

## OPTIMISE YOUR REVENUE WITH YIELD MANAGEMENT

### Multi-Hotel forecast and optimisation increasing profits for hotel groups.

CityOptims is a multi-hotel Revenue Management system designed for hotel groups centrally managing multiple properties, forming a "cluster". CityOptims allows you to consolidate the data of these different properties, to forecast demand by taking into account transfers and recaptures between properties and to optimise the expected contribution of the different hotels whilst taking into account these effects.

The software 'captures' daily data from the front office

system (PMS) in each hotel, and uses three modules to perform three key tasks.

#### ■ City.View

To provide detailed analysis and reports to provide quick, accurate and up to date business overviews for the whole group

#### ■ City.Forecast

To forecast future demand, materialisation and business trends across the group

#### ■ City.Optimisation

To make daily recommendations, in accordance to this demand, in order to optimise revenue, maximise contribution and increase profits across the group

**The ability to review the behaviour of clients over previous periods enables forecasts based on the actual quality and quantity of their performance.**

Data can be analysed from previous years

for each hotel, or for the group, enabling you to characterize the clients' booking or buying behaviour. CityOptims then allocates Yield Classes (a group of customers whose purchasing behaviour is similar, when they book and when they stay) based on their profile obtained through the daily captures. Forecast models are then applied, using precise algorithms that calculate the quality and quantity of future bookings. From these models City Optims makes recommendations such as:

- To accept or decline bookings according to rate.
- To accept with minimum and maximum length of stays
- To accept or decline groups according to 1) periods within the year, 2) price offered 3) in accordance with the level of under or over booking.

City.Optims helps you make the right decisions for your business.

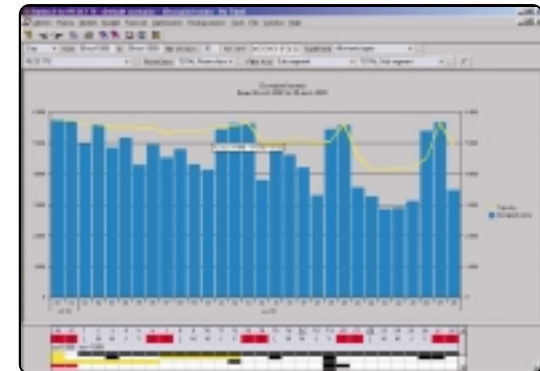
## CITY.VIEW

### Provides centralised detailed performance statistics for all or any hotels.

Using data collected from each PMS, City.View provides detailed analysis of the groups performance. City.Optims is flexible enough to accept data from different PMS systems in each hotel. Once collated and imported, this data helps analyse:

- Sales information for individuals, groups and allocations. This can be analysed at different times (booking, check in and check out)
- Vacancies
- Rates
- Sales by department

All sales in the group are crossed-checked and segmented by market share, yield classification, country and rate. The system then follows the evolution of each sale and produces reports on bookings, occupancies, and profits made by the different hotels within the group.



Individual hotel and group occupancy can be broken down and viewed by period and by Yield Class

### A powerful marketing and commercial tool.

The extensive range of custom reports available in City.View can also be used as a powerful marketing tool. The group-wide analysis of your customers booking behaviour can be obtained quickly and

easily. This information enables informed decision making, keeping you one step ahead of the market.

# CITY.OPTIMS

## MULTI-HOTEL FORECAST AND OPTIMISATION

### CITY.FORECAST

Forecasting models give accurate statistics on future business.

Through collection of data giving the groups daily activity, City.Forecast applies a series of models to forecast by hotel, by type of room, by yield class, by day of the week, by period of the year or by local event. These models can then be applied, by hotel for by group, to give forecasts on:

- Constrained and unconstrained demand
- Types of future bookings
- Cancellations
- Global demand
- Day by day demand
- Demand by length of stay
- No shows, walk-ins, and extended stays



City.Optims can forecast the monthly global demand according to client type. When the demand forecast is higher than available rooms, you can adjust your prices to increase profits.

## INCREASING PROFITS FOR HOTEL GROUPS

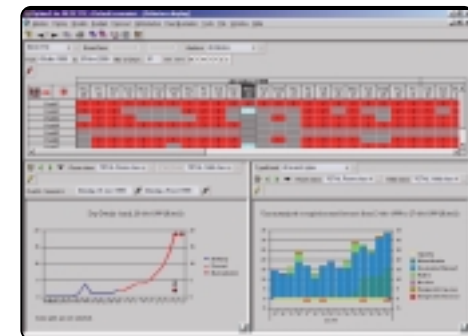
### CITY.OPTIMISATION

#### Dynamic daily recommendations maximize revenue and profits.

City.Optimisation allows the Revenue Manager to define daily rules that when applied, optimise the sales that guarantee the highest possible contribution.

These rules can be defined for each hotel, for each sub-group of hotels (e.g. by star-rating) or for the whole group. The rules can be based on a number of different criteria, the main being:

- The determination of the sale price
- The determination of under or over booking
- The limitation of room sales by price
- The determination of maximum or minimum length of stay
- The criteria of acceptance of a group
- The minimum possible sale price



The days in red indicate that demand has changed from initial forecasts. With the help of user friendly graphics, City Optims, offers you analysis based on many different levels. It will analyse past decisions and make recommendations that offer the best maximization.

City Optims is a dynamic tool, learning as it goes to make daily adjustments in recommendations according to the variations in demand. "Alerters" are shown on a calendar screen indicating these daily

adjustments. A change in colour for the day indicates a recommended change in sale strategy that, if accepted, will maximize revenue and profits.