

M3 Link

Seamlessly reports PMS, Smith Travel Research, Guest Satisfaction, and Financial data in one place across all brands.

M3 Link Assignment Overbooking Step-by-Step Instructions

Log-in to M3Link (Figure 1 M3Link log-in page)

Please go to the link below and log in with the credentials provided by your professor.

www.m3link.com/pilot

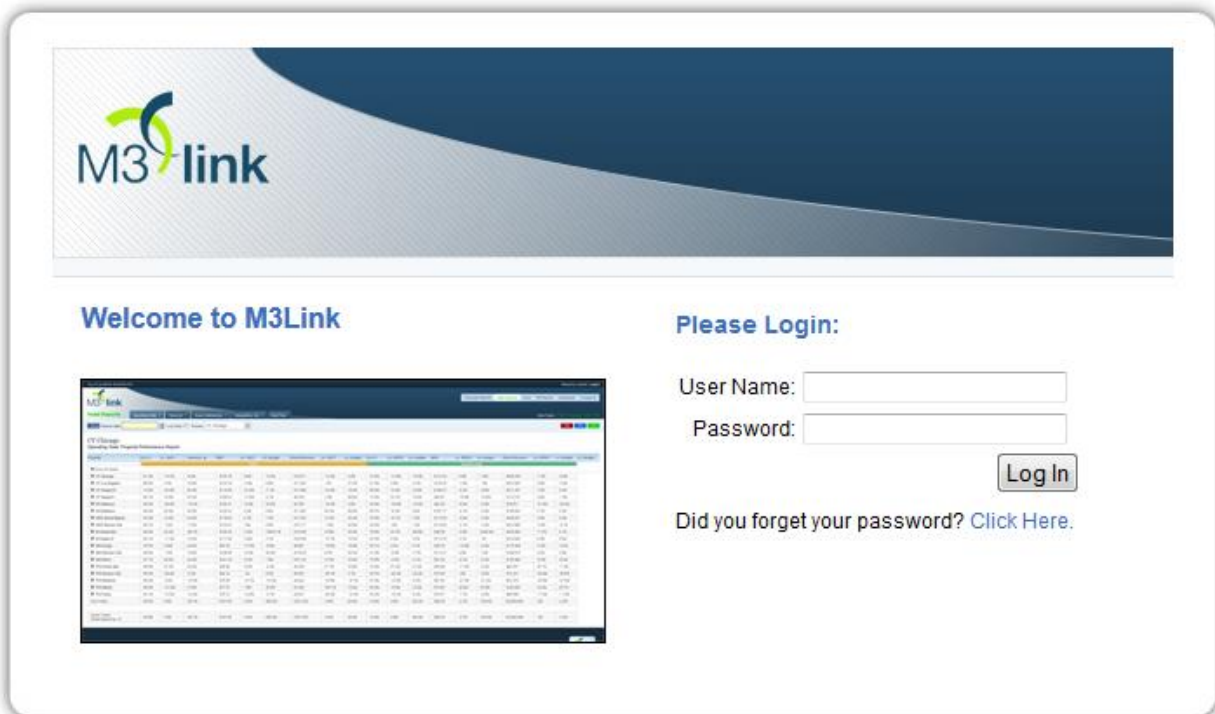


Figure 1 M3Link log-in page



M3 Link

Seamlessly reports PMS, Smith Travel Research, Guest Satisfaction, and Financial data in one place across all brands.

1. Calculate the overbooking ratio

First, you will need to calculate the overbooking ratio based on the formula and numbers provided in your assignment.

2. Find the distribution of No-shows

a. Collect No-shows data

In order to complete this assignment you will need to use the Daily Flash Report that is the first screen you will see once you log in (Figure 2 Daily Flash Report).

Var \$

Daily: Saturday, February 02, 2013

Daily Flash Report (Variance %)

Property ▼	Rooms Rented	Occ %	vs. LY	vs. Budget	ADR	vs. LY	vs. Budget	RevPar	Room Revenue	vs. LY
Grand Totals: Hotels Reporting: 17	1,313	63.7%	7.0%	-11.7%	\$95.54	7.3%	-19.0%	\$60.87	\$125,446	14.8%
■ Courtyard										
■ CY Chicago	92	71.9%	61.4%		\$89.96	-4.0%		\$64.66	\$8,276	55.0%
■ CY Los Angeles	66	55.0%	-16.5%	-34.6%	\$84.40	-15.6%	-35.6%	\$46.42	\$5,571	-29.4%
■ CY Tempe DT	110	78.0%	4.8%	-3.7%	\$111.97	25.0%	-23.4%	\$87.35	\$12,317	30.9%
■ CY Tempe N	33	40.7%	3.1%	-51.3%	\$74.06	-8.0%	-36.2%	\$30.17	\$2,444	-5.2%
Sub-Totals:	301	64.0%	10.3%	6.4%	\$95.04	2.9%	-28.9%	\$60.87	\$28,607	13.4%

Figure 2 Daily Flash Report

Please make sure that you are looking at the daily data. Adjust the data view in the Date View drop-down menu if needed (Figure 3 Date View menu).

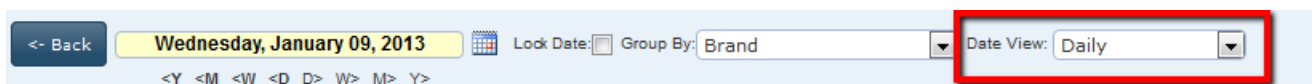


Figure 3 Date View menu



M3 Link

Seamlessly reports PMS, Smith Travel Research, Guest Satisfaction, and Financial data in one place across all brands.

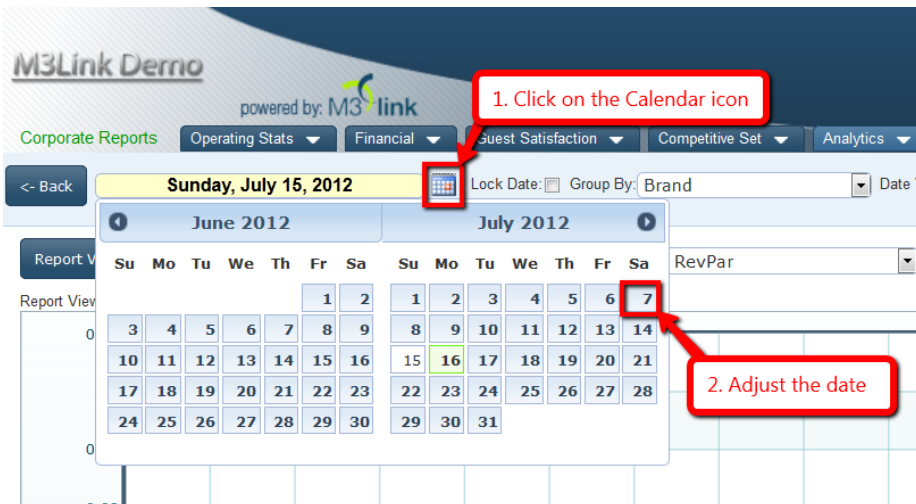
In order to find the number of guest no-shows (GNS) you will need to scroll to the very right in the Daily Flash Report (Figure 4 GNS Rooms).

Total Revenue	Ext. Stay Occ%	Comp Rms	GNS Rms	Total AR	Days in A/R	Comments	Property
\$168,481.88	17.08%	4	5	\$922,971.47	n/a		
\$17,974.03	.00%			\$49,389.84	3		CY Chicago
\$19,254.49	.00%			\$45,030.89	2		CY Los Angeles
\$11,980.05	.00%		1	\$25,303.97	2		CY Tempe DT
\$9,401.42	.00%	2	1	\$50,194.66	5		CY Tempe N
\$58,609.99	.00%	2	2	\$169,919.36	n/a		

Figure 4 GNS Rooms

Please look at the sub-total numbers since you need to find no-shows for all four hotels.

Please use the calendar feature to switch to the correct date (Figure 5 Changing calendar dates).



The screenshot shows the M3Link Demo interface. At the top, there are navigation tabs: Corporate Reports, Operating Stats, Financial, Guest Satisfaction, Competitive Set, and Analytics. Below these, there is a date selector showing "Sunday, July 15, 2012". A red box highlights a calendar icon next to the date. Below the date selector, there are two calendar views for June 2012 and July 2012. A red box highlights the date "7" in the July 2012 calendar grid. A red callout box points to the calendar icon with the text "1. Click on the Calendar icon". Another red callout box points to the date "7" with the text "2. Adjust the date".

Figure 5 Changing calendar dates



M3 Link

Seamlessly reports PMS, Smith Travel Research, Guest Satisfaction, and Financial data in one place across all brands.

Once you found the correct date to begin your data collection, you may use "<W" to go one week back in the system (Figure 6 Week back button).

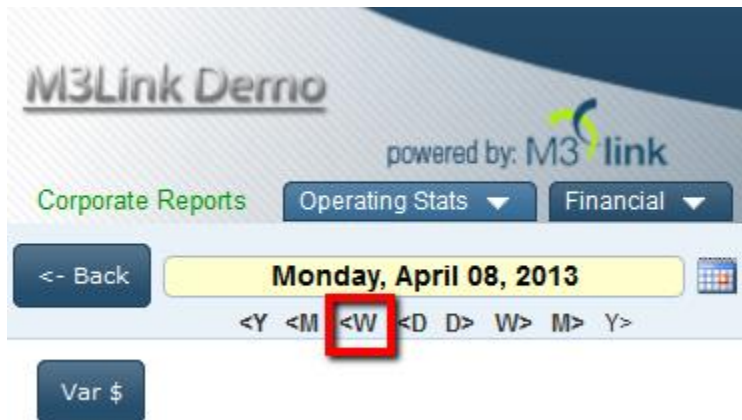


Figure 6 Week back button

Please collect data for all ten dates that are specified in the assignment.

Once you collect all no-show data, you will not need to gather any additional information from the M3 Link system. Please follow the instructions in your exercise to complete the calculations and answer the questions 2b through 3.

Good Luck!

