

Custom Reports from HOST Newsletter March, 2009

Managing a Hotel in a Down Economy

There is no question that the demand for travel and hospitality will be down in 2009. PKS consulting is predicting that nationwide occupancy will be down 18% from 2008. This means that you will need to work smarter, not harder in the coming year. You can increase **occupancy** by lowering your rates. You can increase **ADR** by raising your rates. Neither will necessarily increase revenue. So what do you do?

According to one author, effective revenue management starts with seven core concepts. For example, you could save your best room on the best dates for your guests that spend the most money. Or you could focus your marketing efforts on micromarkets that most value the attributes of your resort. For the full list and the application of the concepts for HOST users, click [here](#).



Ask Dr. Data: An Advice Column for HOST users

A new service for Par-SMS HOST users. Email your HOST reporting questions to DrData@hammerman.com and “Dr. Data” will respond in a new column on the www.hammerman.com website. Recent questions:

Dear Dr. Data:

*I need to create an export file with the names, addresses and email address of past guests. How do I do it?
-- Stupefied in St. Louis*

Dear Stupefied,

Many HOST users have asked me to help them create a list of past guests with email lists that they can export to Excel and use to generate an e-mail marketing campaign. Click [Here](#) for the way to do it.

Dear Dr. Data:

*Is there an easy way to find past guests who do not have a future reservation?
--Puzzled in Pittsburgh*

Dear Puzzled,

Dr. Data always says that your best source for future guests is guests that have stayed in the past. [Here](#) is one way to find those nice people.

3 Ways to Learn How to Create Custom Reports From Your Host Data

Hammerman Associates, Inc. offers three ways to learn how to create custom reports and forms from your HOST database:

1. Monthly [Webinars](#): Each month we offer several highly focused, low-cost two-hour seminars. Two are compressed versions of our popular “introduction” and “intermediate” classes while the others are focused on particular aspects of hotel and resort management using your HOST database. These seminars are ideal for users that need only a little help getting started. They are NOT hands-on seminars. Dr. Hammerman will lecture and demonstrate. The last half hour is always devoted to questions and answers.

Some topics that will be covered in the coming months: "Resort Scheduling Reports", "Creating Marketing Reports", "Guest Profiles", "Occupancy Reports", "Custom Folios and Reg Cards", "Owner Statements", "Member Statements".

2. Public [Classes](#): Several times a year we offer three-day classes at various locations. We often have such a class either before or after the HUG Users Group annual meeting. The next class is May 27, 28, 29 in Albuquerque, NM. These classes ARE hands-on and students are encouraged to bring their own data. You will come away from a public class with a comprehensive understanding of how to use R&R to mine your HOST database.

3. [On-Site Classes](#): Dr. Hammerman is happy to come to your property and present a customized three or four day classes using your data and focused on the types of reports your property must create. The classes are hands-on and they use your data.

Get a FREE webinar! For a limited time only, sign up for 4 webinars and get the 5th one FREE. (Webinars must be paid for in advance to qualify for this offer.) See full details along with full webinar schedule [here](#).

Make sure that you [download](#) the latest copy of the “R&R for HOST” manual prior to any class. It is free. You must also have a copy of the HOST data dictionary for the version of HOST that your property uses. It can be downloaded from the PAR-SMS website.

Professional Services

We offer any and all of the following services at a very reasonable price:

Custom reports

Training (all levels)

Database marketing

Data cleaning
Export and interface programs
correspondence
Revenue and occupancy forecasts
Rental rollover reports
Loyalty programs
Custom Reg Cards
Member statements

Retainer arrangements
Advanced

On the books reports
Housekeeping reports
Custom folios
Owner statements
Revenue management

We know HOST and how to get the most out of it.

Dr. Howard Hammerman
Hammerman Associates, Inc.
800-783-2269
DrData@hammerman.com
www.hammerman.com