

MANAGEMENT INFORMATION. SIHOT.PMS

Where are the results coming from and how do you read them?

The Big Picture

SIHOT.PMS is the basis for pro-active management. One mouse click and you obtain all the figures for the future as well as the past, which are required in order to conduct serious sales negotiations and concerted advertising campaigns. The wealth of information at your fingertips enables you to react positively to changing market conditions.

Forecast

Our detailed forecast shows statistics based on future reservations. Use these figures to plan ahead and specifically target the sales team towards during lull periods. Whether broad overview or focused selection of figures – numerous options are available as and when you require.

Forecast Definitive and Tentative

This forecast shows your actual booking status, divided by market segments and status.

Forecast Market Segments

A clear overview over the next 12 months according to revenue by market segments.

Forecast Packages

Important information for the immediate future: expected revenue by packages for the coming two weeks.

GM's report

Every morning you will find the most significant figures on your desk – in a plain and concise format, which is the result of many years of experience.

Company Statistics

Find out which companies, agencies and guests are your top producers by revenue, room nights and a myriad of other factors. A vitally important tool for daily sales tasks.



TOP Report

The TOP report shows the production level of guests, agencies and companies. Choose to have either the best or the worst performers displayed. Define your own TOP criteria, such as the number of reservations, cancellations, room nights and more.

Revenue Reports

Retrieve these reports over any period in the past. You may select room revenue, number of guests or number of rooms. The report is displayed within a two-dimensional matrix, the criteria of which you may combine as you wish.

For instance, view the room revenue of the past month by market segment or by rate segment. This report defines exactly where your profits are generated.

Budget

In order to realise your business' goals, a carefully planned budget is required. Regular comparisons target vs. actual (e.g. on GM's report) enable you to identify trends and adapt to changing market conditions in order to reach your targets.

SIHOT.PMS stores your budget and can compare it anytime to actual figures. Enter your financial targets, such as room or F&B revenue as well as physical targets such as rooms sold or beds occupied.

Your Advantages at a Glance

- >> exact review of results achieved
- >> focus on where the revenue is generated
- >> detailed records of revenues in segments
- >> ability to act according to anticipated revenues
- >> budget control