



# Analyzing and Interpreting Data, Reports, and Dashboards: A Deep Dive into Revenue Management

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# Today's Presenter



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Revenue Management

# Session Background & Expectations

- ❖ Practical strategies for making data-driven pricing decisions
- ❖ Insights on pricing reports, dashboards, and TrackRevenue to optimize rates and booking performance.
- ❖ Analyze booking trends, set competitive prices, and make informed decisions based on solid metrics
- ❖ Ensure your pricing approach is both strategic and effective for long-term profit growth.



# What is a “revenue management strategy” anyway?

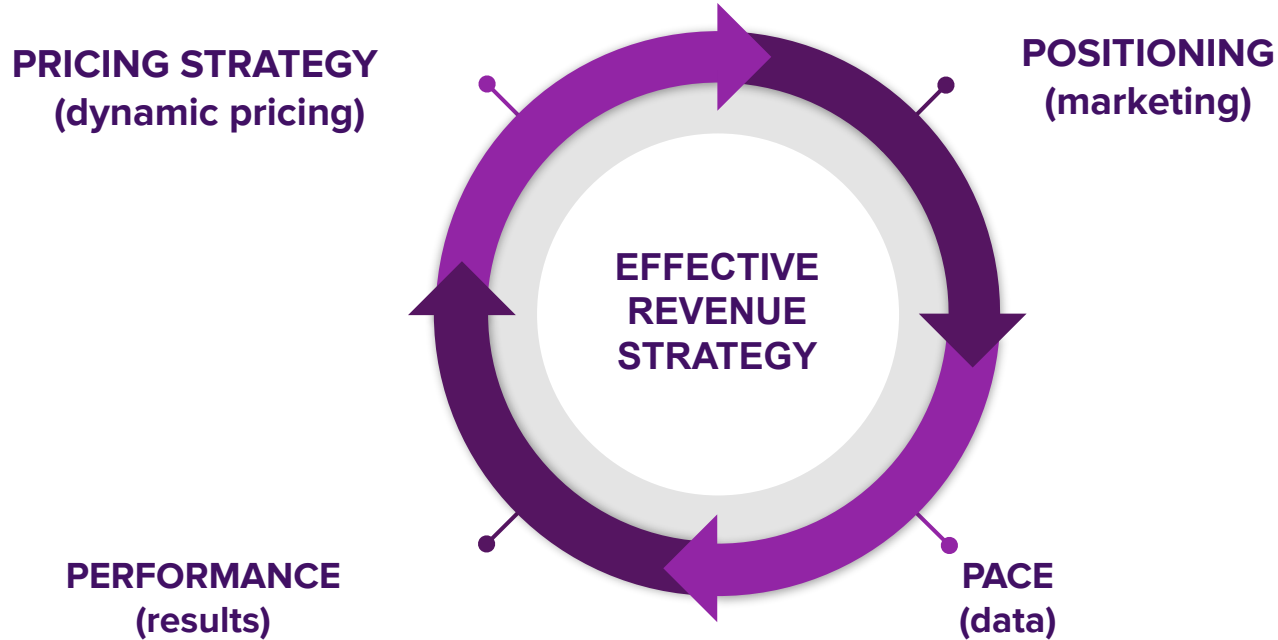
A **revenue management strategy** is really an art and science where *historical* and *forward looking* market data is used to predict swings in demand.

Responding to predicted swings in a manner that **maximizes** revenue is a revenue strategy.



**NEXT**

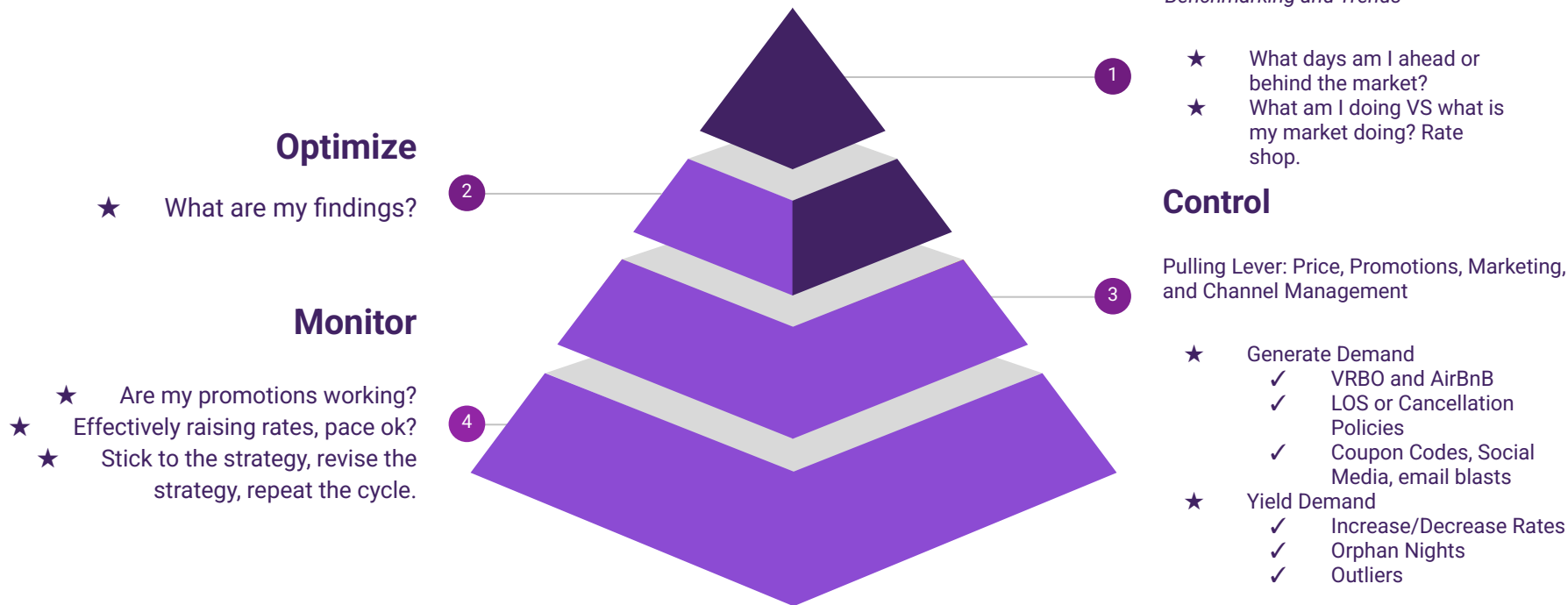
# 4 Ps of an **EFFECTIVE** revenue strategy



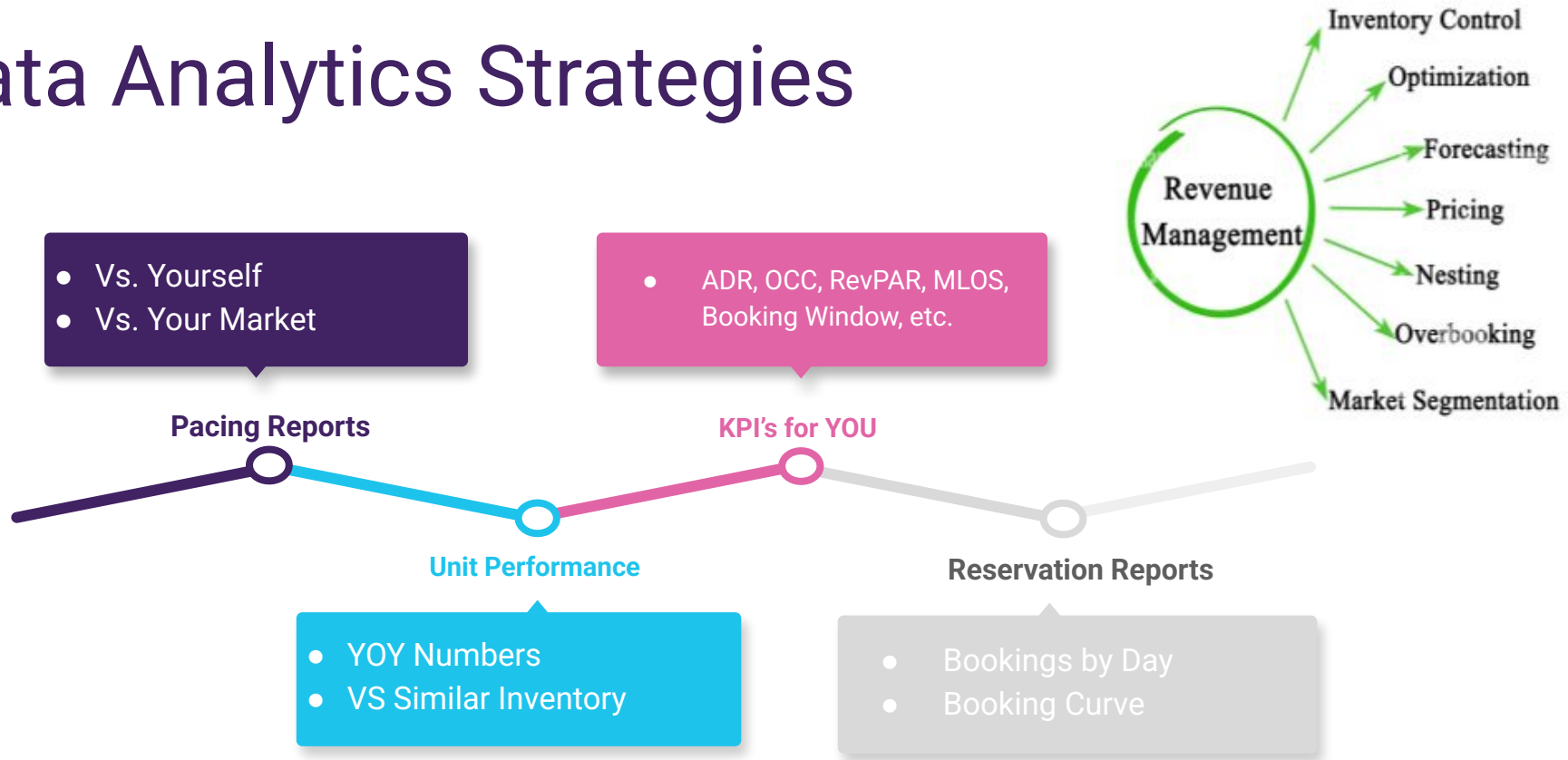
**NEXT**



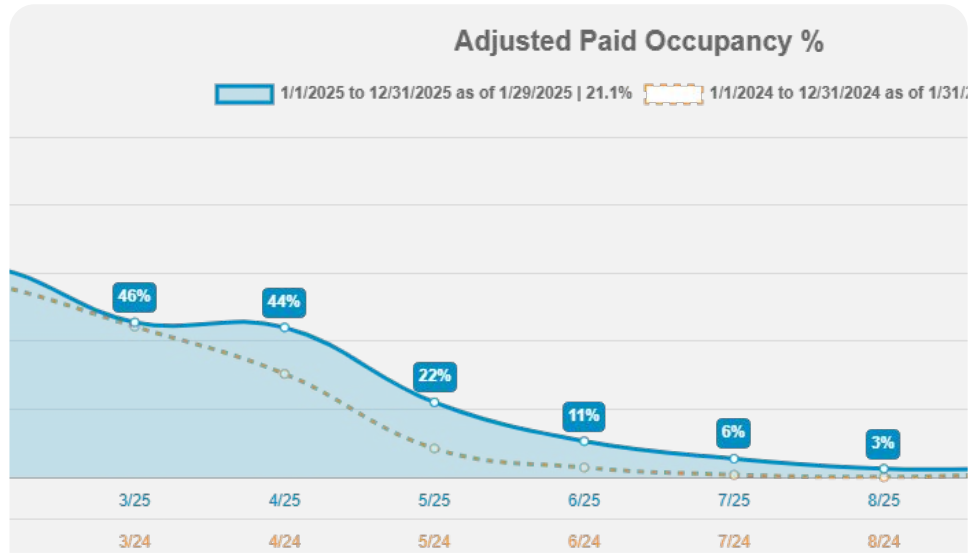
# The Revenue Management Cycle



# Data Analytics Strategies

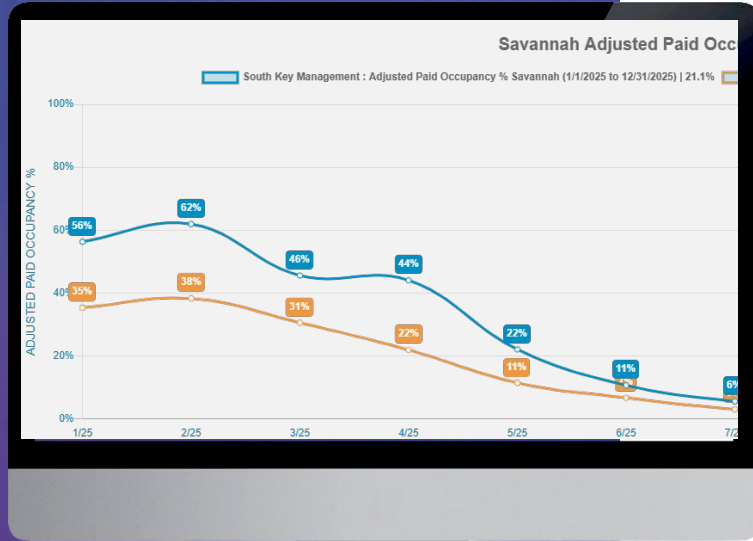


# What KPI's do you look at?





# Yourself VS Market



[illegible]

# Customized Reports

<u>1 BR</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>TOTAL</u>
2025	\$51,893	\$38,800	\$28,762	\$18,105	\$15,664	\$7,026	\$10,720	\$9,090	\$2,383	\$4,079	\$2,775	\$1,278	\$190,575
2024	\$31,423	\$29,216	\$20,914	\$17,930	\$10,406	\$6,898	\$1,961	\$4,176	\$10,435	\$9,855	\$200	\$0	\$143,414
Difference	\$20,470	\$9,584	\$7,848	\$175	\$5,258	\$128	\$8,759	\$4,914	-\$8,052	-\$5,776	\$2,575	\$1,278	\$47,161
%	65.14%	32.80%	37.53%	0.98%	50.53%	1.86%	446.66%	117.67%	-77.16%	-58.61%	1287.50%	#DIV/0!	32.88%
<u>2 BR</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>TOTAL</u>
2025	\$80,677	\$42,487	\$48,216	\$26,816	\$22,525	\$19,581	\$11,332	\$4,057	\$5,452	\$3,634	\$0	\$0	\$264,777
2024	\$68,175	\$41,349	\$36,921	\$26,535	\$14,429	\$17,906	\$8,451	\$3,686	\$2,645	\$8,978	\$9,661	\$2,010	\$240,746
Difference	\$12,502	\$1,138	\$11,295	\$281	\$8,096	\$1,675	\$2,881	\$371	\$2,807	-\$5,344	-\$9,661	-\$2,010	\$24,031
%	18.34%	2.75%	30.59%	1.06%	56.11%	9.35%	34.09%	10.07%	106.12%	-59.52%	-100.00%	-100.00%	9.98%
<u>3 BR</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>TOTAL</u>
2025	\$78,975	\$41,759	\$52,960	\$33,688	\$28,897	\$41,093	\$21,078	\$13,615	\$7,662	\$9,388	\$0	\$2,679	\$331,794
2024	\$77,645	\$41,714	\$52,677	\$29,554	\$13,472	\$35,196	\$20,100	\$7,301	\$2,182	\$6,152	\$0	\$5,400	\$291,393
Difference	\$1,330	\$45	\$283	\$4,134	\$15,425	\$5,897	\$978	\$6,314	\$5,480	\$3,236	\$0	-\$2,721	\$40,401
%	1.71%	0.11%	0.54%	13.99%	114.50%	16.75%	4.87%	86.48%	251.15%	52.60%	#DIV/0!	-50.39%	13.86%
<u>4 BR</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>TOTAL</u>
2025	\$54,683	\$20,956	\$37,483	\$18,828	\$7,844	\$45,277	\$21,829	\$12,075	\$7,431	\$3,518	\$6,011	\$0	\$235,935
2024	\$49,827	\$20,733	\$32,348	\$12,084	\$13,626	\$51,529	\$21,446	\$6,250	\$2,012	\$2,969	\$12,011	\$4,869	\$229,704
Difference	\$4,856	\$223	\$5,135	\$6,744	-\$5,782	-\$6,252	\$383	\$5,825	\$5,419	\$549	-\$6,000	-\$4,869	\$6,231
%	9.75%	1.08%	15.87%	55.81%	-42.43%	-12.13%	1.79%	93.20%	269.33%	18.49%	-49.95%	-100.00%	2.71%
<u>5 BR</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>TOTAL</u>
2025	\$79,469	\$44,876	\$105,718	\$58,559	\$29,479	\$131,781	\$91,349	\$49,716	\$12,213	\$22,055	\$15,318	\$11,121	\$651,654
2024	\$67,648	\$43,182	\$61,584	\$28,210	\$20,764	\$113,697	\$54,187	\$19,668	\$0	\$6,240	\$15,020	\$0	\$430,200
Difference	\$11,821	\$1,694	\$44,134	\$30,349	\$8,715	\$18,084	\$37,162	\$30,048	\$12,213	\$15,815	\$298	\$11,121	\$221,454
%	17.47%	3.92%	71.66%	107.58%	41.97%	15.91%	68.58%	152.78%	#DIV/0!	253.45%	1.98%	#DIV/0!	51.48%



# Rented KPI's

Year to Date vs Previous Year to Date

Company / Snapshot - Annual

Download PDF

Day

Week

Month

ADR ⓘ

\$899

primary

▲3.02%

\$873

compare

Adjusted RevPAR ⓘ

\$86

primary

▲25%

\$69

compare

Adjusted Paid Occupancy % ⓘ

9.54%

primary

▲21%

7.88%

compare

Unit Revenue (Nightly) ⓘ

\$2M

primary

▲23%

\$2M

compare

Date Range

1/1/2025 - 12/31/2025

Markets

Michigan City, Gaylord, Indian Wells...

KPIs

ADR

Adjusted Paid Occupancy %

Adjusted RevPAR

Unit Revenue (Nightly)

Filters and Units

Nothing Set



# Rented KPI's

Year to Date vs Previous Year to Date

Company / Snapshot - Annual

Download PDF

Day

Week

Month

ADR ⓘ

\$931

primary

▼1%

\$938

compare

Adjusted RevPAR ⓘ

\$96

primary

▼5%

\$101

compare

Adjusted Paid Occupancy % ⓘ

10%

primary

▼4%

11%

compare

Unit Revenue (Nightly) ⓘ

\$2M

primary

▲2.91%

\$2M

compare



ADR

1/1/2025 to 12/31/2025 as of 1/22/2025 | \$931 1/1/2024 to 12/31/2024 as of 1/24/2024 | \$938



Apply Filters

Filters and Units

Cancel Reset

General Filters Units

Bedrooms Select All

Please Select

Unit Type Select All

Please Select

Sleeps Select All

Please Select

Unit Location Select All

Please Select

Amenities Select All

Please Select

Areas Select All

Please Select

Custom Unit Groups Select All Clear All

RENTED x

Exclude Units From This Group





# Rented KPI's

Year to Date vs Previous Year to Date

Company / Snapshot - Annual

Download PDF

Day

Week

Month

ADR ⓘ

\$826

primary

▲35%

\$612

compare

Adjusted RevPAR ⓘ

\$68

primary

▲187%

\$24

compare

Adjusted Paid Occupancy % ⓘ

8.18%

primary

▲113%

3.84%

compare

Unit Revenue (Nightly) ⓘ

\$679K

primary

▲145%

\$277K

compare



Apply Filters

Date Range

1/1/2025 - 12/31/2025

Markets



Michigan City, Gaylord, Indian Wells...

KPIs



ADR Adjusted Paid Occupancy %

Adjusted RevPAR Unit Revenue (Nightly)

Filters and Units



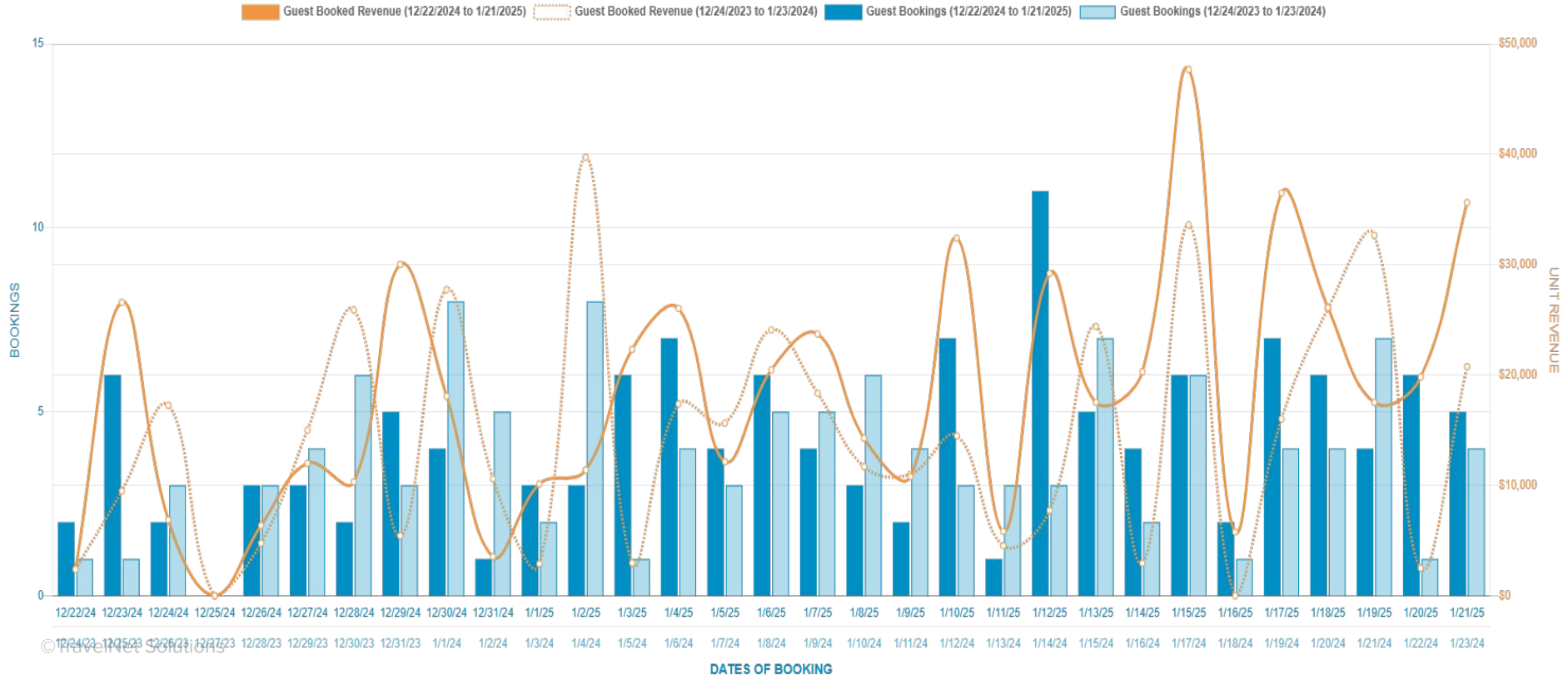
Custom Unit Groups: RENTED





# Revenue Booked since last meeting

Revenue Booked: \$561,777 (25.4%) Reservations Made: 130 (11.1%)



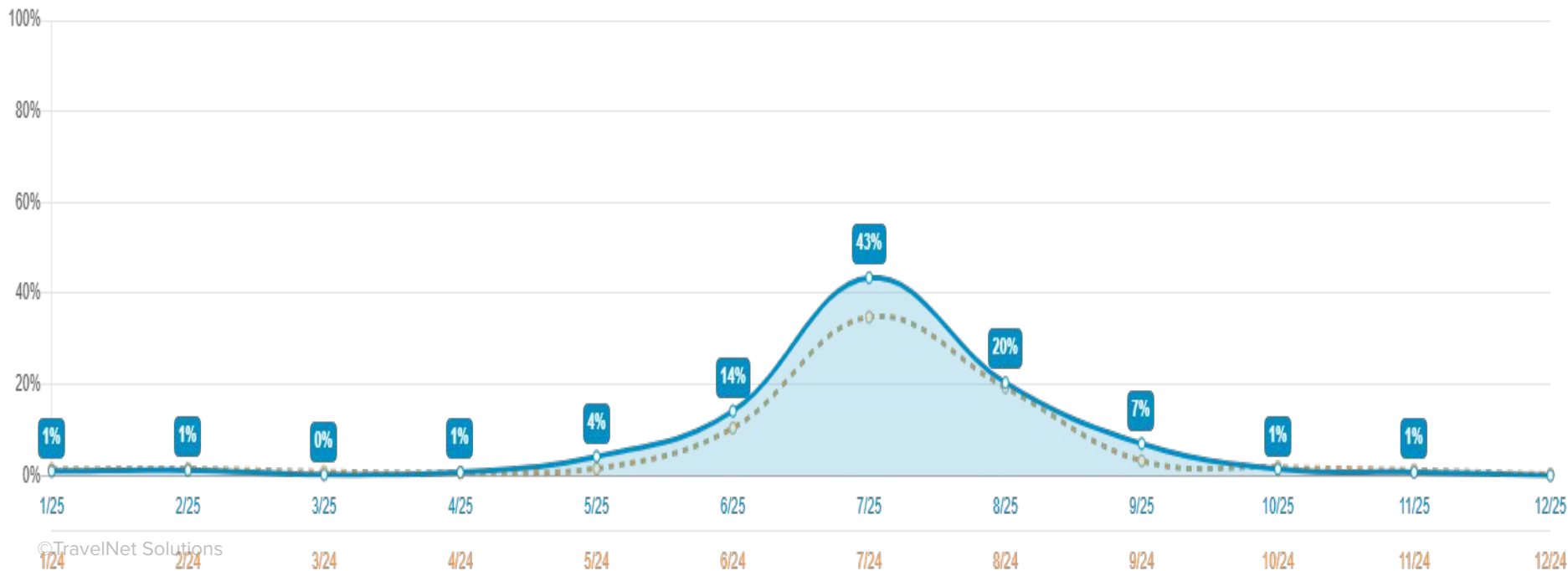


# Pacing Details for 2025

Year to Date vs Previous Year to Date

## Adjusted Paid Occupancy %

1/1/2025 to 12/31/2025 as of 1/22/2025 | 9.5% 1/3/2024 to 1/1/2025 as of 1/21/2024 | 7.7%



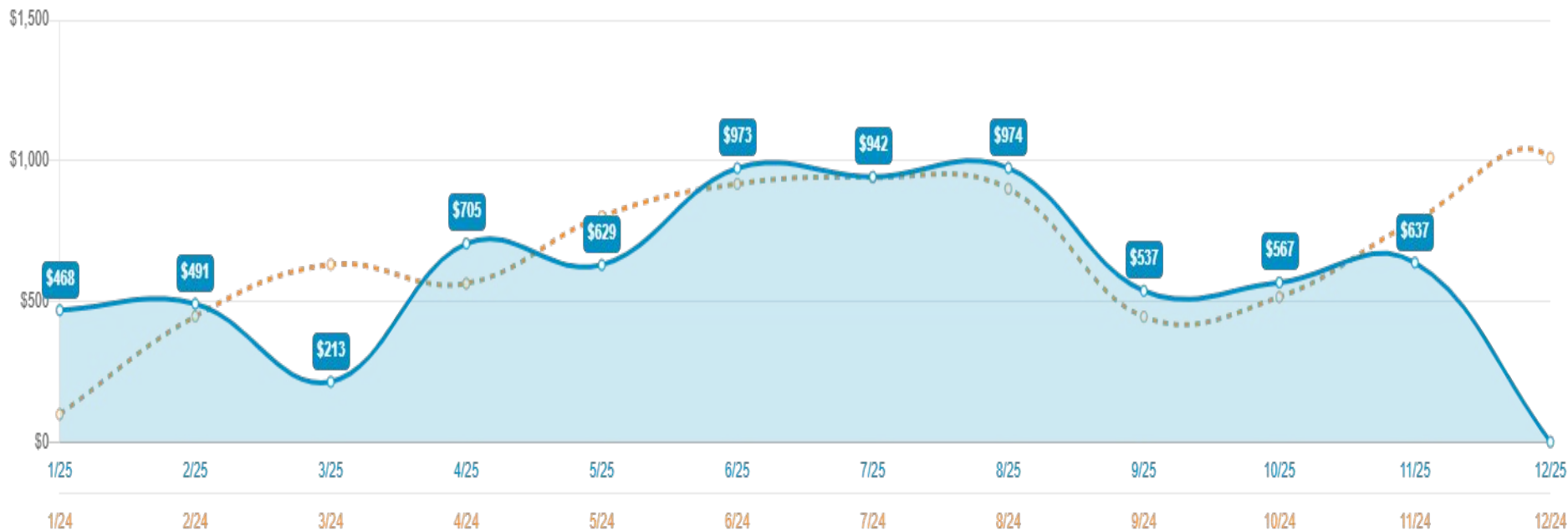


# Pacing Details for 2025

Year to Date vs Previous Year to Date

## ADR

1/1/2025 to 12/31/2025 as of 1/22/2025 | \$899 1/3/2024 to 1/1/2025 as of 1/21/2024 | \$873

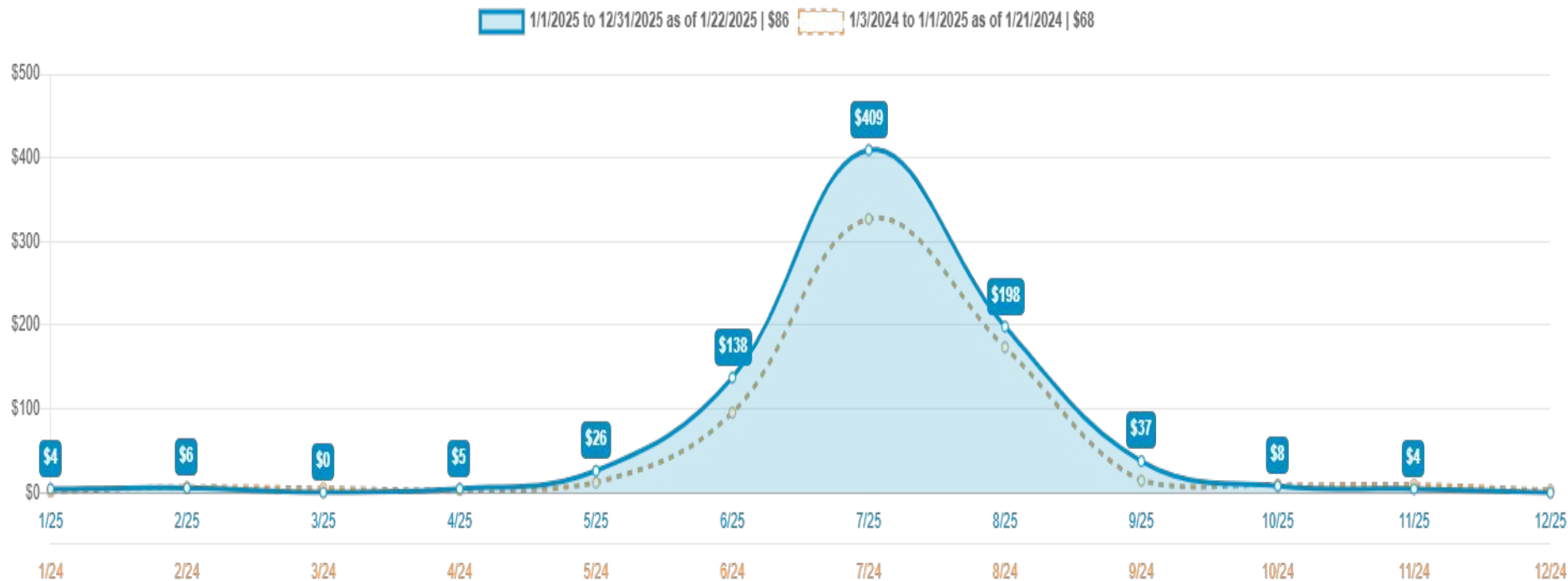




# Pacing Details for 2025

Year to Date vs Previous Year to Date

## Adjusted RevPAR

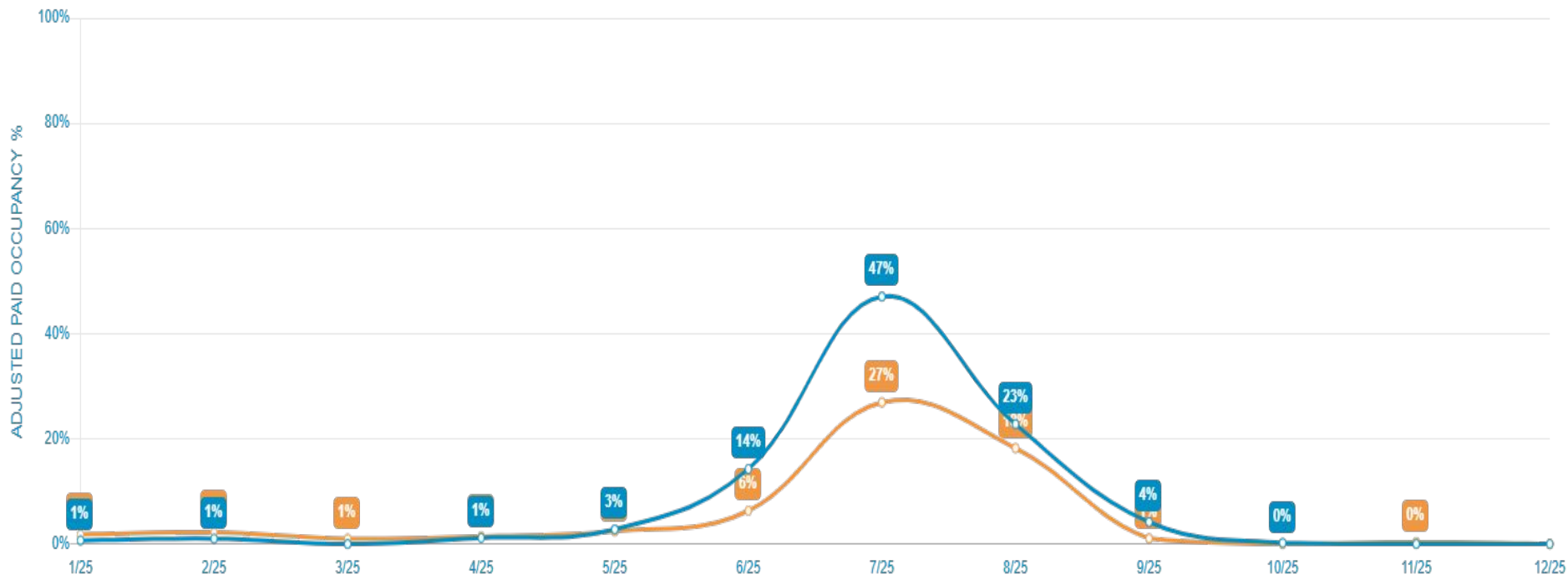


# Pacing Details for 2025

Year to Date vs Market Year to Date

## Union Pier Adjusted Paid Occupancy %

Bluefish Vacation Rentals: Adjusted Paid Occupancy % Union Pier (1/1/2025 to 12/31/2025) | 9.8%    Union Pier: Adjusted Paid Occupancy % (1/1/2025 to 12/31/2025) | 5.3%

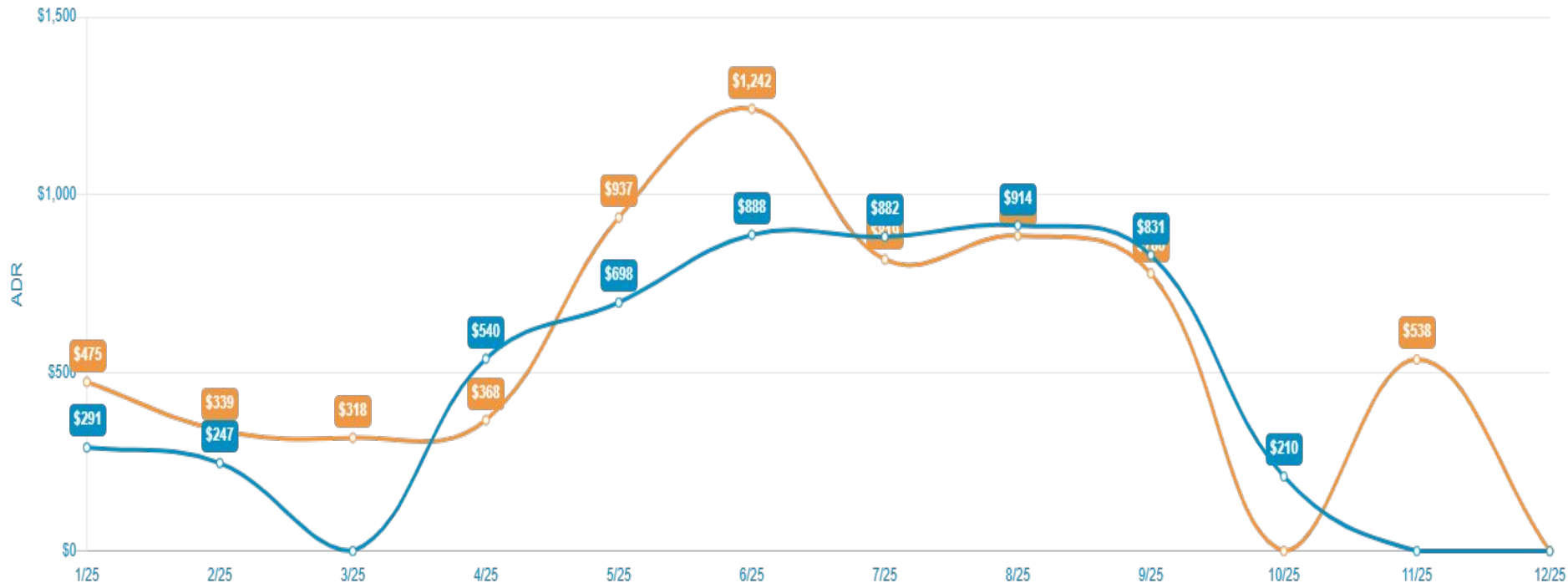


# ADR Details for 2025

Year to Date vs Market Year to Date

## Union Pier ADR

Bluefish Vacation Rentals: ADR Union Pier (1/1/2025 to 12/31/2025) | \$874    Union Pier: ADR (1/1/2025 to 12/31/2025) | \$849



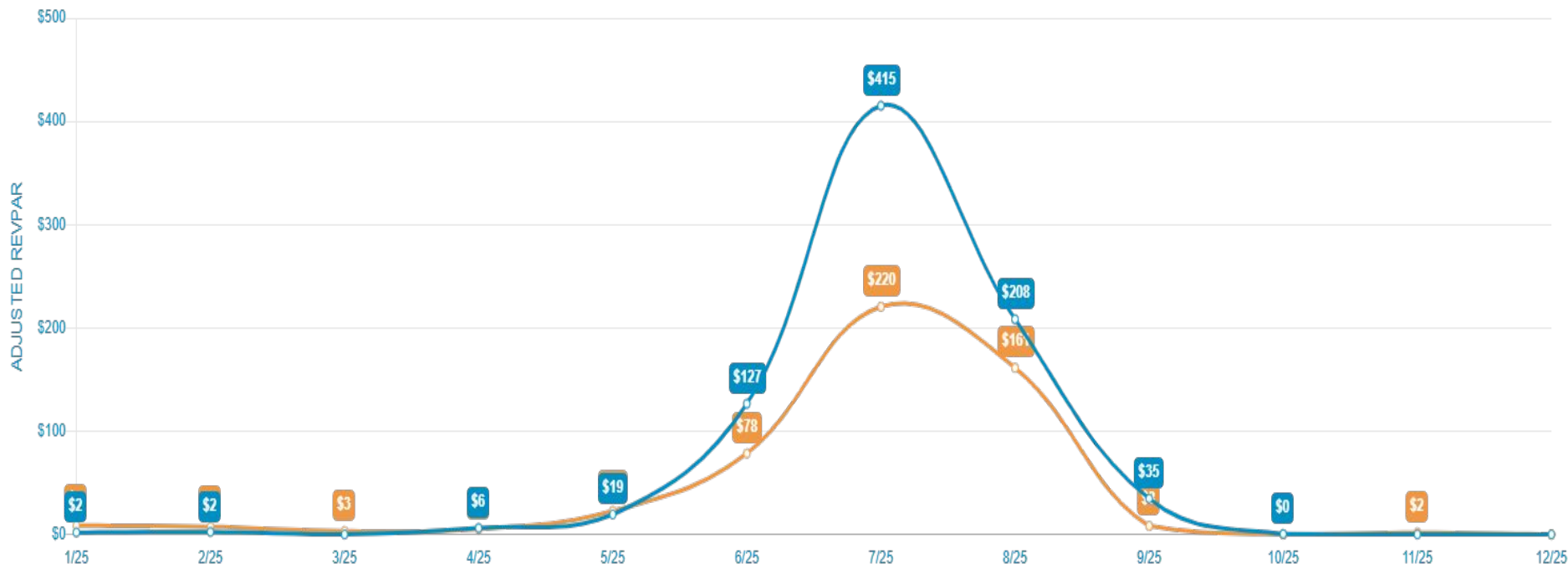


# RevPar Details for 2025

Year to Date vs Previous Year to Date

## Union Pier Adjusted RevPAR

Bluefish Vacation Rentals: Adjusted RevPAR Union Pier (1/1/2025 to 12/31/2025) | \$86    Union Pier: Adjusted RevPAR (1/1/2025 to 12/31/2025) | \$45



A photograph of a modern, single-story villa with large glass windows and a covered patio. In the foreground, there is a swimming pool with two lounge chairs and towels. The background shows lush tropical foliage. The entire image is covered with a semi-transparent blue gradient.

# Questions?



# *The **Heart** of Hospitality*