

M3 Link

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

M3Link Assignment

Analyzing Food and Beverage Sales

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

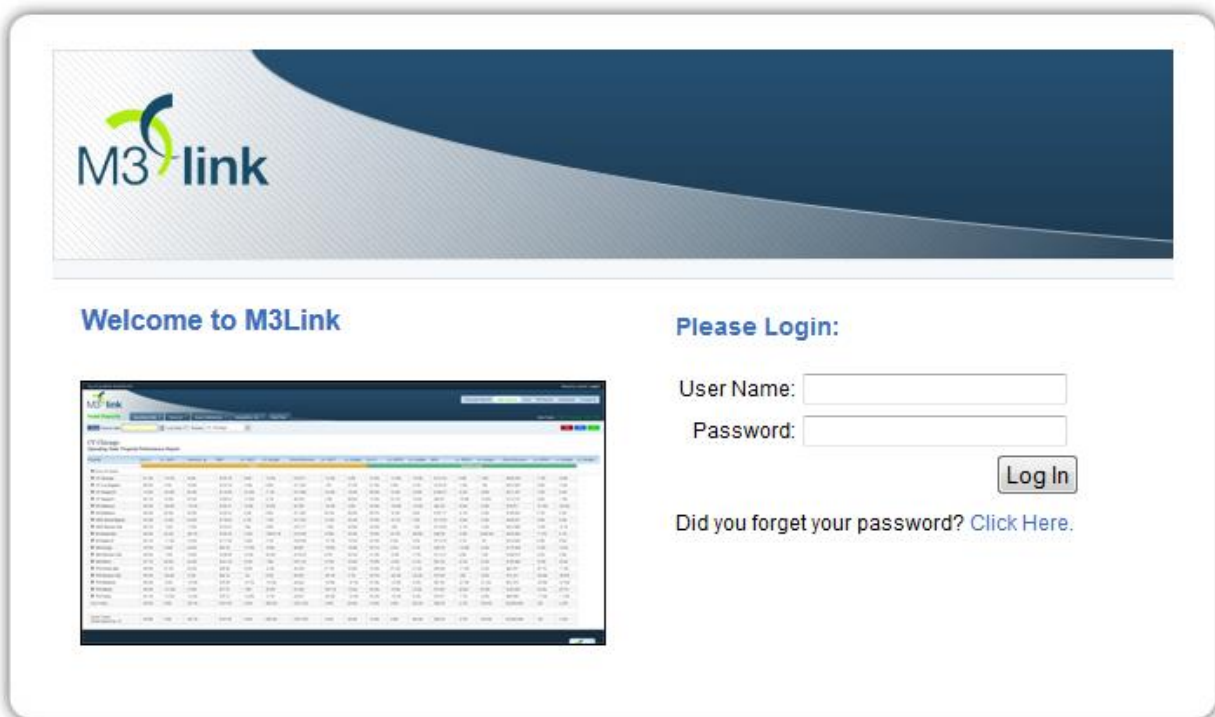


Figure 1 M3Link log-in page



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

Var \$

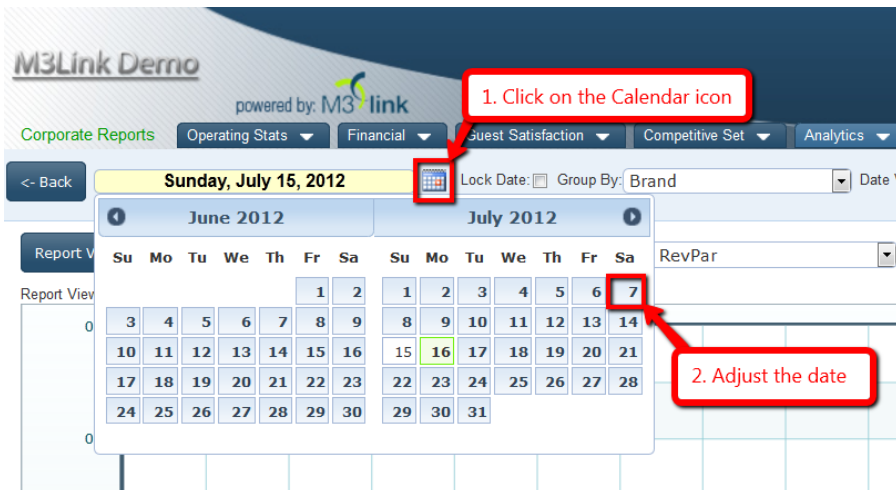
Daily Saturday, February 02, 2012

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%
<ul style="list-style-type: none"> Courtyard <ul style="list-style-type: none"> CY Chicago: 92, 71.9%, 61.4%, \$89.96, -4.0%, \$84.66, 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 View

Report View: RevPar

June 2012 | July 2012

Report View: 0 | 0

1. Click on the Calendar icon

2. Adjust the date

Figure 3 Changing calendar dates



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For the purpose of this assignment you will need to view the data in the Month-to date view. Please use the Data View menu to make this adjustment (Figure 4 Date view menu).

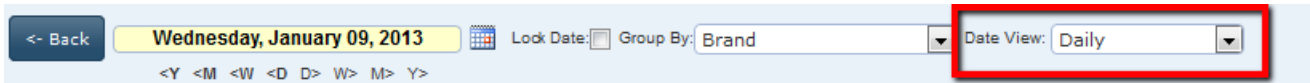
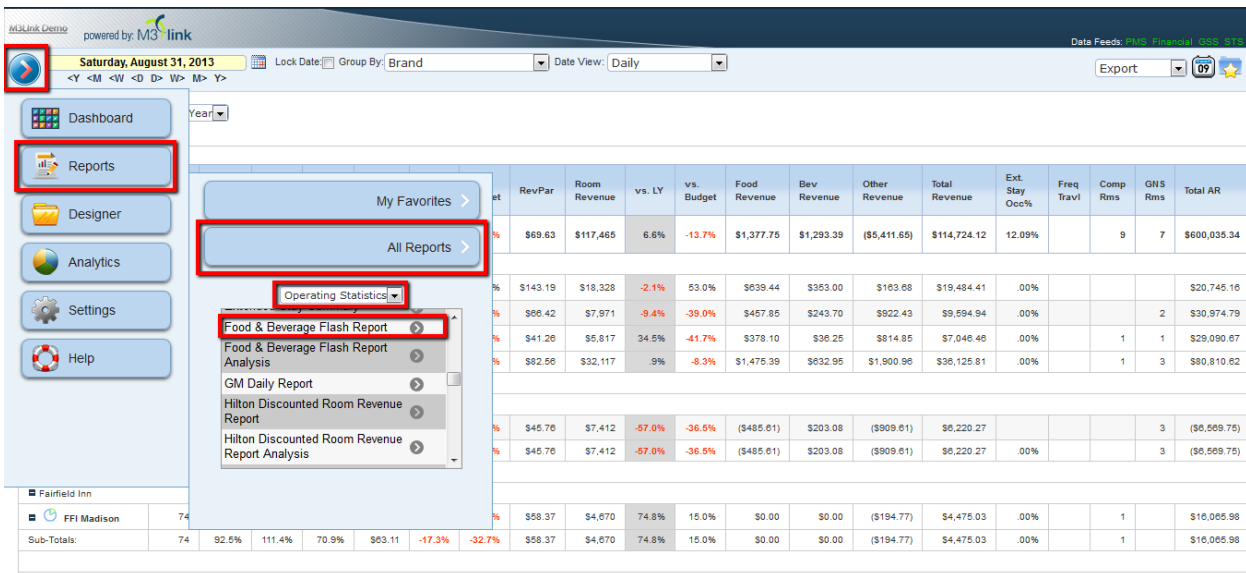


Figure 4 Date view menu

In order to fill out the second table you will need to use data from the Food Revenue Details Report. To access the report go to Menu (>) → Reports → All Reports → Operating Stats → Food and Beverage Flash Report (Figure 5 Food & Beverage Flash Report).



The screenshot shows the M3 Link interface with the Reports menu open. The path to the Food & Beverage Flash Report is highlighted with red boxes: Reports → All Reports → Operating Statistics → Food & Beverage Flash Report.

RevPar	Room Revenue	vs. LY	vs. Budget	Food Revenue	Bev Revenue	Other Revenue	Total Revenue	Ext. Stay Occ%	Freq Travl	Comp Rms	GNS Rms	Total AR						
\$69.63	\$117,465	6.6%	-13.7%	\$1,377.75	\$1,293.39	(\$5,411.65)	\$114,724.12	12.09%		9	7	\$600,035.34						
\$143.19	\$18,328	-2.1%	53.0%	\$639.44	\$353.00	\$193.08	\$19,484.41	0.0%				\$20,745.10						
\$66.42	\$7,971	-9.4%	-39.0%	\$457.85	\$243.70	\$922.43	\$9,594.94	0.0%			2	\$30,974.79						
\$41.26	\$5,817	34.5%	-41.7%	\$378.10	\$36.25	\$814.85	\$7,046.46	0.0%		1	1	\$29,090.67						
\$82.66	\$32,117	9%	-8.3%	\$1,475.39	\$632.95	\$1,900.96	\$36,125.81	0.0%		1	3	\$80,810.62						
\$45.76	\$7,412	-57.0%	-36.5%	(\$485.61)	\$203.08	(\$909.61)	\$6,220.27				3	(\$6,569.75)						
\$45.76	\$7,412	-57.0%	-36.5%	(\$485.61)	\$203.08	(\$909.61)	\$6,220.27	0.0%			3	(\$6,569.75)						
\$58.37	\$4,670	74.8%	15.0%	\$0.00	\$0.00	(\$194.77)	\$4,475.03	0.0%		1		\$10,065.98						
Sub-Totals:	74	92.5%	111.4%	70.9%	\$63.11	-17.3%	-32.7%	\$58.37	\$4,670	74.8%	15.0%	\$0.00	\$0.00	(\$194.77)	\$4,475.03	0.0%	1	\$10,065.98

Figure 5 Food & Beverage Flash Report

When the report appears, use the drill down function for Food Sales to see more details. Please see the picture below demonstrating how to drill down (Figure 6 Drill Down FunctionFigure 6).





Operations Reporting

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<- Back **Sunday, September 30, 2012** Lock Date: Group By: Brand Date View: Month-to-Date

Month-to-Date: Sunday, September 30, 2012

Property	Rooms Rented	F & B Sales	F & B POR	Food Sales	Average Sales	Beverage POR	GSS F & B
Grand Totals:	42,022	\$218,037	5.19	\$66,410	\$61,627	1.47	72.7
■ Courtyard							
■ CY Chicago	2,761	\$24,545	8.97	\$17,563	\$6,982	2.53	60.0
■ CY Los Angeles	2,995	\$24,545	8.97	\$17,563	\$5,762	1.95	83.3
■ CY Tempe DT	2,488	\$24,545	8.97	\$17,563	\$6,784	2.73	77.1
■ CY Tempe N	1,322	\$24,545	8.97	\$17,563	\$2,126	1.60	80.0
Sub-Totals:	9,536	\$85,508	8.97	\$63,854	\$21,654	2.27	74.6

Click on the arrow to drill down. When the menu appears, select "Drill"

Figure 6 Drill Down Function

Good Luck!

