



The Most Important

# REPORTS TO RUN ON YOUR PROPERTY

A photograph of a woman in a white robe stretching her arms while standing by a window. She is wearing a white belt and has red hair. The window has blue curtains. The scene is bright and airy.

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# 1

# INTRODUCTION

The process of running any kind of property, more so property in the hotel industry is not quite a walk in the park. The managers and owners of most medium-sized and small hotel property usually have the uphill task of coming up with reports regularly and at times even on a daily basis. Given that in 2017, the average hotel occupancy rate in the US was 65.9%, there are myriads of reports that a property manager is required to make to have a better grasp on the hotel's state of affairs, especially in the operations and logistics sector. Some of the aspects that need to be kept under a microscope include reservations, inventories, PMS management systems, and revenue, among many other sectors.

As much as coming up with reports could come off as tedious and bothersome, you find that it is the best example of a necessary evil due to the impact that it has on a hotelier's life of running the hotel in the long run. For your property to run smoothly, and especially in the hotel and hospitality sector, there are some key areas that you need to ensure that you have in-depth reports about. Some of these main reports that will propel the performance of a hotel to the stratosphere have been expounded on below.



"mycloud PMS runs at its best to ensure the smooth efficiency of our front office department; it also keeps an accurate track record of statistics for the management team in order to make vital decisions. In addition, its POS system helps enhance food and beverage sales."



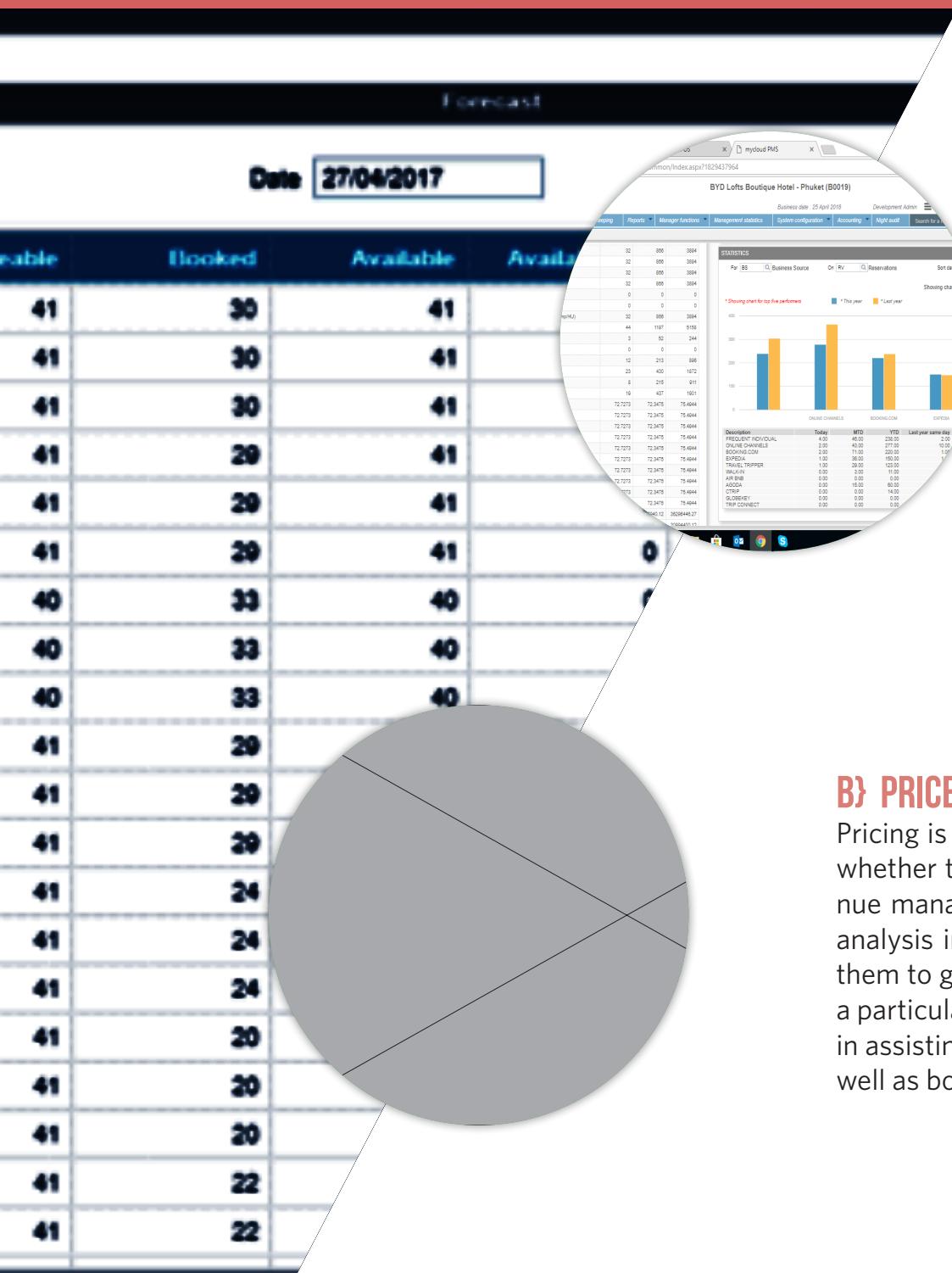
### ALEX BRESSERS

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When it comes to hotel revenue management reports, you find that hotel revenue managers handle the main components of what is entailed in revenue management in hotels. They are tasked with ensuring that the hotel's services and products are aligned with the wants of the customers among many other duties. Their workload is usually heavy and chaotic at times, but there are revenue management reports that they can take to help make their management duties easier.



## A} RESERVATIONS

Both hoteliers and hotel revenue managers should look into reservation reports on a daily basis. By so doing, they can account for all that's been booked in the hotel every day and narrow down onto the market that the bookings emanated from and the prices that these markets were comfortable with. Some of the reports which are the main components of the reservation report include the likes of a pickup report, an arrival list, report for the reservations of any particular day and a monthly forecast.

## B} PRICE ANALYSIS

Pricing is one of the major players in a hotel and is a key deciding factor in whether the hotel will receive bookings or will be simply overlooked. Revenue managers and hoteliers should ensure that they take reports on price analysis in order to determine the best price adjustments that will enable them to get the best output relative to what the market will be reflecting at a particular time. In addition to this, price analysis reports play a pivotal role in assisting hoteliers to understand their hotel segment and rate forecast as well as booking frequency and recency.

## C} COMPETITION'S REVIEW

Hoteliers and hotel revenue managers should see to it that their hotel management reports include an analysis of some of their competition's current trends. This covers aspects such as their special offers, prices and also details concerning their general bookings. With this at hand, the hotelier will be in a better position to adjust his/her hotel's operations in a manner that will see to it that they are the top in the hotel food chain. In the competition's review section of your hotel revenue management report, you should be careful not to forget the inclusion of the rate of the shopping reports as related to your competition, the current market trends as well as the future trends.

The screenshot shows a hotel dashboard for 'The Bell Hotel - London Epping'. The left sidebar includes links for Analytics, Bookings, Rate Calendar, Promotions, and Control Panel. The main content area is divided into four sections:

- Today's Bookings:** A table showing guest names, check-in dates, nights, room types, and status. Data includes:

Guest Name	Check In Date	Nights	Room Type	Status
Natalie Latifi	29-Apr-18	1		Confirmed
Andy Collins	08-Jun-18	1		Confirmed
Ania Quested	28-Apr-18	1		Confirmed
Patrick Springall	26-Apr-18	4		Confirmed
Simege Ozen	09-Jun-18	1		Confirmed

- Today's Arrivals:** A table showing guest names, nights, created on date, and room type. Data includes:

Guest Name	Nights	Created On	Room Type
Kelly Belsey	2	13-Apr-18 07:24 PM	
Lee Humphreys	1	23-Apr-18 07:50 AM	
Yves Luyckx	1	23-Apr-18 02:47 PM	
Kerry Mcfarlane	1	23-Apr-18 08:08 PM	
DEBBIE HOLMES	2	24-Apr-18 05:34 AM	
Chris Gilks	1	24-Apr-18 05:59 PM	

- Competitor Rates:** A table comparing rates for today, tomorrow, and day after for various hotels. Data includes:

Hotel	Today	Tomorrow	Day After
The Bell Hotel - London Epping (You)	58 (Expedia)	43 (Expedia)	41 (Expedia)
Best Western The Bell Hotel	62 (Agoda)	48 (Agoda)	41 (Agoda)
Hallmark Hotel London Chigwell Prince Regent	66 (Expedia)	57 (Expedia)	131 (Expedia)
Park Inn by Radisson Harlow	71 (Expedia)	54 (Agoda)	49 (Expedia)

- Active Promotions:** A section stating 'No master promotions found. Click [here](#) to view active online channel promotions'.

Business date : 25 April 2018

Development Admin



Housekeeping

Reports

Manager functions

Management statistics

System configuration

Accounting

Night

3

# HOTEL REPUTATION MANAGEMENT REPORT



The process of managing hotel reputation mainly entails both influencing and monitoring how your hotel is perceived on the internet. This is a concept that initially cropped up within the public relations sector but slowly shunted its focus to new review sites, search engines and the various social media platforms that are available for members of the public.

Up to 93% of people around the globe usually rely on online reviews in the making of their decision on the hotel that they would want to book. In relation to this, it is safe to assume that few industries are affected by the reputation management as much as the hotel industry. With this in mind, it's only logical for hoteliers to perceive their hotel's reputation management to be a matter of life and death in the quest for success for their hotel.

Taking regular hotel reputation management reports will assist you to secure a competitive advantage over your contemporaries. This is majorly because it is the first step towards avoiding a negative online reputation which could quickly lead to grotesque losses for your hotel. These hotel reputation management reports entail the analysis of the progress of your hotel's online status. If you concentrate on taking useful reports on a daily basis, you stand a better chance of understanding what members of the public think and say about your establishment.

Mastery of such information from hotel reputation management reports will help you bring to light the flaws that previous guests have found in your hotel. This makes it possible for you to work on them and prevent potential guests' bookings and reservations from declining in future. On the other hand, these reports could also enable you to interact with some of the aspects that guests have found to be impressive. This, in turn, will help you to preserve and improve some of these remarkable cultures and hence retaining a high percentage of your present customers who will also be prompted to give more positive reviews about your hotel. It is also of importance to note that the hotel reputation management report should also include the crucial social sentiment tool, a heat map for the hotel guests and a single timeline.

Business date : 25 April 2018

Development Admin



Reports Manager functions Management statistics System configuration Accounting Night audit Search for a report

Year 2017 Refresh

\* Double click the cell (for which archived report exists) to open it.

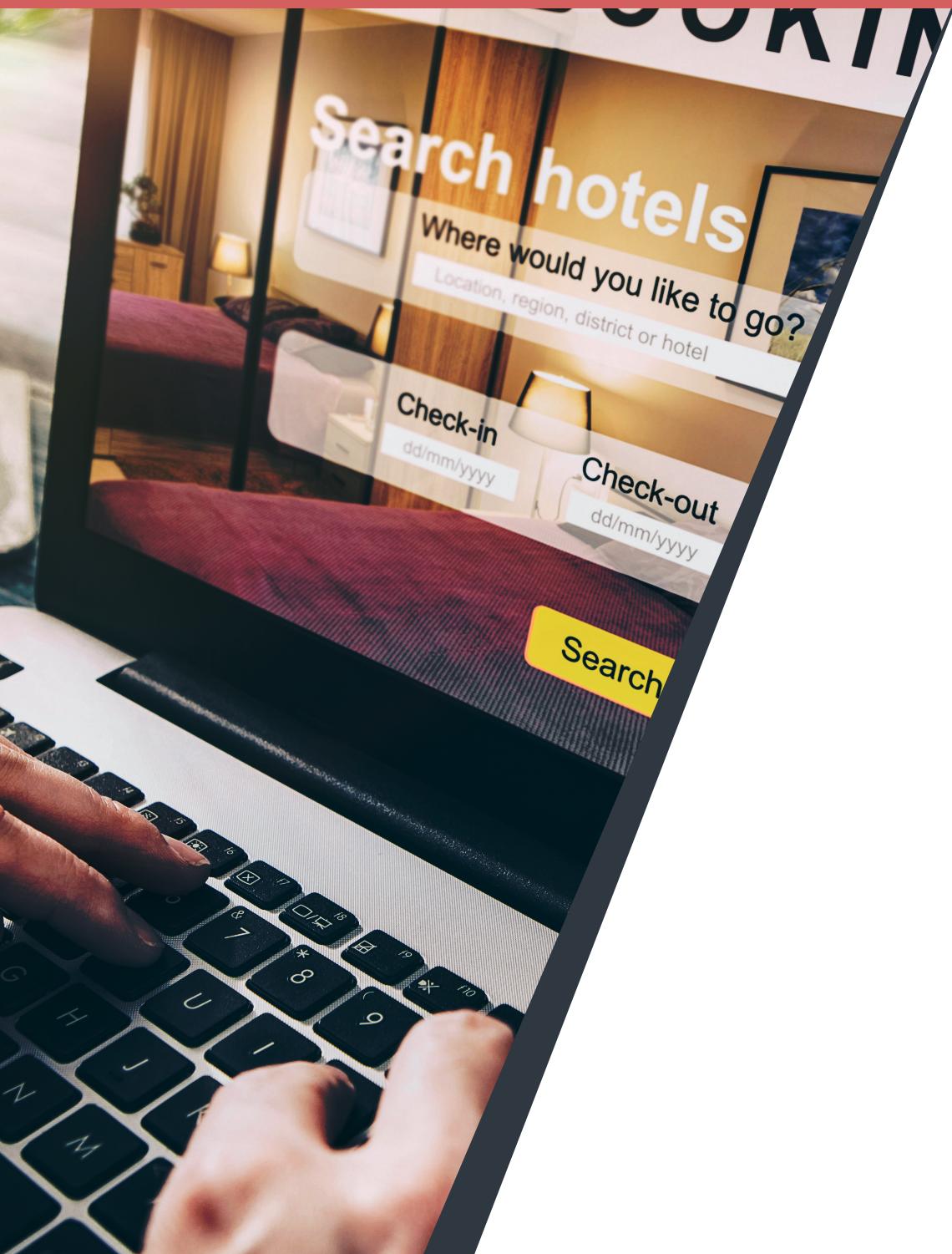
Not valid dates Archived report exists

Month	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
January	S	M	T	W	T	F	S	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T
February	W	T	F	S	I	S	I	S	I	S	T	F	S	S	S	T	T	F	S	S	M	T	W	T	
March	W	T	F	S	S	M	T	S	S	S	S	S	S	S	S	T	F	S	S	S	M	T	W	T	
April	S	S	M	T	W	T	F	S	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
May	M	T	W	T	F	S	S	S	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
June	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
July	S	S	M	T	W	T	F	S	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
August	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	
September	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	T	
October	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	
November	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	
December	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	M	

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# HOTEL PMS SOFTWARE REPORTS





Hotel PMS software refers to a platform where a single hotel or a group of them use to manage various front-office operations such as guest check ins and check outs, management of room rates, billing and booking reservations, among many others. The abilities of PMS software have extended even beyond just the front desk and are working towards integrating greater services that enable hoteliers to provide seamless experiences for their guests.

With this in mind, it goes without saying that hotel PMS software is a vital pivot towards the success of a hotel mainly due to the ability to integrate a vast array of operations in one system. As a hotelier, it is prudent for you to ensure that you have hotel PMS software reports on a daily basis. This is mainly because these reports give you better insight into your hotel PMS software and its general impact on your hotel's operations.

A detailed report makes known to you whether the system meets your hotel's basic functional needs as is required and if there are areas that it is missing crucial functionality. With such a report at hand, it becomes easier to identify the weak points of the hotel's PMS software, hence prompting you to work towards bridging the gaps in performance that may not have been tackled by the hotel PMS system. It is also important to note that the PMS report makes it easier for hoteliers to review the hotel's manager report, guest reports, trial balance, small screen grabs, management stats and the hotel's financial report.



## Use of mycloud in Management of Hotel Reports

In the event that you feel like your hotel has too many reports to track, you can seek for integration systems that assist you to keep on top of the tides of overwhelming data. With mycloud, you can have all the information you require to run your hotel divided into various reports. In addition to this, you find that these reports have search bars which enable them to lessen the burden of hassling.

What's more is that you will find that features that allow for offline reporting in mycloud and the backup of reports are sent every three hours. These reports can be viewed on the screen, exported in formats such as xls, pdf and even csv. The management and operations reports also have the ability to get printed for whichever period you'd desire.

Running any particular piece of property can be quite the uphill task that property managers are challenged with, especially in the hotel industry. Among the many things that a hotelier is required to do in order to have an easier time with managing a hotel is ensuring that reports are made on various sectors. This ebook has taken to highlighting some of the most important reports that a hotelier should always have at hand in order for the running of his/her hotel to be made much smoother.



Overall, I am pleased with mycloud PMS and e-distribution solution. With a small operation, it is critical that our rates and availabilities are kept intact and with 'mycloud' we have succeeded in doing this. 'mycloud' is doing the job that it is supposed to and I am happy with it. I am also pleased to mention that I have been able to customize the booking engine as per my choice and it helps me a lot in getting direct bookings, thus saving us the commissions that we pay to third parties, mycloud is showing us its worth."

<https://www.wisteriaguesthouse.com/>

LEN (Owner)



## ABOUT MYCLOUD HOSPITALITY

mycloud was developed by Prologic First, an independent, private company with over a decade and a half's experience delivering end to end technology solutions to the hospitality industry across the UK, Asia, Africa and the Middle East. One of the biggest barriers to adoption and usage that legacy systems face is the license and implementation cost which can run into thousands of pounds and is a big deterrent for hotels in adopting new technology. Looking at the current trend in technology in the hospitality sector, cloud computing is considered to be the biggest disruptive technology and changer. We provide you with an easy to learn, state of the art integrated solution for your hotel management needs as well as providing an online presence at a much lower cost. In fact, mycloud may very well be at a lower cost than the cost of maintaining your legacy systems when you also take into account the loss of revenue due to errors and inefficiencies to which legacy systems are prone.

### Schedule a Hotel PMS Demo

(Our online demo takes about 30-60 minutes and you would need a desktop or laptop with microphone, speakers and Internet connectivity. Time shown here is in EST (Eastern Standard Time, -5:00 GMT)



**Award-winning hotel solution** by [financesonline.com](http://financesonline.com), hotel owner technology 2017, [softwaresuggest.com](http://softwaresuggest.com), [softwareadvice.com](http://softwareadvice.com) & [getapp.com](http://getapp.com) with capability user rating of 4.39.

Reference URL - [http://www.saimgs.com/imglib/other\\_pages/Front-Runners-for-Hotel-Management-Report-June-2017.pdf](http://www.saimgs.com/imglib/other_pages/Front-Runners-for-Hotel-Management-Report-June-2017.pdf)