

## M3 Link

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

### M3Link Assignment

### Competitive Set Analysis

### Step-by-Step Instructions

1. Log-in to the M3Link

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

[www.m3link.com](http://www.m3link.com)

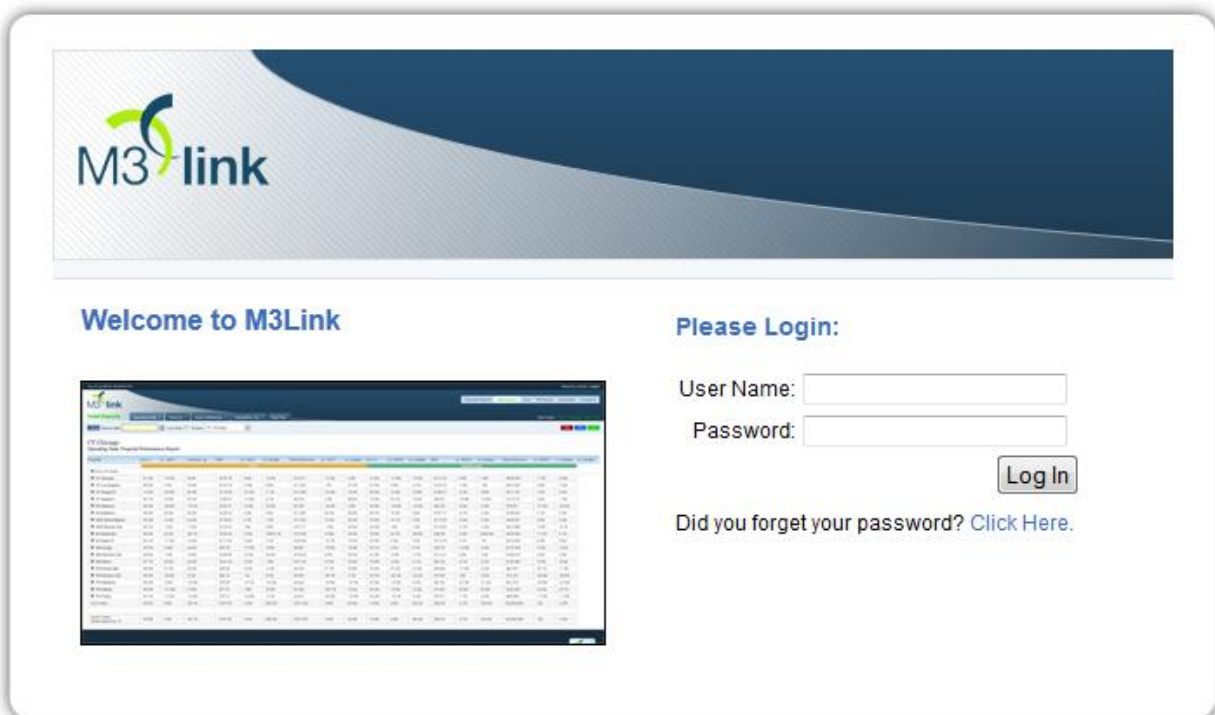


Figure 1 M3Link log-in page



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2. Select Menu(>) → Reports → All Reports → Analytics → Analytics Bubble Graphs (See **Figure 2**)

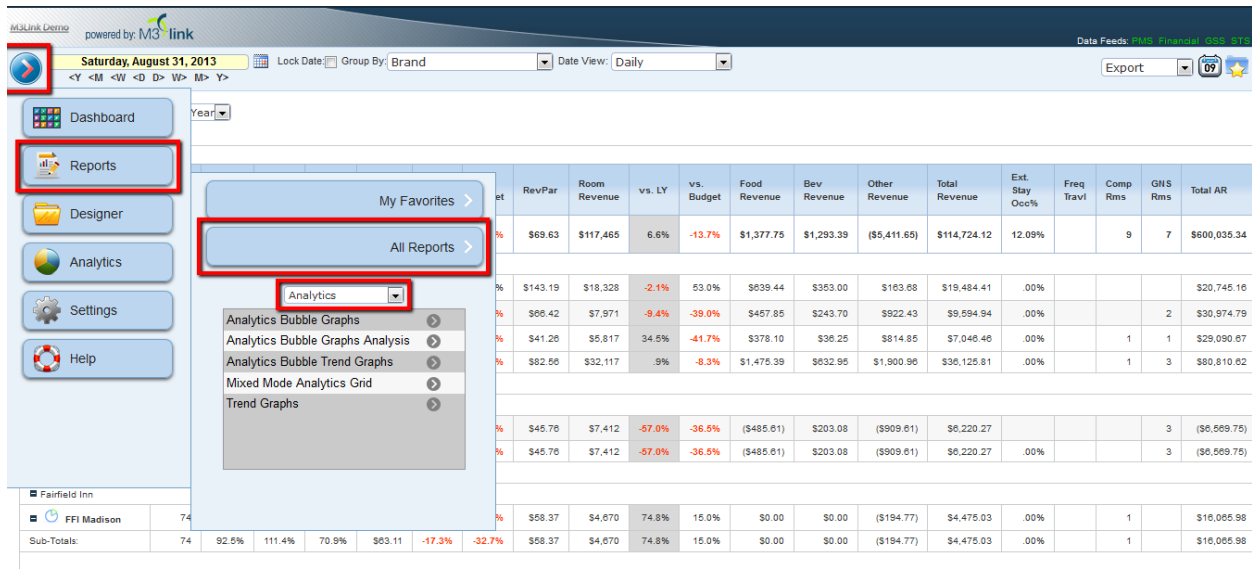


Figure 2

3. Adjust the date to match the one indicated in your assignment (See **Figure 3**)

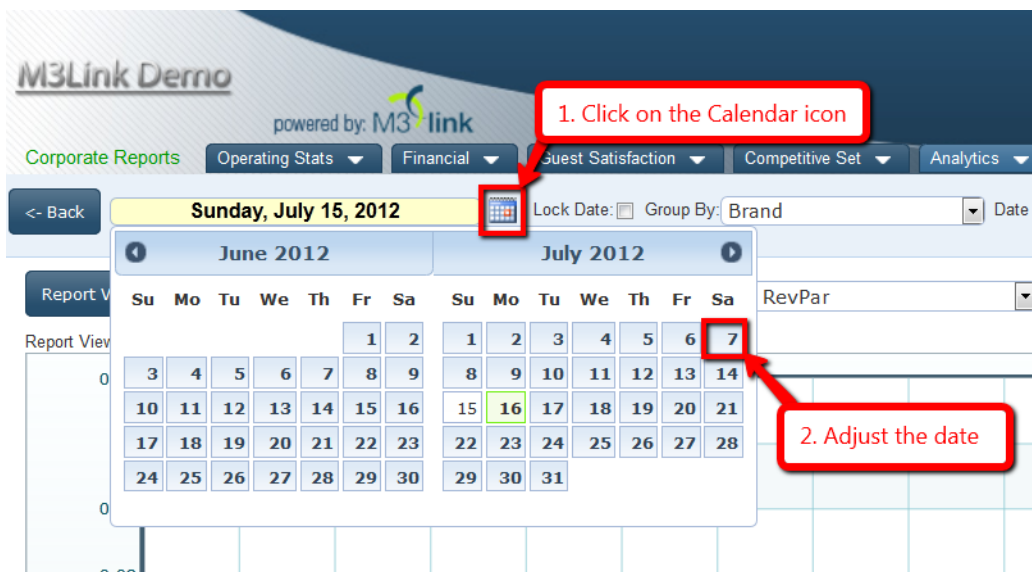


Figure 3



## M3 Link

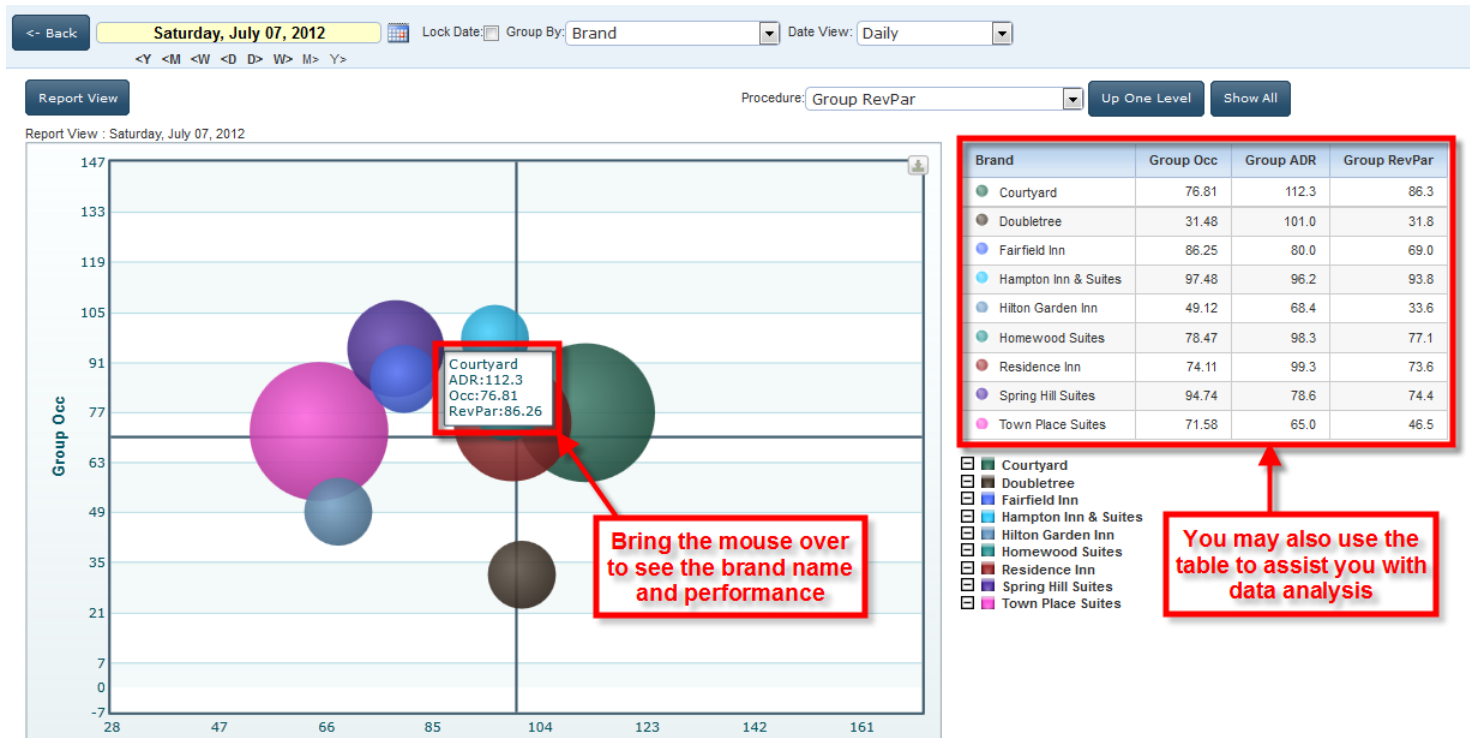
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4. Next, the bubble graph will appear. Please use the graph and the table to answer the assignment questions.

Please make sure that the selected **Procedure** is **Group RevPAR**.

You may bring the mouse over the bubbles to see the hotel brand names and performance indicators.

(See **Figure 4**)



**Figure 4**



- In order to collect ADR, OCC, RevPAR and competitive set indices, please go to Menu (>) → Reports → All Reports → Competitive Set → Competitive Set Overview (Weekly STR View) (See Figure 5).

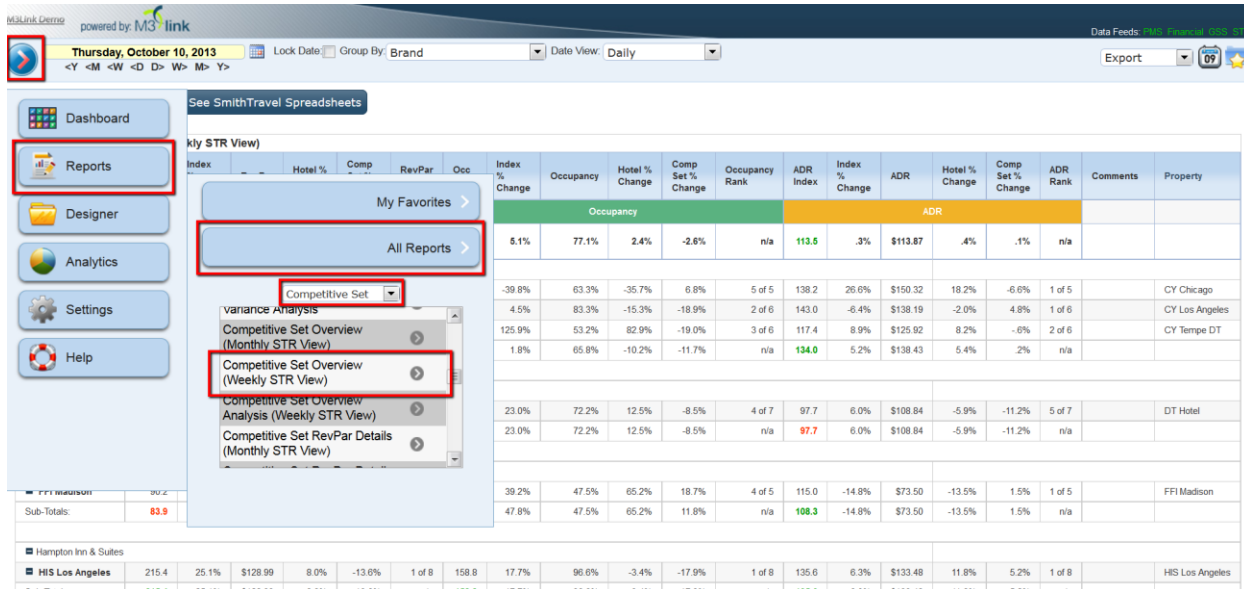


Figure 5

When the report comes up, make sure that you are looking at a correct date and locate the indices in the table (See Figure 6). If you need to find an index for a hotel, look at the line for that specific property. If you need to find an index for a brand, look at that brand's sub-total.

Property	RevPar Index	Index % Change	RevPar	Hotel % Change	Comp Set % Change	RevPar Rank	Occ Index	Index % Change	Occupancy	
Competitive Set Overview (Weekly STR View)										
	RevPar						Occup			
Grand-Totals: Hotels Reporting: 17	114.5	.4%	\$101.44	10.4%	10.0%	n/a	105.4	-1.8%	86.8%	
<b>Courtyard</b>										
■ CY Chicago	128.4	21.2%	\$162.90	50.2%	23.9%	1 of 5	102.7	22.1%	100.0%	
■ CY Los Angeles	303.2	19.1%	\$103.98	27.6%	7.1%	1 of 6	223.6	-.1%	96.7%	
■ CY Tempe DT	106.1	4.3%	\$152.57	22.8%	17.8%	2 of 6	102.4	.8%	99.3%	
■ CY Tempe N	82.8	-14.8%	\$87.63	-11.1%	4.4%	5 of 5	86.9	-13.9%	85.2%	
Sub-Totals:	140.2	9.2%	\$131.79	26.0%	15.4%	n/a	124.3	3.2%	96.4%	

Figure 6





## Operations Reporting

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6. Please answer all questions in the assignment and submit to the instructor for grading.

Good Luck!

