GM report

Pokazuje vrijednosti parametara za period unaprijed od datuma pregleda (report date), uključujući datum pregleda

Pokazuje ostvarene vrijednosti do datuma pregleda (report date)

Pokazuje ostvarene vrijednosti ACTUAL + OTB

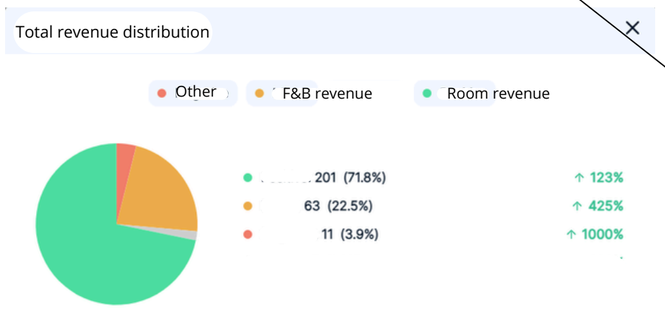
DAY | MONTH | YEAR | Actual | OTB | Projected | LY | Budget | Report date | Portfolio

▼ Region
▼ Brand
▼ Property

Total revenue	Room revenue	F&B revenue	Other revenue	Occupancy
$118,000 ↓ 9% vs. comparison period	$102,000 ↓ 9% vs. comparison period	$10,000 ↓ 9% vs. comparison period	$6,000 ↓ 9% vs. comparison period	75% ↑ 138% vs. comparison period

Rooms occupied/ sold	Rooms available to sell	ADR	RevPAR	TRevPAR
↓ 9% vs. comparison period	55 ↓ 9% vs. comparison period	$119,76 ↑ 138% vs. comparison period	$125,00 ↑ 138% vs. comparison period	$125,00 ↑ 138% vs. comparison period

Total revenue distribution



F&B revenue distribution by F&B revenue type

Other revenue distribution by other revenue type

Occupancy over time

Rooms revenue distribution by room type

Rooms available by room type

RevPAR over time

TRevPAR over time

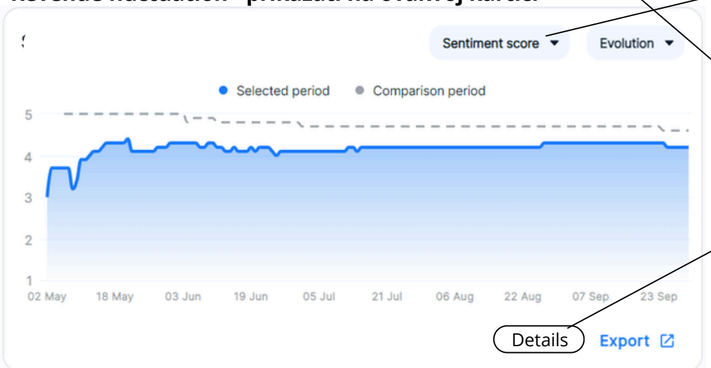
Rooms occupied by room type

ADR over time

Details | Export

*kad se klikne gore na pojedinu karticu, otvara se prozorčić ili za distribution (pie) ili za over time (linijski graf) kao kod hospitalityja;

Revenue fluctuation - prikazati na ovakvoj kartici

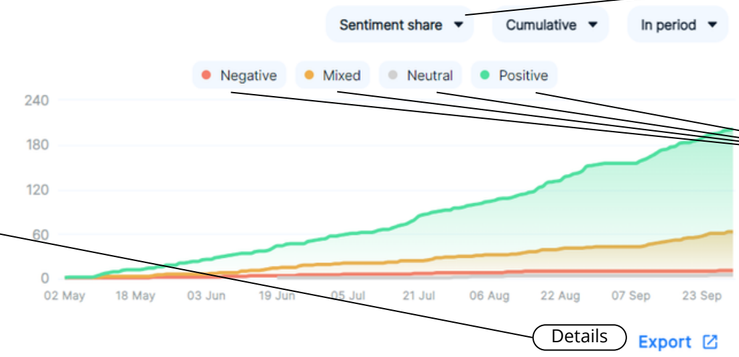


Details | Export

ovdje u filter staviti 'Total revenue', 'Room revenue', 'F&B revenue', ' Other revenue'

'Details' vodi na tablični prikaz pokazatelja koji su prikazani na grafu (kao kod hospitalityja kad se klikne na 'Details'

Market segmentation - prikazati na ovakvoj kartici

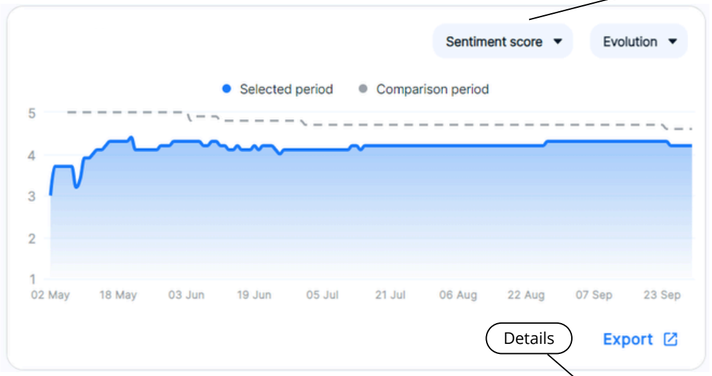


ovdje u filter staviti 'Room revenue', 'Rooms sold', 'ADR'

ovdje staviti market segmente

Details | Export

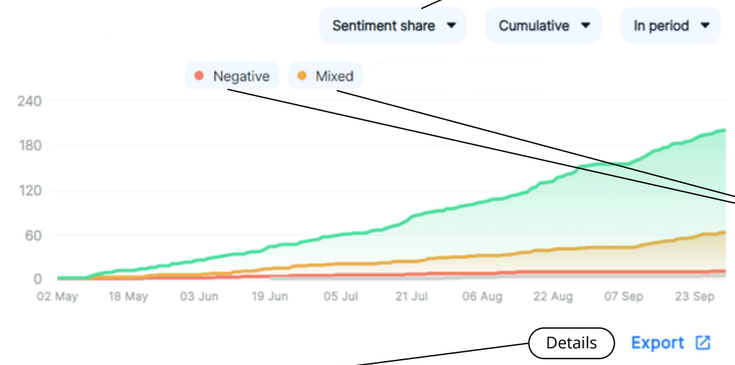
Cancellations



ovdje u filter staviti 'Rooms cancelled' i 'Revenue lost'

'Details' vodi na tablični prikaz pokazatelja koji su prikazani na grafu (kao kod hospitalityja kad se klikne na 'Details'

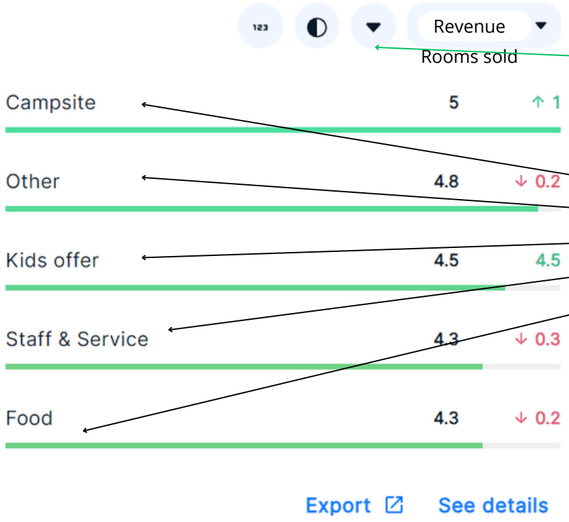
Occupancy bands



ovdje u filter staviti 'Number of rooms' i 'Occupancy percentage'

ovdje staviti 'Rooms booked' i 'Rooms to sell'

Top producers



ovdje treba izbaciti top 5 producera (naš profila, company ili travel agent

Ovdje bi trebala biti mogućnost pregleda po top producerima (top 5), top onih koji su imali najveće povećanje u promatranom periodu i top 5 onih koji su podbacili u odnosu na period usporedbe

Top producers by market segment

Revenue
Rooms sold

Corporate	5	↑ 1
Internet	4.8	↓ 0.2
Individual	4.5	4.5
Leisure	4.3	↓ 0.3
Groups	4.3	↓ 0.2

Export See details

Top producers by booking channel

Rooms sold
Revenue

Corporate direct	292	↑ 198%
OTA	89	↑ 170%
Travel agent	74	↑ 118%
Web	64	↑ 2%

Export See details

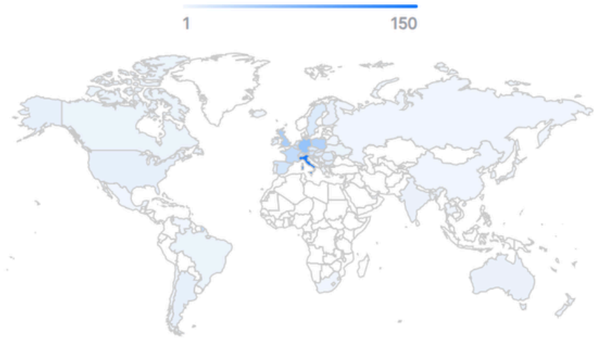
Demographics

Rooms sold
Revenue

45 - 54	5	∞%
55+	5	0%
35 - 44	5	∞%
25 - 34	5	0%
18 - 24	5	0%

Export See details

Countries



Rooms sold
Revenue

Italy	150	↑ 241%
Germany	60	↑ 173%
United Kingdom	46	↑ 4500%
Croatia	45	↓ 63%
Poland	41	↑ 583%

Export See details

Ovdje bi trebala biti mogućnost pregleda po top producerima (top 5), top onih koji su imali najveće povećanje u promatranom periodu i top 5 onih koji su podbacili u odnosu na period usporedbe

Pregled po ukupnom iznosu ili iznosu rasta (kako je u hospitalityju)

Apsolutni ili relativni iznos

Razrada na tablični prikaz sa svim tržištima za promatrani period i njihova promjena (isto kao kod hospitalityja) te pie chart udjela (isto kao kod hospitalityja)

Market segments insights

Na koji datum su ostvareni podaci o KPI-jevima za period gledanja

Pregled KPI-jeva po:

DAY | MONTH | YEAR

Actual | OTB | Projected | LY | Budget

Report date

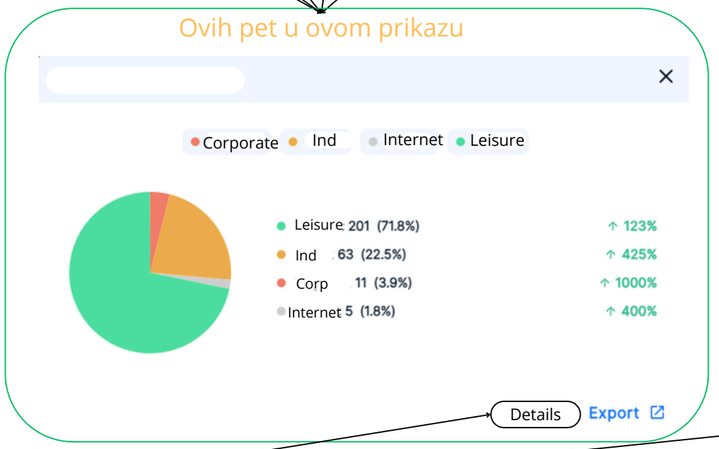
Portfolio
- Region
- Brand
- Property

Total revenue	Room revenue	F&B revenue	Rooms sold	ADR
122.000$ ↓ 9% vs. comparison period	102.000$ ↓ 9% vs. comparison period	10.000$ ↓ 9% vs. comparison period	627 ↓ 9% vs. comparison period	164.00$ ↑ 138% vs. comparison period

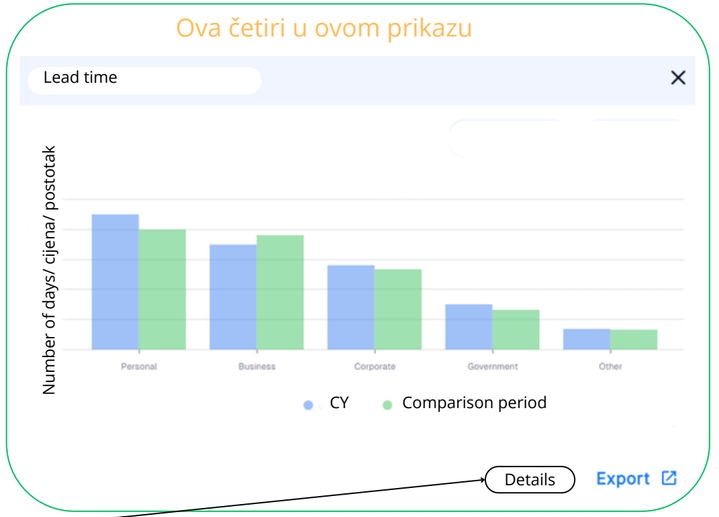
Occupancy	Cancellations	Average length of stay	Lead time
14% ↑ 138% vs. comparison period	126 ↓ 9% vs. comparison period	2,53 ↑ 138% vs. comparison period	7,50 ↑ 138% vs. comparison period

Za koji period gledamo podatke o KPI-jevima

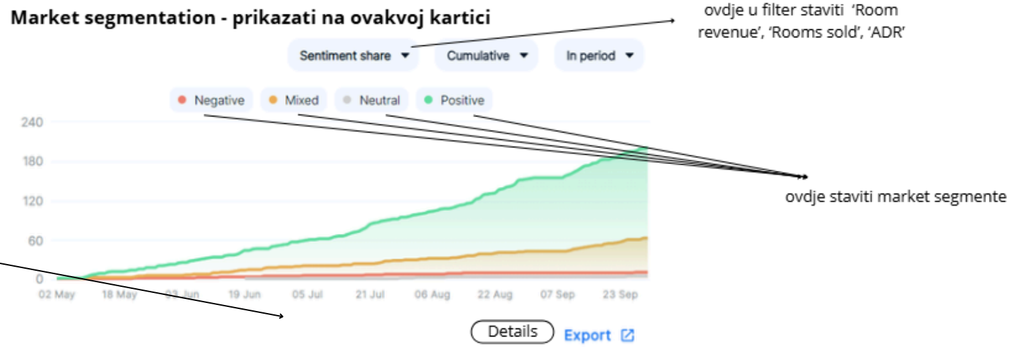
Ovih pet u ovom prikazu



Ova četiri u ovom prikazu



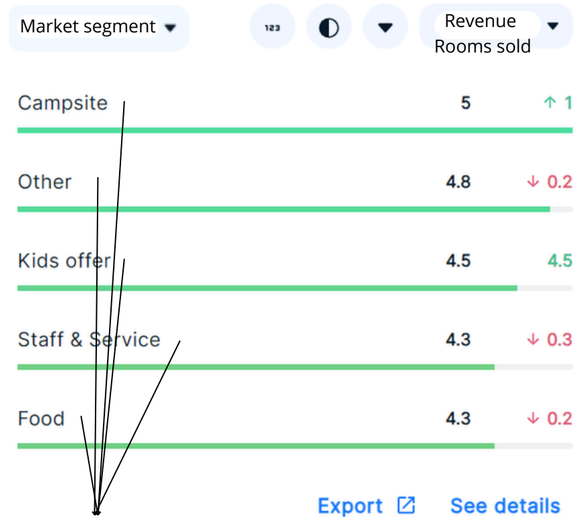
'Details' vodi na tablični prikaz pokazatelja koji su prikazani na grafu (kao kod hospitalityja kad se klikne na 'Details'



ovdje u filter staviti 'Room revenue', 'Rooms sold', 'ADR'

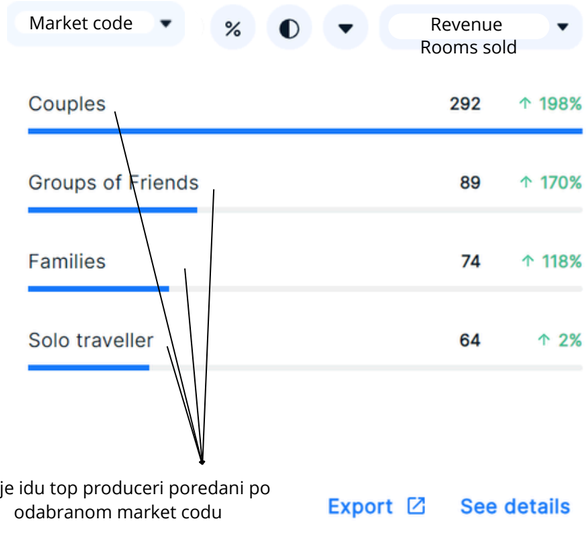
ovdje staviti market segmente

Top producers by market segment



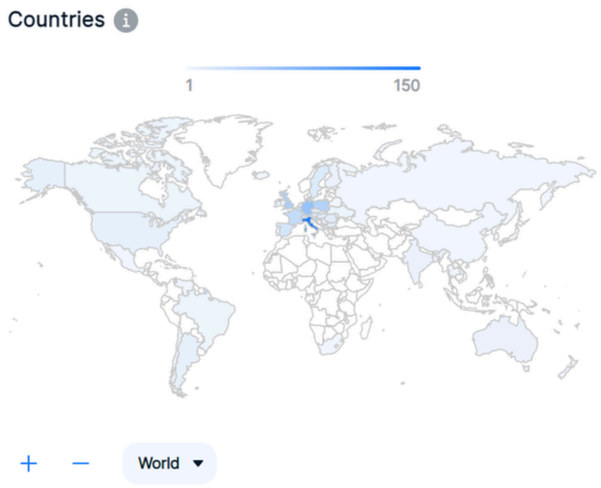
Ovdje idu top produceri poredani po odabranom market segmentu

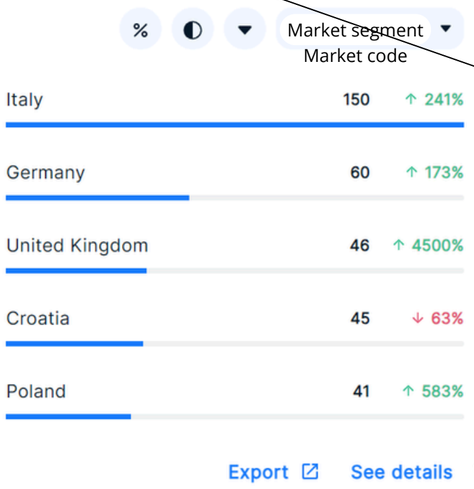
Top producers by market code



Ovdje idu top produceri poredani po odabranom market codu

Demographics





'Details' vodi na tablični prikaz pokazatelja koji su prikazani na grafu (kao kod hospitalityja kad se klikne na 'Details'

Booking channels insights

Na koji datum su ostvareni podaci o KPI-jevima za period gledanja

Pregled KPI-jeva po:

DAY | MONTH | YEAR

Actual | OTB | Projected | LY | Budget

Report date

Portfolio
- Region
- Brand
- Property

Total revenue	Room revenue	F&B revenue	Rooms sold	ADR
122.000$ ↓ 9% vs. comparison period	102.000$ ↓ 9% vs. comparison period	10.000$ ↓ 9% vs. comparison period	627 ↓ 9% vs. comparison period	164.00$ ↑ 138% vs. comparison period

Occupancy	Cancellations	Average length of stay	Lead time
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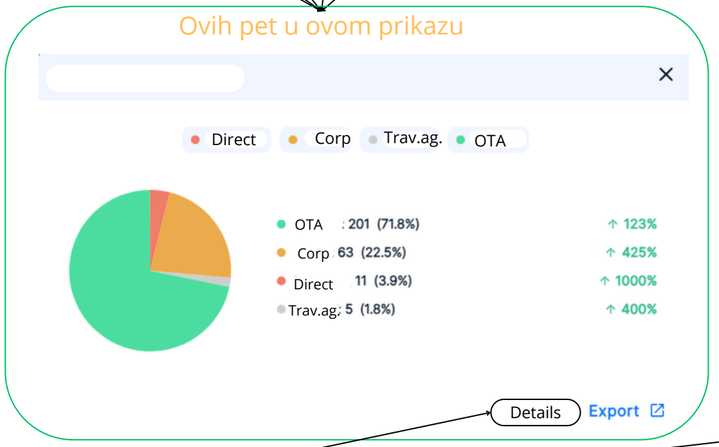
Za koji period gledamo podatke o KPI-jevima

Ovih pet u ovom prikazu



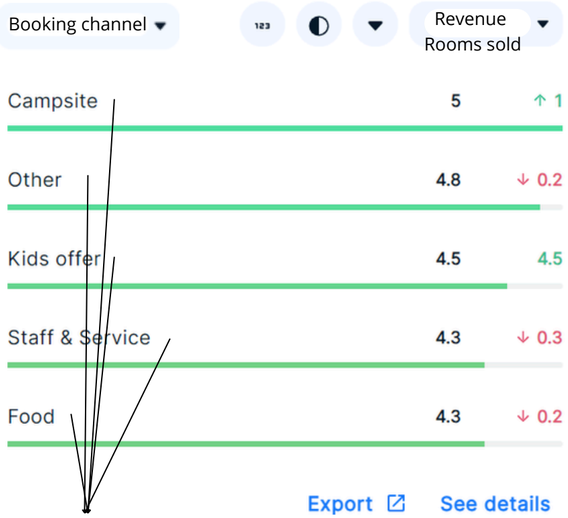
Ova četiri u ovom prikazu

‘Details’ vodi na tablični prikaz pokazatelja koji su prikazani na grafu (kao kod hospitalityja kad se klikne na ‘Details’

ovdje u filter staviti ‘Room revenue’, ‘Rooms sold’, ‘ADR’

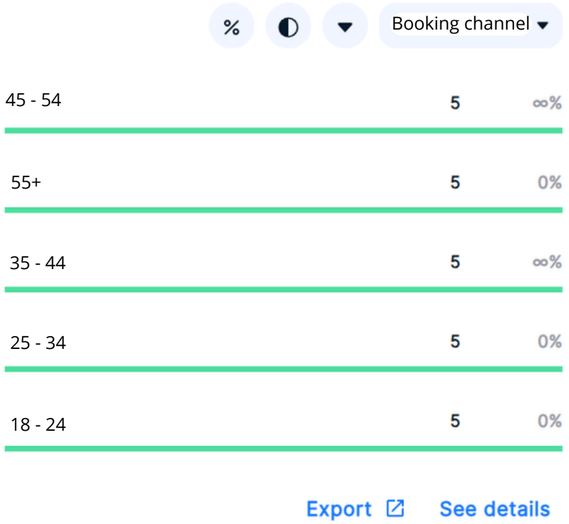
Ovdje staviti booking kanale

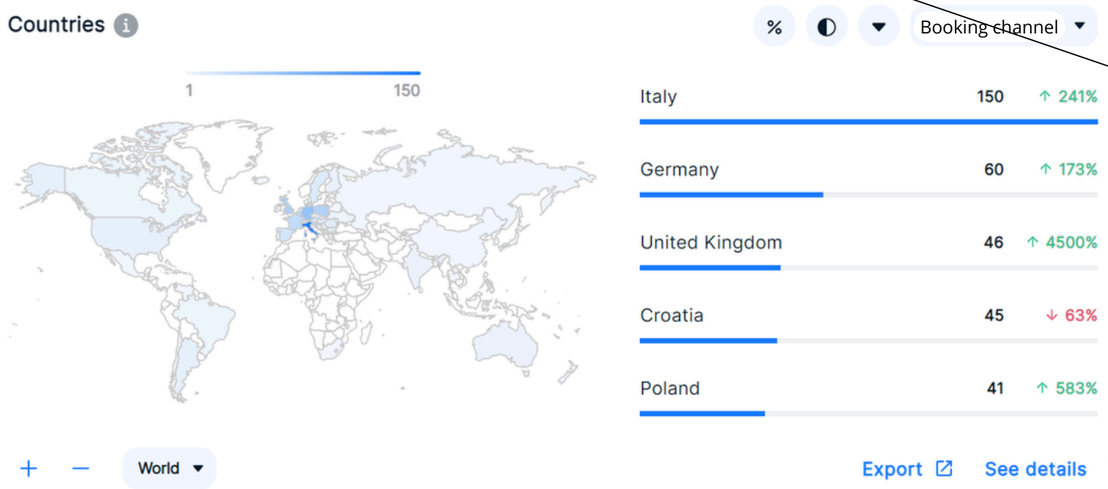
Top producers by booking channel/ source



Ovdje idu top produceri po booking kanalu/ sourceu

Demographics





‘Details’ vodi na tablični prikaz pokazatelja koji su prikazani na grafu (kao kod hospitalityja kad se klikne na ‘Details’

Room types insights

Na koji datum su ostvareni podaci o KPI-jevima za period gledanja

Pregled KPI-jeva po:

DAY | MONTH | YEAR

Actual | OTB | Projected | LY | Budget

Report date

Portfolio
- Region
- Brand
- Property

Room revenue
102.000$ ↓ 9% vs. comparison period

Rooms sold
627 ↓ 9% vs. comparison period

ADR
164.00$ ↑ 138% vs. comparison period

Occupancy
14% ↑ 138% vs. comparison period

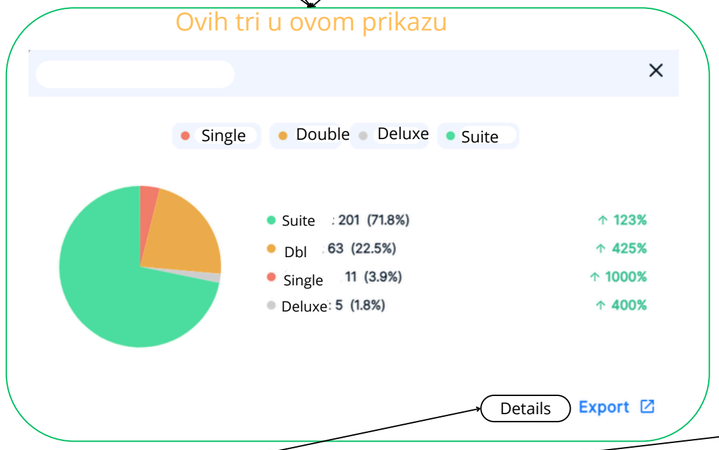
Cancellations
126 ↓ 9% vs. comparison period

Average length of stay
2,53 ↑ 138% vs. comparison period

Lead time
7,50 ↑ 138% vs. comparison period

Za koji period gledamo podatke o KPI-jevima

Ovih tri u ovom prikazu



Ova četiri u ovom prikazu

'Details' vodi na tablični prikaz pokazatelja koji su prikazani na grafu (kao kod hospitalityja kad se klikne na 'Details'

ovdje u filter staviti 'Room revenue', 'Rooms sold', 'ADR'

Ovdje staviti tipove soba

Room types by market segment

Market segment

Standard	5	↑ 1
Deluxe	4.8	↓ 0.2
Suite	4.5	4.5
Executive	4.3	↓ 0.3
Family	4.3	↓ 0.2

Export See details

Room types by booking channel/ source

Booking channel

Standard	5	↑ 1
Deluxe	4.8	↓ 0.2
Suite	4.5	4.5
Executive	4.3	↓ 0.3
Family	4.3	↓ 0.2

Export See details

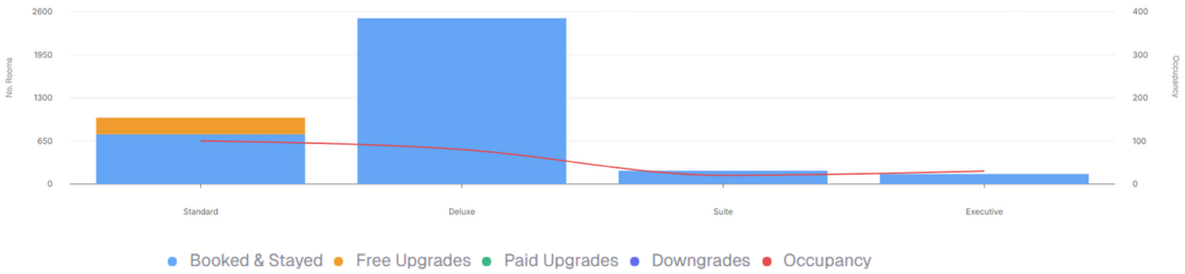
Demographics

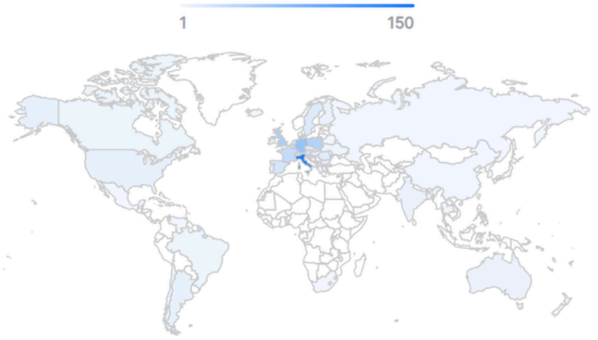
Room type

45 - 54	5	∞%
55+	5	0%
35 - 44	5	∞%
25 - 34	5	0%
18 - 24	5	0%

Export See details

Room types booked & stayed





World

Room type

Italy	150	↑ 241%
Germany	60	↑ 173%
United Kingdom	46	↑ 4500%
Croatia	45	↓ 63%
Poland	41	↑ 583%

Export See details

Pickup report

Pickup

Rooms | Revenue | ADR

Month view | Year view

Report date

Portfolio

- Region
- Brand
- Property

BOOKING DATE	1 NOV	2 NOV	3 NOV	4 NOV	5 NOV	6 NOV	7 NOV	8 NOV	9 NOV	10 NOV	11 NOV	12 NOV	13 NOV	14 NOV	15 NOV	16 NOV	17 NOV	18 NOV	19 NOV	20 NOV	21 NOV	22 NO	SUM
1 Nov	6	3	2	0	0	6	5	3	2	3	3	6	7	7	1	1	1	2	0	1	1	1	98
2 Nov	-	0	2	5	3	1	6	2	7	0	1	2	0	0	2	8	7	3	0	5	6	8	103
3 Nov	-	-	8	4	1	3	7	6	4	1	4	0	9	7	4	3	3	0	9	7	7	3	131
4 Nov	-	-	-	6	1	5	8	8	9	9	4	5	7	9	2	8	4	1	2	9	4	6	132
5 Nov	-	-	-	-	8	9	5	1	9	0	9	6	2	0	4	9	2	0	0	6	3	9	117
6 Nov	-	-	-	-	-	9	2	6	2	2	9	4	7	4	7	4	4	7	0	7	3	7	134
7 Nov	-	-	-	-	-	-	6	8	2	6	6	8	3	4	0	0	4	9	1	6	5	6	125
8 Nov	-	-	-	-	-	-	-	9	2	8	6	1	0	9	6	2	0	9	7	0	3	6	103
9 Nov	-	-	-	-	-	-	-	-	0	3	4	6	5	7	7	7	5	8	6	9	7	1	120
10 Nov	-	-	-	-	-	-	-	-	-	2	0	8	9	0	6	9	3	5	6	7	9	4	91
11 Nov	-	-	-	-	-	-	-	-	-	-	3	0	0	3	7	0	9	8	7	0	2	9	85
12 Nov	-	-	-	-	-	-	-	-	-	-	-	9	1	7	7	0	8	7	8	1	9	2	93
13 Nov	-	-	-	-	-	-	-	-	-	-	-	-	7	5	4	9	0	1	1	9	7	0	82
14 Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	5	9	2	5	9	3	9	9	3	107
15 Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	6	8	1	0	6	3	5	52
16 Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
17 Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
18 Nov	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0

Klikom na pojedino polje otvara se ‘kartica’ koja prikazuje sva tri KPI-ja za taj termin i njihove varijance u odnosu na STLY

Rooms sold - brojka | Revenue - brojka

Variance LY | Variance LY

ADR - brojka | Occupancy - postotak

Variance LY | Variance LY

Rooms cancelled - brojka | Revenue cancelled - brojka

Variance LY | Variance LY

Rooms avail - brojka | RevPAR - brojka

Variance LY | Variance LY

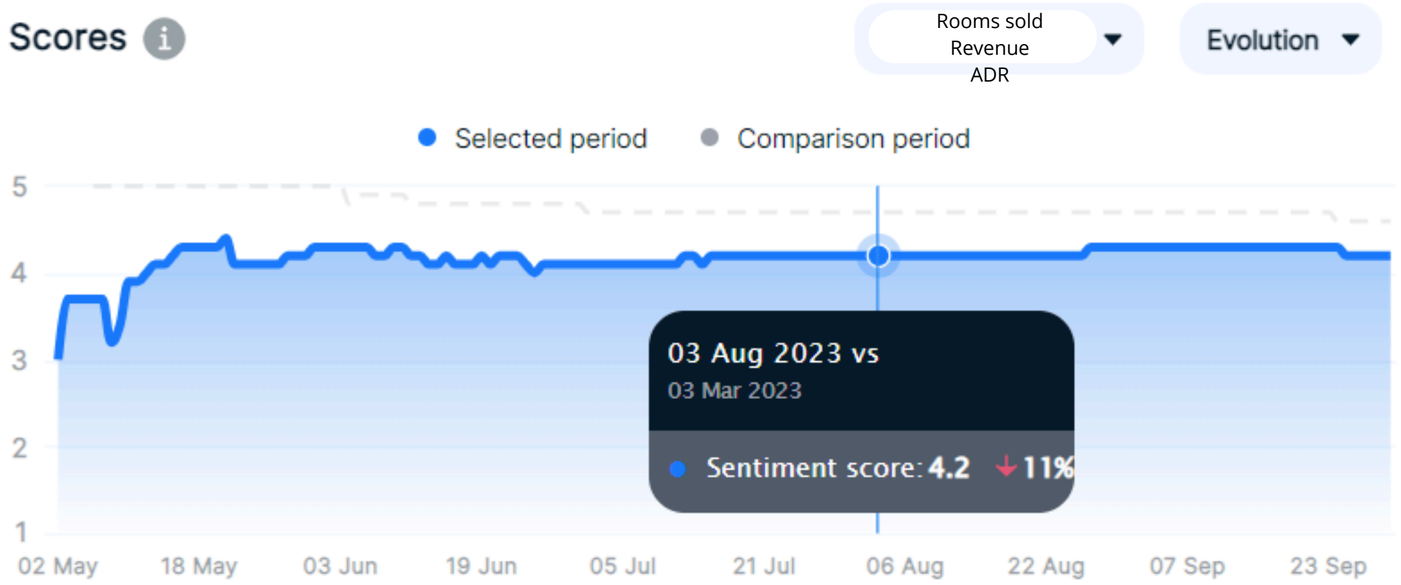
Pace report

Datum pregleda

Month view | Year view

Report date | vs yesterday | vs last 7 days | vs last 15 days | vs last month | vs last year

Portfolio
- Region
- Brand
- Property



Export

Details

kad se klikne, otvara cijelu tablicu s ovim gore pokazateljima, stanje na report date vs usporedba

Pickup analytics

Za koji period gledamo podatke o pick up-u

Datum pregleda

Day | Month | Year

Report date | vs yesterday | vs last 7 days | vs last 15 days | vs last month | vs last year

Portfolio
- ▼ Region
- ▼ Brand
- ▼ Property

Rooms sold	Rooms revenue	ADR	Cancellations	Revenue lost
627	102.000$	164.00$	126	20.000$
↓ 9% vs. comparison period	↓ 9% vs. comparison period	↑ 138% vs. comparison period	↓ 9% vs. comparison period	↓ 9% vs. comparison period

Primjer: 'Report date' je 28.11., odabir 'Day' znači kakav je pick up bio za taj dan razrađen po donjim cjelinama (Market segment, Booking channel,...) - 'vs yesterday' znači koliko je za taj isti report date ušlo jučer ili odabirom 'vs last 15 days', koliko je za taj dan ušlo u zadnjih 15 dana. Ako odaberemo 'Month', onda koliko je 28.11. ušlo za mjesec studeni)ostatak mjeseca, nakon 28.11.) i u slučaju odabira 'Year', koliko je 28.11. ušlo za ostatak godine, od 28.11. nadalje.

Ovih četiri u ovom prikazu

Market segment

Rooms sold
Revenue
ADR
Cancellations
Revenue lost

Corporate	5	↑ 1
Internet	4.8	↓ 0.2
Individual	4.5	4.5
Groups	4.3	↓ 0.3
Leisure	4.3	↓ 0.2

Export | See details

Prikaz tablice kao što trenutno postoji u hospitalityju

Distribution by room type

Negative | Mixed | Neutral | Positive

Positive: 201 (71.8%)	↑ 123%
Mixed: 63 (22.5%)	↑ 425%
Negative: 11 (3.9%)	↑ 1000%
Neutral: 5 (1.8%)	↑ 400%

Export

Ovaj u ovom prikazu

ADR over time

Cumulative | In period

Selected period | Comparison period

Export

Pick up by Room Types

Rooms sold
Revenue
Cancelled

Standard	5	↑ 1
Deluxe	4.8	↓ 0.2
Executive	4.5	4.5
Suite	4.3	↓ 0.3
Family	4.3	↓ 0.2

Export See details

Pick up by Booking channels/ sources

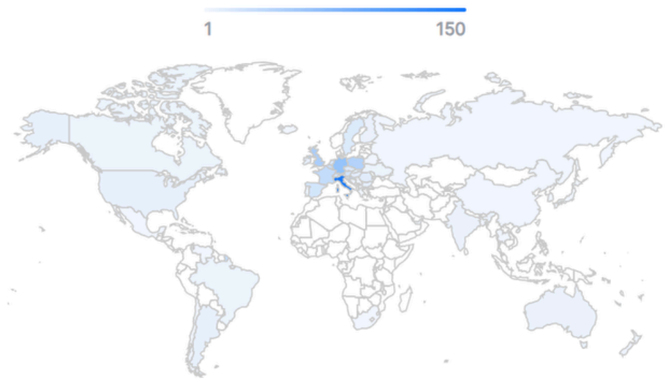
Rooms sold
Revenue

Direct	5	↑ 1
OTA	4.8	↓ 0.2
Travel agent	4.5	4.5
Corporate	4.3	↓ 0.3
Wholesaler	4.3	↓ 0.2

Export See details

Pick up by geo source

Countries



+ − World

Rooms sold
Revenue

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Export See details