

# Real Time Data Heatmap

Real-time data is delivered immediately after collection. Typically processed using real-time computing although it can also be stored for later or off-line data analysis.

BIG DATA

Big Data is a very large set of data that can reveal trends. It's often external data that isn't generated by the hotel.

SMALL DATA

Small Data is more manageable in size and often highly-actionable. It exists within your hotel and comes from places like your PMS, channel manager or website.

SOURCES

Various places data comes from.

Revenue critical

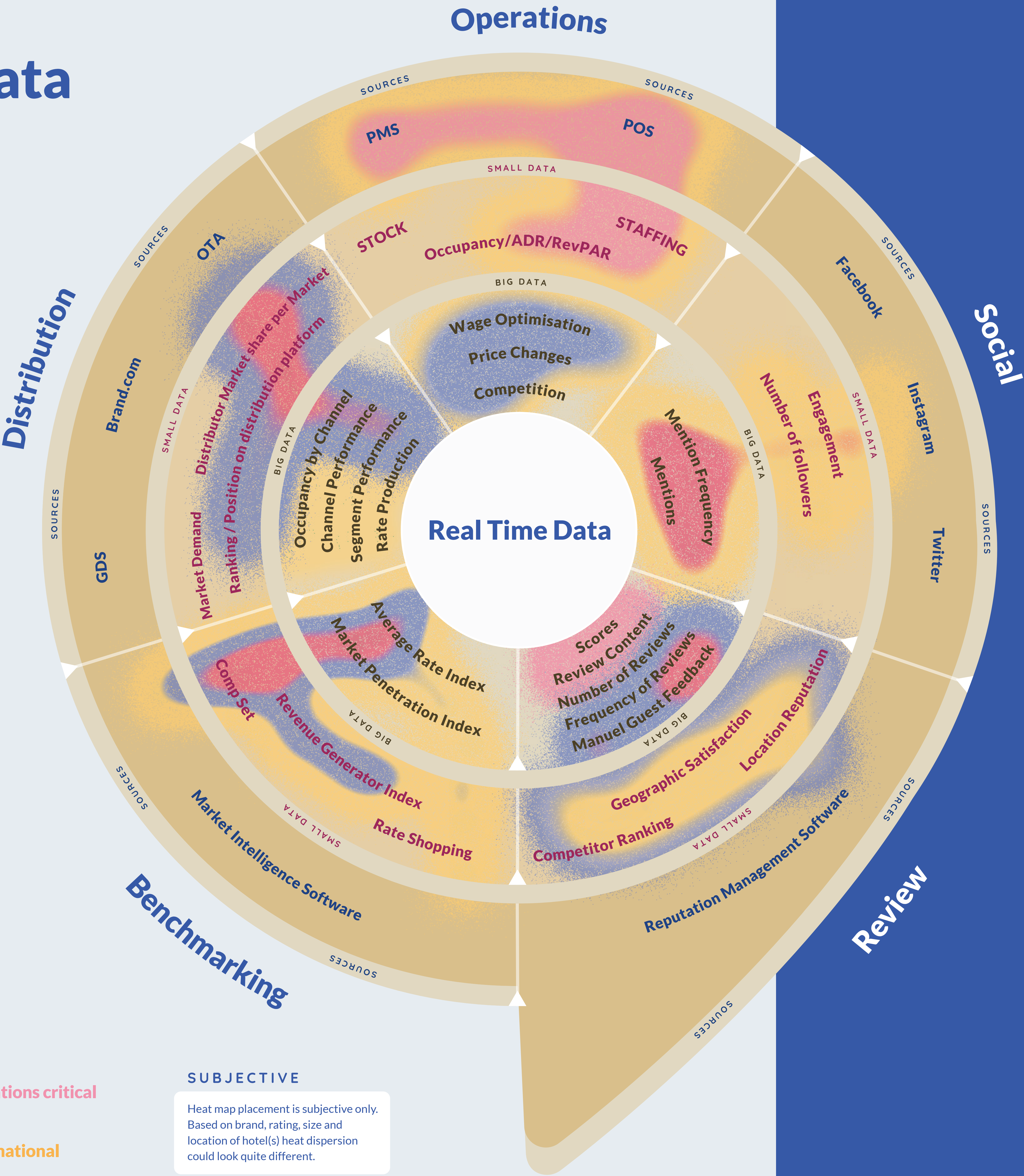
Operations critical

Requires action

Informational

SUBJECTIVE

Heat map placement is subjective only. Based on brand, rating, size and location of hotel(s) heat dispersion could look quite different.



## Operations

### PMS - YOUR DATA HUB

PMS Integration with POS and HR Software will simplify cross department functions, ensuring stock levels are accurate and Occupancy, ADR and RevPar are maximised.

Effective managing of operational costs by staffing accurately, enabling the ability to quickly ramp up when suddenly hit by an unexpected group arrival.

## Social

### MANAGING SOCIAL MEDIA EXPECTATIONS

Today's customer is more switched on and connected than ever.

They're more educated on what is out there and what price is competitive.

They're more vocal, offering direct feedback on their experience pre, during and post stay.

Social media can play a pivotal role in satisfying the customers journey.

## Review

### PROACTIVE / REACTIVE

With Real Time Data and the latest communication tools hotels can communicate with guests in real-time. Allowing staff to ensure quick responses and follow-up as issues happen.

Combining a holistic, proactive and reactive guest service approach that timely, and current.

## Benchmarking

### OPTIMIZE HOTEL REVENUE

Using data such as number of rooms sold, number of guests and revenue, the hotels can review their KPI's such as RevPAR, ADR and occupancy, against their competitive set.

## Distribution

### MANAGE YOUR ONLINE PORTFOLIO

Using modern distribution tools to update live availability, such as a Channel Manager or CRS, hotels can update all distribution channels immediately with the most recent availability. As rooms are taken out of inventory, availability needs to be broadcast across your distribution network. Without real-time data, the risk of overbooking rooms increases significantly.