Multi-Property Group PACE Analysis

Analyze the aggregated Labor Performance of multiple properties grouped by Region/Asset Manager, and identify areas of labor cost reduction opportunity (and increase EBITDA), and areas of potential service risks due to significant variances against standards, budget, and/or rolling forecast values.

Multi-Property Labor Performance Analysis

Analyze the aggregated STR performance of topline KPIs of multiple hotels compared with their respective main competitive sets, grouping them by Brand, Market, Mgt.Company or Portfolio, including the corresponding performance by Market Segmentation, Day of the Week, Month, Last 3 Months, YTD and Last 12 Months.

Multi-Property STR Benchmarking Analysis

Analyze the aggregated performance of topline KPIs of multiple hotels, including comparisons between properties, flags, brands, markets, etc., and top/bottom ranking analysis grouped by multiple attributes such as asset manager, region, market, brand, flag, management company, etc.

Multi-Property Operational & Financial Analysis

Analyze the aggregated operational and financial results and topline KPIs of multiple hotels, including comparisons between properties, flags, brands, markets, etc., and top/bottom ranking analysis grouped by multiple attributes such as asset manager, region, market, brand, flag, management company, etc.

Multi-Property Operational & Financial Analysis

Multi-Property Market Segmentation Analysis

Analyze your property’s Room Division revenues and Topline KPIs by industry defined segmentation (i.e. Group, Transient, or Contract), or by company specific Detail Market Segmentation within each Main Market Segmentation (i.e. Group, Retail, Negotiated, Lease/Contract or Other), and compare multiple Properties results.

Multi-Property Market Segmentation Analysis

Analyze the aggregated daily revenue and operational KPI’s performance of multiple properties, either in an “early-bird mode” (i.e. considering transactions that have not been yet processed through your daily income audit process), or in “audited mode” (considering the results of your income audit process).

Multi-Property Daily Performance Analysis

Multi-Property Business Line Analysis

Allow executives to analyze information of specific business lines across multiple properties, and allow users to create pre-defined groups of departments by Business Line (based on different combinations of values of multiple attributes such as Division, Major Operations, Department Categories, Sub-Categories, etc.) to support different types of repetitive analysis.

Multi-Property Business Line Analysis

Analyze the aggregated daily revenue and operational KPI’s performance of multiple properties, either in an “early-bird mode” (i.e. considering transactions that have not been yet processed through your daily income audit process), or in “audited mode” (considering the results of your income audit process).

Multi-Property Daily Performance Analysis

Analyze the aggregated operational and financial results and topline KPIs of multiple hotels, including comparisons between properties, flags, brands, markets, etc., and top/bottom ranking analysis grouped by multiple attributes such as asset manager, region, market, brand, flag, management company, etc.

Multi-Property Operational & Financial Analysis