



WRIGHT
INVESTMENTS



HOTEL OPERATIONS STANDARD OPERATING PROCEDURES

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Weekly Flash Report

Policy: The Weekly Flash report is to be completed accurately with insightful commentary each week and submitted by Friday at 1pm CST.

Purpose: The weekly flash provides an essential operational, revenue and guest satisfaction snapshot to all property stakeholders ensuring that proactive strategies are in place to address negative trending and capitalize on positive trending.

Procedures:

Monthly

1. Create a new file for the month in the Weekly Flash folder located in drop box.
2. The file should be named utilizing your HMA property code, weekly flash, month, year (HMA Weekly Flash January 2019).

Week 1

1. Only input data in highlighted cells.
2. Input hotel name, month start/end & date completed.
3. Input the current week STR data.
4. Input current month budget, locked forecast and last year financial data.
 - a. Hint-The QTR tab in Future Inn Focus will provide all required data.
5. Input pace data including OTB current week, OTB last week, STLY, Forecast and Budget for each applicable segment for your property.
6. Complete the aging summary.
7. Add STR, Revenue, Profitability, Pace, Aging, HR & Capital commentary.
8. Complete the "GSS Snapshot" tab.

Week 2-5

1. Input the date completed.
2. Input the current week STR data.
3. Input your weekly ITM-FTM reforecast from Future Inn Focus.
4. Input pace data including OTB current week, STLY & forecast data for each applicable segment.
5. Complete the aging summary.
6. Add STR, Revenue, Profitability, Pace, Aging, HR & Capital commentary.
7. Complete the "GSS Snapshot" tab.

GSS Snapshot

1. Input the date completed.
2. Input QA status (Pass/Fail, Outstanding, etc.), score and QA date.
3. Fill-in the required TripAdvisor information.
4. Add the 5 most recent comments since last report noting the review date.
 - a. This is a rolling top 5 of recent comments and all 5 fields should always be populated.
5. Complete the Brand GSS KPIs table.
 - a. Be sure to select your applicable brand before entering GSS data.

Distribution

1. Submit the flash no later than 8am CST Friday to your Regional Director of Revenue Management for review.
2. Once the Corporate Revenue Manager has reviewed the report, email the completed flash to your Operations VP, Carol Harman & Jeff Michael.
3. Submit the report via email no later than Friday at 1pm CST.

Additional Notes

1. The data should be sourced no earlier than the Wednesday data each week.
2. Please speak to large variances week over week in your commentary.
3. Review the report prior to submittal for accuracy and insightful commentary.
4. All flash report files must be stored in drop box in the designated Weekly GM Flash folder.
5. Do not modify the file formats.
6. No end of month flash is required.

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