



SHR RZR Business Analytics and Reporting

Powerful Data for Improved Strategies.

For revenue leaders who struggle to access and compile the data they need to drive hotel revenue, SHR RZR business analytics and in-depth reporting brings you the information you need to stop wasting time on spreadsheets and start focusing more on strategy.

Source Name	Room Nights				Revenue			
	This Year	Last Year	Variance	Variance %	This Year	Last Year	Variance	Variance %
Internet Rate (CRN Website)	164	132	32	24%	\$26,316	\$22,832	\$3,484	15%
Cyber Sale	23	22	1	5%	\$2,959	\$2,891	\$68	2%
Early Swan Promotion	33	0	20	0%	\$2,508	0	\$2,508	0%
Play Now Save Now - Normal	20	22	-2	-9%	\$3,814	\$3,980	-\$166	-1%
Last Minute Spring Savings	0	36	-36	-100%	0	\$4,554	-\$4,554	-100%
New Years Blast Off internet	0	40	-40	-100%	0	\$5,059	-\$5,059	-100%
200 Days Of Summer	0	12	-12	-100%	0	\$1,762	-\$1,762	-100%

WHY SHR RZR?

- Valuable from day one
- Online Dashboard
- History and Pace Reports
- Market segment, channels, accounts, geo, daily and monthly pace
- Drill-down to reservation level data by segment, channel, rate code and room type
- Interactive reporting
- Daily refresh
- Onboarding in 7-10 days
- High ease of use for General Managers, DOS, Sales Managers, and Revenue Managers



THE DATA YOU NEED

- View your data by stay date, not check-in or check-out
- Future pace comparison is to same-time-last-year for more accurate forecasting and strategy choices
- Detailed length-of-stay and booking window data
- Daily Pace Report replaces time spent on manual spreadsheets with on-the-books, pace, actuals, and pick-up, all viewable by major market segment, on a day-by-day basis, all on one screen

Date	Total	01, Fri	02, Sat	03, Sun	04, Mon	05, Tue	06, Wed	07, Thu	08, Fri	09, Sat	10, Sun	11, Mon	12, Tue
DTA	-3	-2	-1	0	1	2	3	4	5	6	7	8	
Rooms Left to Sell	4,843	71	196	85	96	79	83	30	72	150	134	66	137
Total OTB	4,672	229	104	215	191	218	214	267	225	137	152	220	151
STLY Total OTB	4,874	224	179	216	201	210	223	216	216	158	158	136	169
Var to STLY Total OTB	-202	5	-75	-1	-10	8	-9	51	9	-21	-6	84	-18
LY Total Actual	7,046	224	179	216	216	241	276	279	274	185	215	215	226
Var STLY OTB to LY Actual	2,172	0	0	0	15	31	63	63	58	27	57	79	57
1 Day (Total pickup)	279	N/A	N/A	41	32	30	28	23	24	23	10	3	2
7 Day (Total pickup)	977	60	42	88	75	56	45	64	66	48	30	87	19

THE SUPPORT YOU EXPECT

- Easy onboarding
- Training in 60 to 90 minutes, one-on-one with your hotel
- A Dedicated Account Manager
- Available Q&A

Want to learn more about SHR RZR? Contact us at 713-333-9944, Option 8.