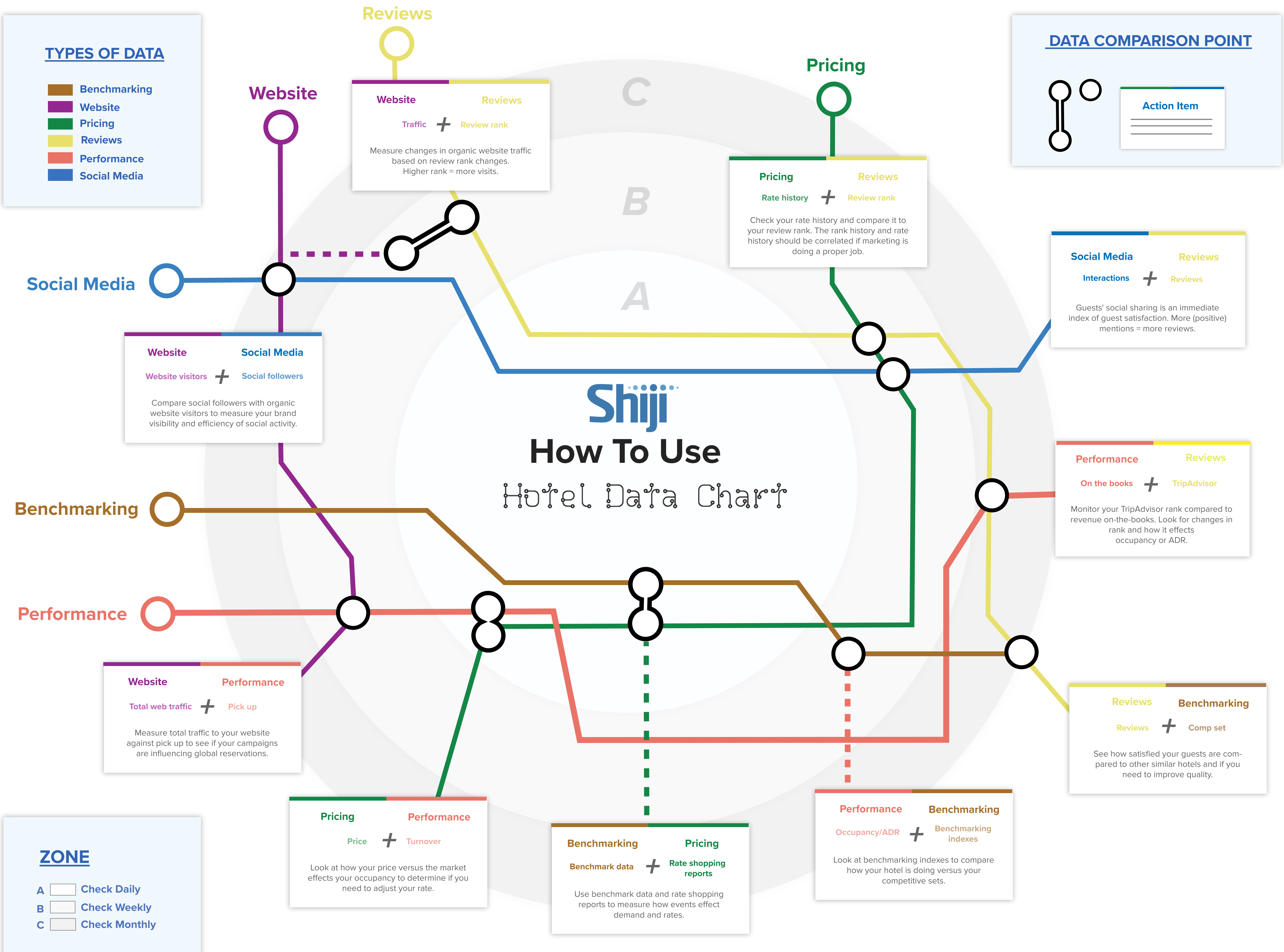
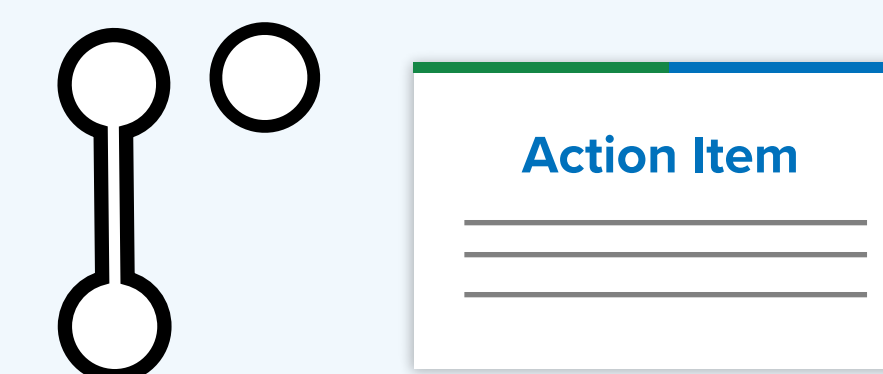


TYPES OF DATA

- Benchmarking
- Website
- Pricing
- Reviews
- Performance
- Social Media

DATA COMPARISON POINT



Shiji

How To Use Hotel Data Chart

ZONE

- A Check Daily
- B Check Weekly
- C Check Monthly

Website **Social Media**

Website visitors + Social followers

Compare social followers with organic website visitors to measure your brand visibility and efficiency of social activity.

Website **Reviews**

Traffic + Review rank

Measure changes in organic website traffic based on review rank changes. Higher rank = more visits.

Pricing **Reviews**

Rate history + Review rank

Check your rate history and compare it to your review rank. The rank history and rate history should be correlated if marketing is doing a proper job.

Social Media **Reviews**

Interactions + Reviews

Guests' social sharing is an immediate index of guest satisfaction. More (positive) mentions = more reviews.

Performance **Reviews**

On the books + TripAdvisor

Monitor your TripAdvisor rank compared to revenue on-the-books. Look for changes in rank and how it effects occupancy or ADR.

Website **Performance**

Total web traffic + Pick up

Measure total traffic to your website against pick up to see if your campaigns are influencing global reservations.

Pricing **Performance**

Price + Turnover

Look at how your price versus the market effects your occupancy to determine if you need to adjust your rate.

Benchmarking **Pricing**

Benchmark data + Rate shopping reports

Use benchmark data and rate shopping reports to measure how events effect demand and rates.

Performance **Benchmarking**

Occupancy/ADR + Benchmarking indexes

Look at benchmarking indexes to compare how your hotel is doing versus your competitive sets.

Reviews **Benchmarking**

Reviews + Comp set

See how satisfied your guests are compared to other similar hotels and if you need to improve quality.