

M3 Link

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

M3 Link Assignment Hotel Performance Indicators 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.

<http://www.m3link.com>

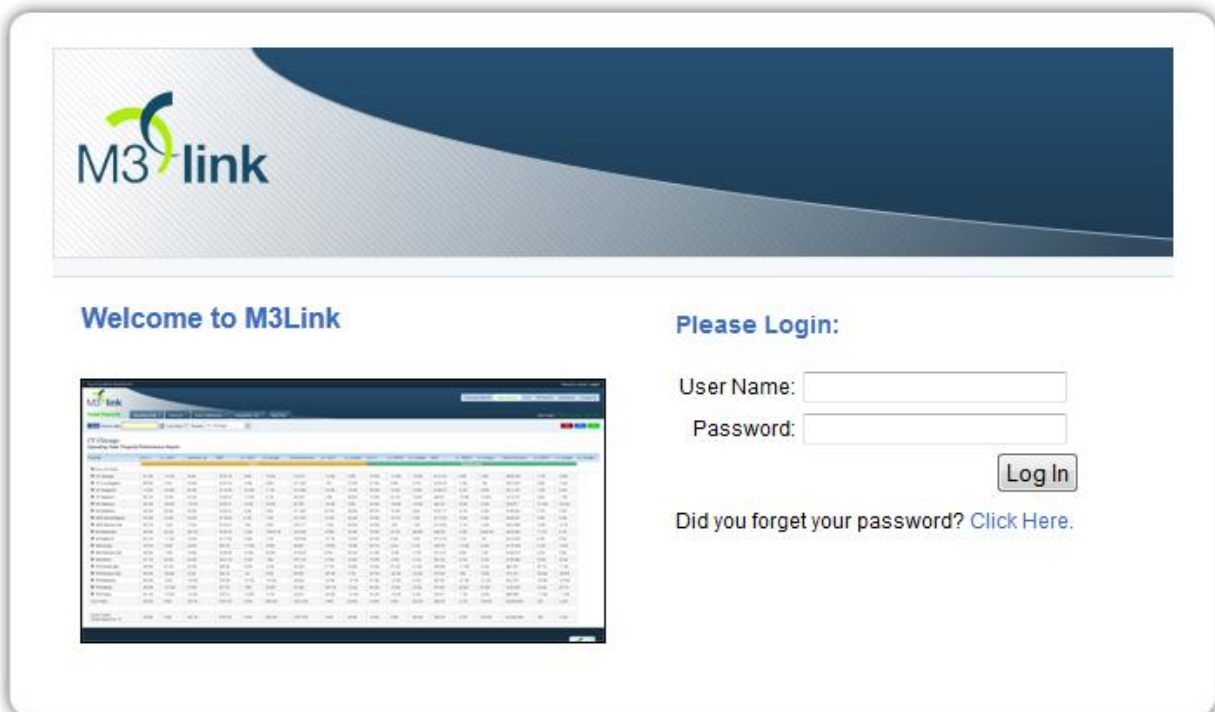


Figure 1 M3Link log-in page



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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).

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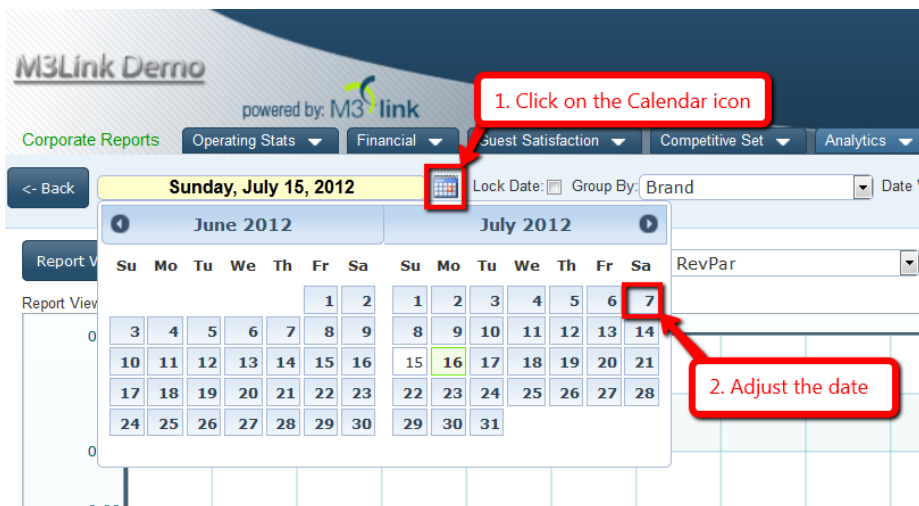
Daily: Saturday, February 03, 2012

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 use the calendar feature to switch to the correct date (Figure 3 Changing calendar dates).



M3Link Demo
powered by M3 link

Corporate Reports | Operating Stats ▾ | Financial ▾ | Guest Satisfaction ▾ | Competitive Set ▾ | Analytics ▾

<< Back | Sunday, July 15, 2012 | Lock Date: | Group By: Brand | Date V

Report View: June 2012 | July 2012 | RevPar

Report View: 0 | 0

1. Click on the Calendar icon

2. Adjust the date

Figure 3 Changing calendar dates



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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 4 Date view menu).

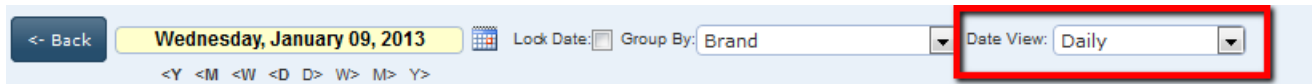


Figure 4 Date view menu

Once you navigate to the correct date, locate the hotel and the indicator that you need (e.g., ADR, OCC, RevPAR, Total Room Revenue, etc.) in the Daily Flash Report (Figure 5 Finding Data in the Daily Flash Report).

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Figure 5 Finding Data in the Daily Flash Report

Good Luck!

