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Maestro adds to its analytics, business-intelligence tool

by Esther Hertzfeld | Mar 19, 2019 8:01am



Maestro's new revenue-marketing tool provides numerous filters that let operators analyze booking pace, pick-up, cancellation, no show, turn-away and other criteria. Photo credit: Maestro PMS

Maestro PMS strengthened its analytics and business-intelligence module with the addition of a combined revenue and marketing analytics view. The new analytics view enables hoteliers to monitor current on-the-books reservations and revenues updated with real-time occupancy gains and losses. The system also tracks historical attainment and forecast revenue trends in addition to other valuable data. Maestro's newest hotel software functionality provides operators of one or more hotel properties with point-and-click data-mining tools to manage more profitably by the numbers.

"Maestro's new revenue marketing functionality in our analytics BI tool leverages the power of big data to boost performance for properties and hotel groups," Maestro PMS President Warren Dehan said in a statement. "The revenue marketing BI

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views magnify the strength of analytics to give operators a wide variety of performance data that compares current OTB attainment with rolling forecasts and current and historical trends for multiple transient segments and groups.”

The new revenue-marketing tool provides numerous filters that let operators analyze booking pace, pick-up, cancellation, no show, turn-away and other criteria for segments that can guide optimized sales and pricing strategies to increase revenue. “Our new analytics data views can also help operators lower expenses by identifying low demand periods that require less staffing,” Dehan said.

Joanne Veinotte, GM of White Point Beach Resort in Hunts Point, Nova Scotia, said the resort uses Maestro analytics’ revenue/marketing functions to gauge how the resort is doing against previous years.

“We look at performance from different geographical areas by date. We take a month and analyze all guest origins, what they spent and their lead booking time,” Veinotte said. “This lets us target the market with the highest-spend guests with a promotion at the time when most are doing their decision making. When our promotion concludes Maestro’s Analytics function quickly evaluates the results and traffic to our website. We can see actual conversions which is extremely valuable when allocating marketing resources. Maestro gives us the ability to target the right market with the right product at the right time.”

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