

## M3 Link

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

## M3Link Assignment

### Introduction to the M3Link

### Step-by-Step Instructions

Log-in to M3Link (Figure 1 M3 Link log-in page)

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

<http://www.m3link.com/>

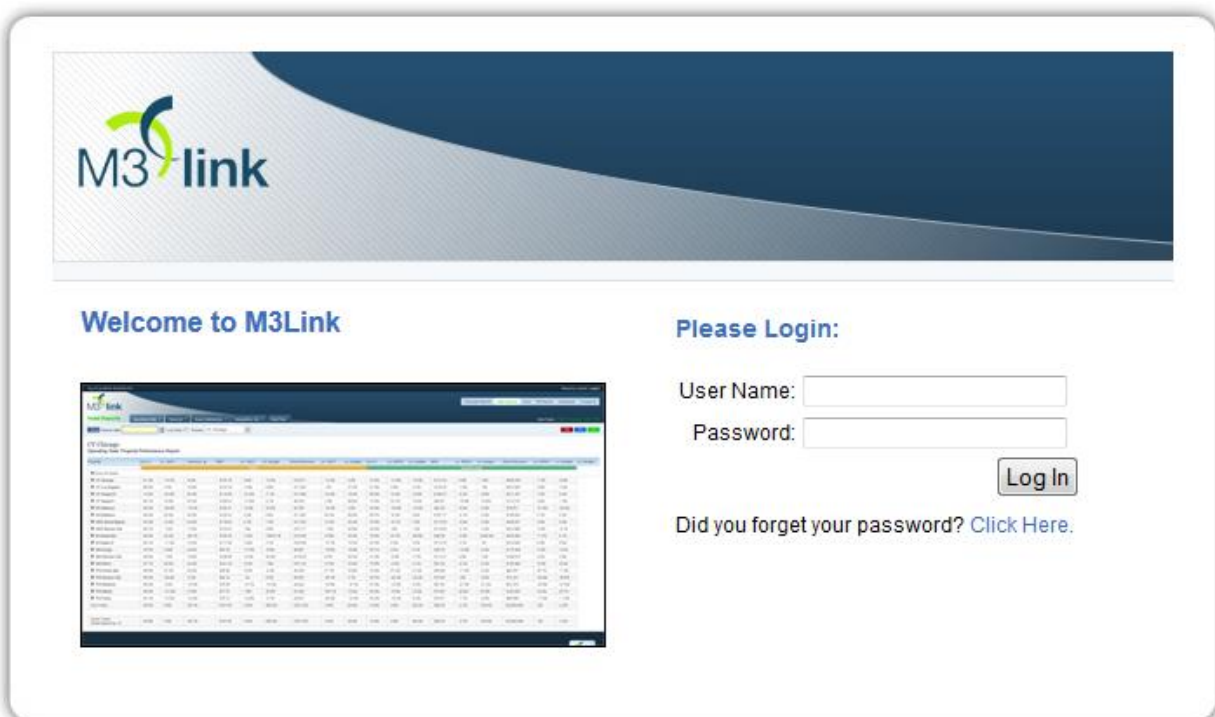


Figure 1 M3 Link log-in page



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### 1. Brands

Use Daily Flash Report to identify the hotel brand in your portfolio and corresponding codes (Figure 2 Identifying brands and brand codes on M3Link).

Daily: Wednesday, January 09, 2013  
Daily Flash Report (Variance %)

Property	Rooms Rented	Occ %	vs. LY	vs. Budget	ADR	vs. LY	vs. Budget	RevPar	Room Revenue	vs. LY	vs. Budget	Food Revenue	Bev Revenue	Other Revenue	Total Revenue
Grand Totals: Hotels Reporting: 17	1,698	82.4%	-2.1%	69.3%	\$116.67	-3.5%	46.9%	\$96.12	\$198,106	-5.5%	148.7%	\$5,758.30	\$2,398.80	(\$3,021.03)	\$203,241.70
<input checked="" type="checkbox"/> Courtyard <input type="checkbox"/> CY Chicago <input type="checkbox"/> CY Los Angeles <input type="checkbox"/> CY Tempe N															
CY Chicago	96	82.4%	-2.1%	69.3%	\$117.23	3.1%	11.4%	\$87.92	\$11,254	-13.1%	54.0%	\$460.20	\$189.25	\$852.93	\$12,756.48
CY Los Angeles	119	82.4%	-2.1%	69.3%	\$145.92	-3.4%	11.4%	\$144.71	\$17,365	-3.4%	54.0%	\$289.65	\$273.45	\$897.53	\$18,825.63
CY Tempe N	43	82.4%	-2.1%	69.3%	\$138.75	-5.8%	11.4%	\$134.82	\$19,009	8%	32.9%	\$757.02	\$129.25	\$1,253.26	\$21,148.92
CY Tempe N	43	84.0%	-10.2%	359.0%	\$100.69	-16.4%	11.4%	\$53.45	\$4,330	-54.5%	103.1%	\$155.05	\$120.27	\$3.96	\$4,608.94
Sub-Totals:	395	84.0%	-10.2%	359.0%	\$131.54	-2.4%	-55.7%	\$110.55	\$51,958	-12.4%	103.1%	\$1,861.92	\$712.22	\$3,007.68	\$57,339.97

Figure 2 Identifying brands and brand codes on M3Link

Note: all hotel brands are listed in the M3Link business intelligence system, however, franchisor companies are not included there. Please rely on your knowledge of the hotel industry to answer this question. You may use Internet resources to assist you with finding this information.

### 2. Rooms and Revenues.

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



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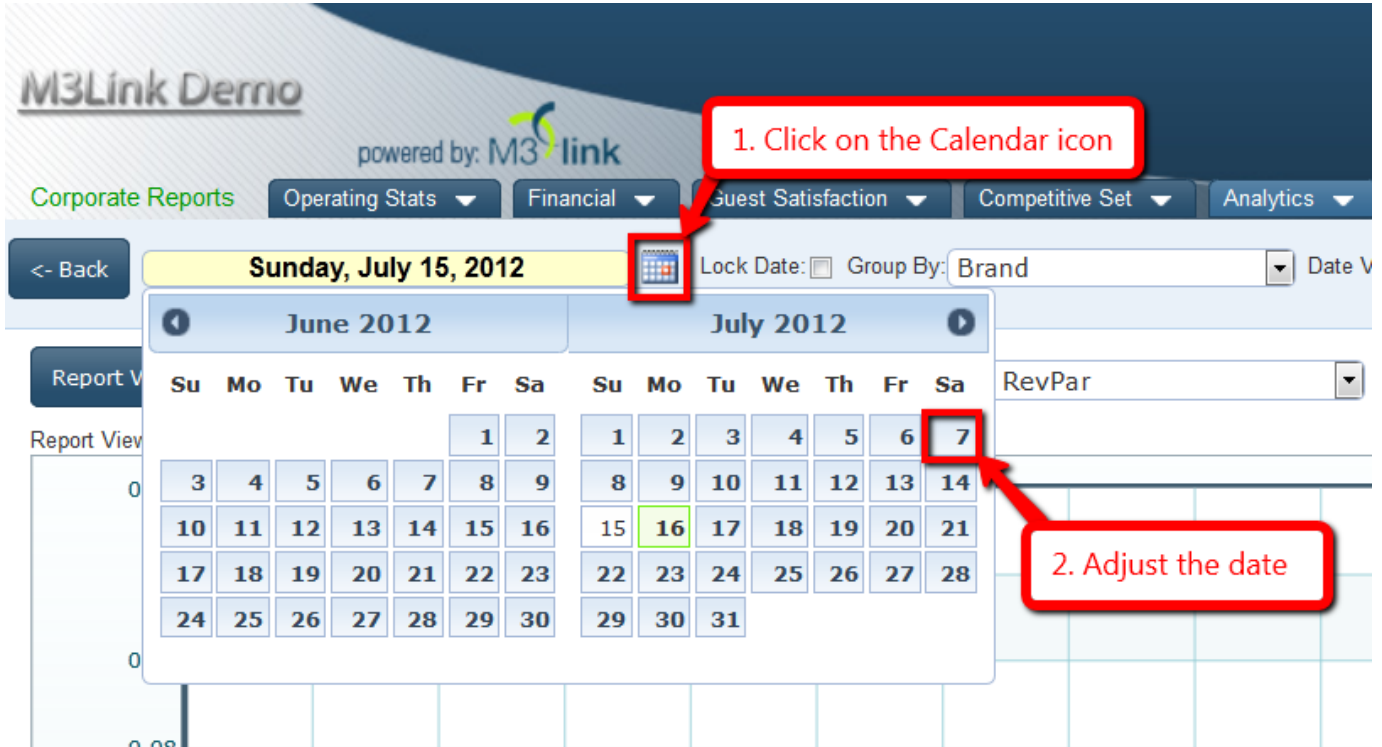


Figure 3 Changing calendar dates

Please make sure that you are looking at the daily data. Adjust the data view in the Date view dropdown menu if needed (Figure 4 Date view menu).

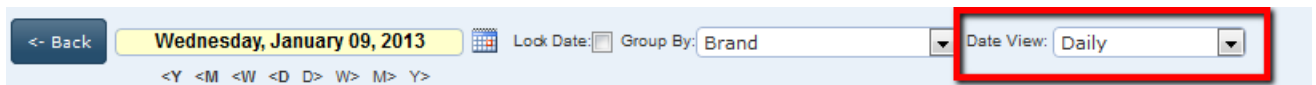


Figure 4 Date view menu



Please use Daily Flash report (Figure 5 Finding Rooms Rented and Total Revenues) to fill out the table provided in the assignment.

Daily: Wednesday, January 09, 2013

Daily Flash Report (Variance %)

Property	Rooms Rented	Occ %	vs. LY	vs. Budget	ADR	vs. LY	vs. Budget	RevPar	Room Revenue	vs. LY	vs. Budget	Food Revenue	Bev Revenue	Other Revenue	Total Revenue
<b>Grand Totals:</b>															
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■ Courtyard															
■ CY Chicago	96	75.0%	-15.8%		\$117.23	3.1%		\$87.92	\$11,254	-13.1%		\$480.20	\$189.25	\$852.93	\$12,756.48
■ CY Los Angeles	119	99.2%	.0%	38.3%	\$145.92	-3.4%	11.4%	\$144.71	\$17,365	-3.4%	54.0%	\$289.65	\$273.45	\$897.53	\$18,825.63
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Sub-Totals:	395	84.0%	-10.2%	359.0%	\$131.54	-2.4%	-55.7%	\$110.55	\$51,958	-12.4%	103.1%	\$1,661.92	\$712.22	\$3,007.68	\$57,339.97

Figure 5 Finding Rooms Rented and Total Revenues

### 3. Full service hotels.

In order to identify the full service hotels in your portfolio, please use a "Group by" drop down menu (Figure 6 Group By menu).

Wednesday, January 09, 2013

 Look Date: 
Group By: Brand

 Date View:

<Y <M <W <D D> W> M> Y>

Figure 6 Group By menu

Please use Daily Flash Report to fill out the table in the assignment (Figure 7 Finding brand revenues in the Daily Flash Report).

Daily Flash Report (Variance %)

Property	Rooms Rented	Occ %	vs. LY	vs. Budget	ADR	vs. LY	vs. Budget	RevPar	Room Revenue	vs. LY	vs. Budget	Food Revenue	Bev Revenue	Other Revenue	Total Revenue
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Figure 7 Finding brand revenues in the Daily Flash Report





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#### **4. Extended stay hotels.**

Please use the Group by menu to identify Extended stay hotels (Figure 6 Group By menu).

Please make sure that you are looking at the daily data (Figure 4 Date view menu).

Use the Daily Flash Report to collect numbers that are needed to fill out the table (Figure 7 Finding brand revenues in the Daily Flash Report).

#### **5. Comparison.**

Please use the data that you collected in questions 3 and 4 to complete the table.

**Good Luck!**

