Time to Lead with Data

Unleash the power of your hotel data with our data visualisation tool

Guestline Insights is a data visualisation tool for hoteliers. It complements hotel PMS operational reports to help general managers, marketing managers, revenue managers and property owners understand business performance and find new ways of maximising occupancy and revenue. It helps you identify trends and understand underlying metrics. It highlights areas that need improvement and enables you to deliver a better guest experience and be more efficient with resources, all while saving your most precious resource - time.

The Challenge

Get accurate and reliable property performance metrics at a glance when you need them

The Solution

State-of-the-art business data visualisation tool fully integrated with Guestline PMS

- ### Save time
  Accurate and business-critical metrics are displayed in user-friendly dashboards and refreshed automatically once a day with PMS data at the property and/or group level. So, you and your team spend time where it counts and make faster decisions

- ### Be knowledgable
  Never lose track of how your properties are performing, even when on the go. View key metrics quickly with mobile responsive dashboards or go deeper by applying relevant filters and tracking performance against last year

- ### Be innovative & successful
  Immediately spot actionable insights and trends, understand more about who your guests are, and plan resources in the most efficient way. Make better, faster decisions and measure the impact of strategic changes
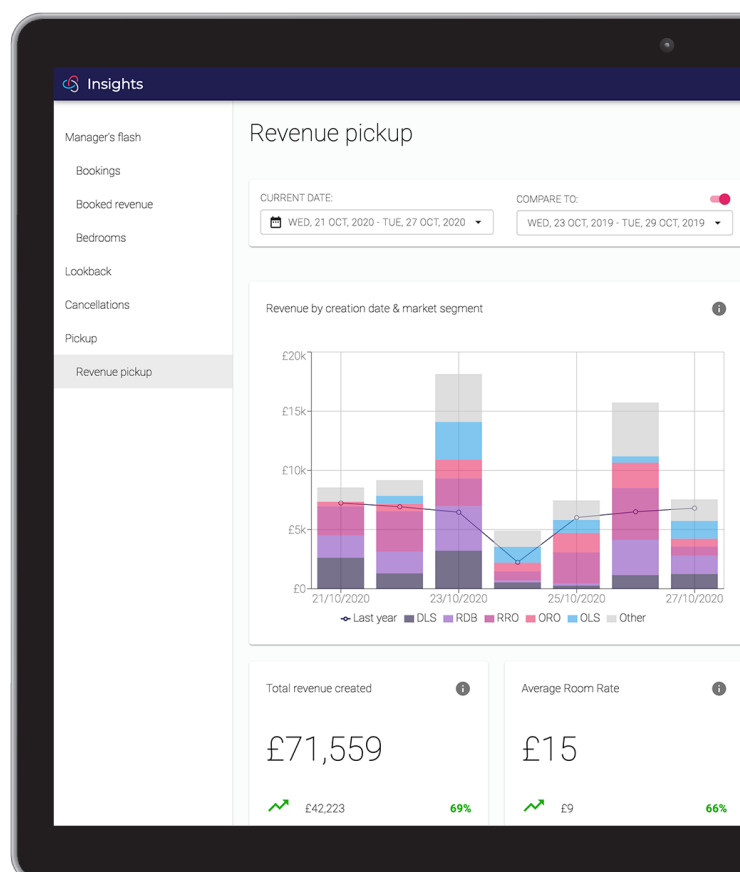
How it works...

🔗 Accurate and reliable data at your fingertips

- Secure log-in with access managed at the user level to protect commercially sensitive data

- Data is cleaned, aggregated and refreshed automatically once a day (after the end of day) from Guestline Rezlynx PMS at group and property level

- User-friendly dashboards and reports
  - » Guestline Insights follows material design guidelines for easy navigation on any device and browser
  - » Available in multiple languages - English, French, German, Spanish and Dutch - to meet the requirements of international teams
  - » Immediately spot actionable insights with simple colour coding against the same day last year variances i.e. red if the current performance is worse or green if it is better
  - » Go deeper and drill down into per property performance with contextualised filters per metric. Guestline Insights was built from the ground up for hoteliers using state-of-the-art technology (event-driven architecture & Microsoft Azure SQL) to process PMS data securely and efficiently and to easily add new visual layers or filters to future and past data
  - » Understand what the displayed metrics mean: all of our pre-calculated metrics have a definition

- Build custom reports by exporting the underlying aggregated daily data from Guestline Insights into CSV

💡 Make informed decisions quicker

- Covid-19 Dashboard – track business performance and commercial recovery with a full year performance dashboard, including bookings, cancellations and a rolling average net bookings chart

- Manager's Flash Report – get a quick snapshot of aggregated performance for a specific period in the past, present or future and see how it compares with last year on the following metrics:
  - » Bookings by channel
  - » Booked revenue by market segment
  - » Room occupancy by booking source
  - » ARR and RevPAR
  - » Lead time by channel
  - » And much more

- Cancellation Report – track lost bookings, nights and revenue by arrival date in a specific period compared with last year. This is particularly important when governments update lockdown measures which may lead to cancellations

- Pick up & pace report – align sales and marketing activities based on booking pickup performance. Understand how many bookings were created and for when, the average lead time, length of stay, and ARR, all segmented by Channel and Market Segment

- Guest Profile Report – understand guest characteristics and market segment dynamics, learn where your guests come from, how much they pay, and spot trends you can act on quickly to increase profitability

Guestline