

# Light Visualizations

## Infinito Light Visualization Data Pack

Powered by



**Simplifying Revenue Management with LIV**



Infinito created three specialized assistants: **LIV** for data visualizations, **SAM** for sales and marketing, and **IVI** for AI-based insights.

Hi Fabi,

I am **LIV** - one of the 3 Infinito Virtual Assistants. Thank you for providing me with your data!

As my name suggests, I have prepared some light visualizations for you to make it easier to interpret trends and extract information.

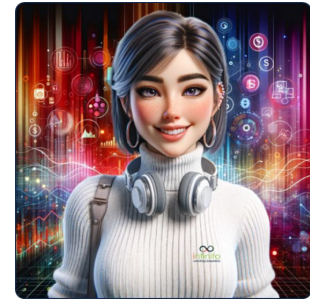
My 2 friends **SAM** & **IVI** have different specializations. We are in frequent contact. **IVI** especially is an expert in Revenue Management and often finds trends in my visualizations which even humans tend to overlook. Plus, she contextualizes all data into over 7000 local languages, so now everyone can "read" data". **SAM** is a marketing wizard: Amazing at creating personalized campaigns across the guest journey.



**LIV**  
Light Visualizations



**SAM**  
Sales & Marketing Automation



**IVI**  
Infinito Virtual Intelligence

Hotel Name	Infinito Light Visualization Data Pack
Date Range	2022-12-01 - 2023-11-30

*“On demand & as requested - please find our occupancy, ADR, Rooms Revenue & RevPar by month and by day of week.*

*Let me know if you want me to ask **IVI** for some additional insights! She usually finds the hidden trends to make recommendations on pricing strategy.”*

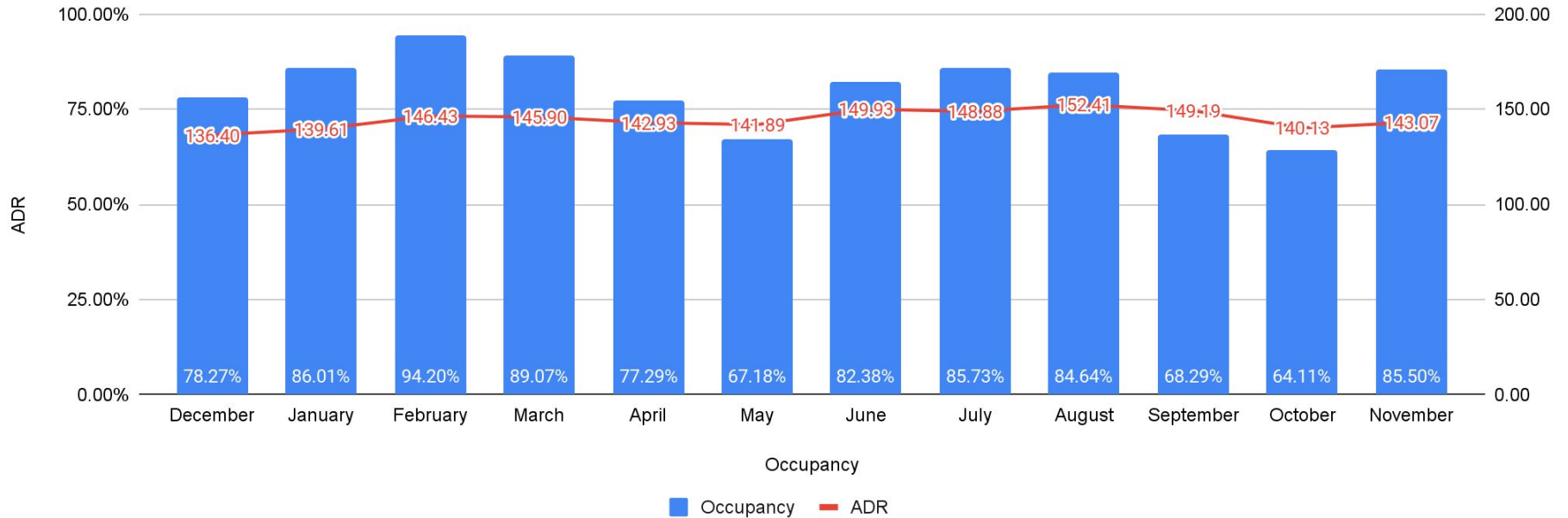


Day of Week	Occ	ADR	Revenue	RevPar
Monday	82.09%	145.10	495504	119.11
Tuesday	85.31%	144.60	513193	123.36
Wednesday	84.42%	148.55	521711	125.41
Thursday	82.24%	142.80	497927	117.44
Friday	77.81%	145.16	469867	112.95
Saturday	76.23%	144.84	459301	110.41
Sunday	72.74%	142.62	431574	103.74

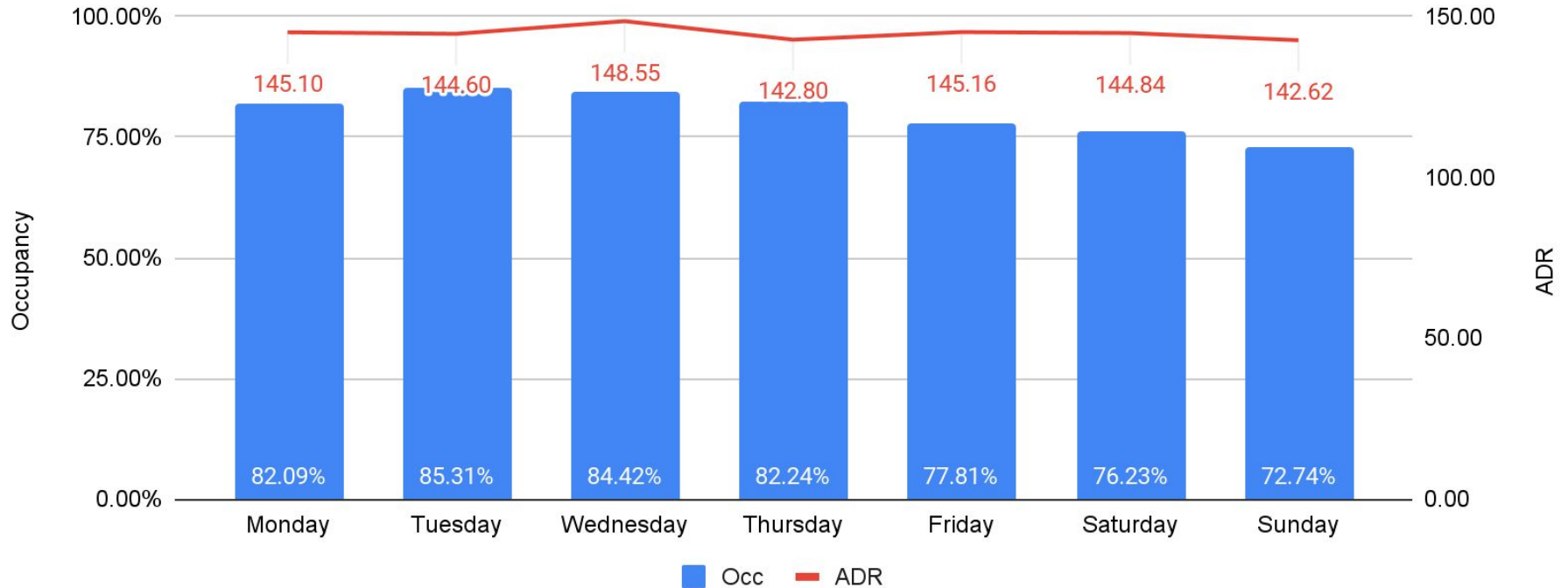
Year	Month	Rms Sold	Occupancy	ADR	Rooms Revenue	RevPar
2022	December	1941	78.27%	136.40	264756	106.76
2023	January	2133	86.01%	139.61	297792	120.08
2023	February	2110	94.20%	146.43	308976	137.94
2023	March	2209	89.07%	145.90	322290	129.96
2023	April	1855	77.29%	142.93	265132	110.47
2023	May	1666	67.18%	141.89	236387	95.32
2023	June	1977	82.38%	149.93	296417	123.51
2023	July	2126	85.73%	148.88	316509	127.62
2023	August	2099	84.64%	152.41	319908	129.00
2023	September	1639	68.29%	149.19	244516	101.88
2023	October	1590	64.11%	140.13	222814	89.84
2023	November	2052	85.50%	143.07	293581	122.33



## Monthly Occupancy ADR

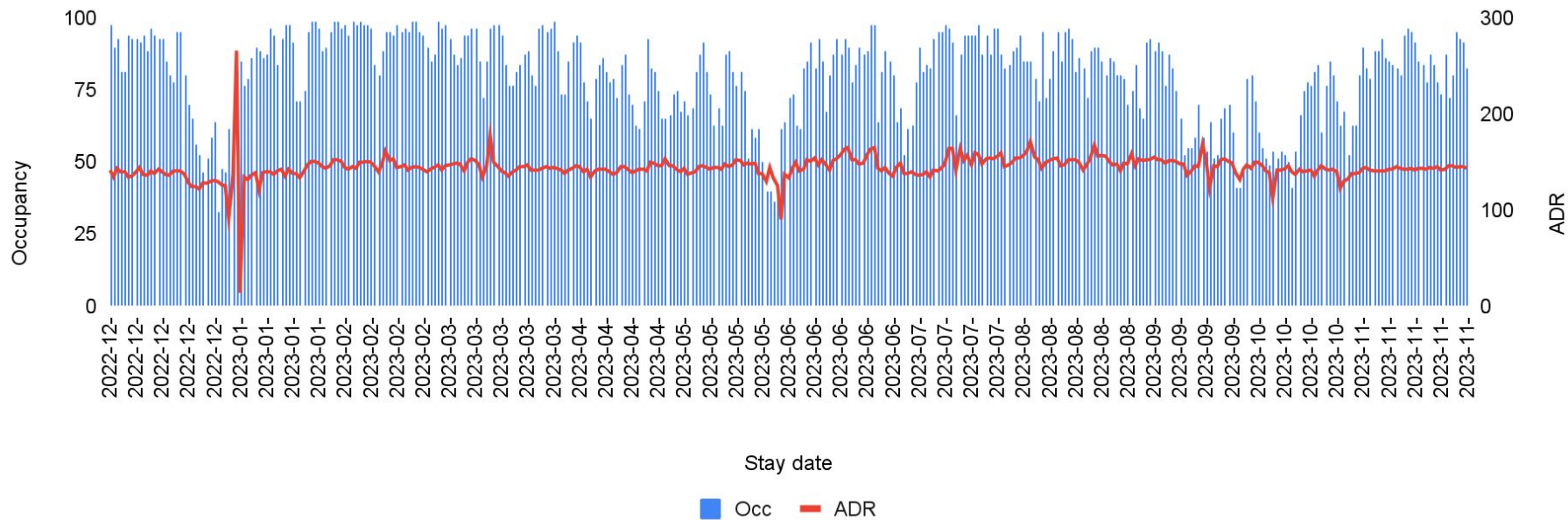


## Occupancy & ADR by Day of Week





## Occ and ADR by day







# Visual Market Segmentation Analysis Infinito Light Visualization Data Pack

*"In this next section, I have prepared visualizations describing insights and trends across your market segments. I hope they help!"*

*If you want then we can also drill down to Room Type or use IVI's & SAM's fine tuned AI models to create automated reports with AI generated insights. They have been trained on Fabian Bartnick's 25 years of Revenue Management Experience to pick up on the right indicators and focus on what matters most.*



### Top 5 Segments by Rms Sold

Segments	Rooms	ADR	Revenue	Rooms Mix	Revenue Mix
L	9003	131	1182701	38.48%	34.90%
Y	4342	152	660696	18.56%	19.49%
D	3178	165	524620	13.58%	15.48%
G	1989	157	313135	8.50%	9.24%
P	1340	141	189117	5.73%	5.58%

Top 5 Segments Contribution of Rooms Mix	84.74%
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Top 5 Segments contribution of Revenue Mix	84.69%
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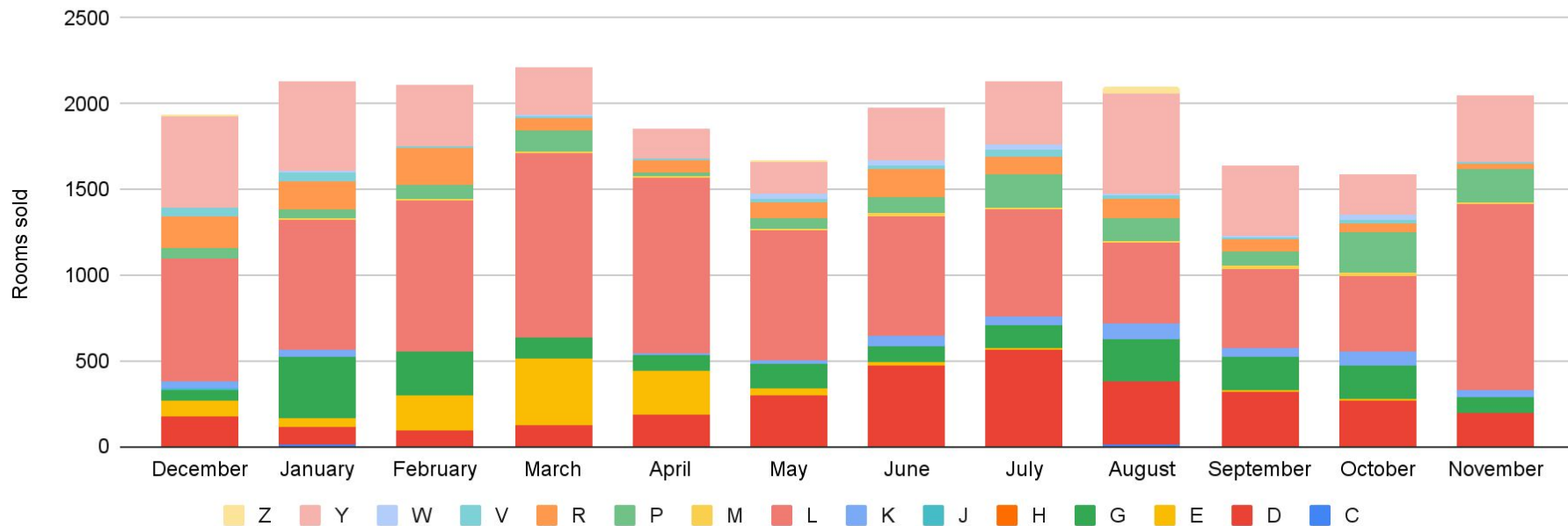
### Top 5 Segments by Rms Revenue

Segments	Rooms	ADR	Revenue	Rooms Mix	Revenue Mix
L	1182701	131	1182701	38.48%	34.90%
Y	660696	152	660696	18.56%	19.49%
D	524620	165	524620	13.58%	15.48%
G	313135	157	313135	8.50%	9.24%
R	216457	165	216457	5.62%	6.39%

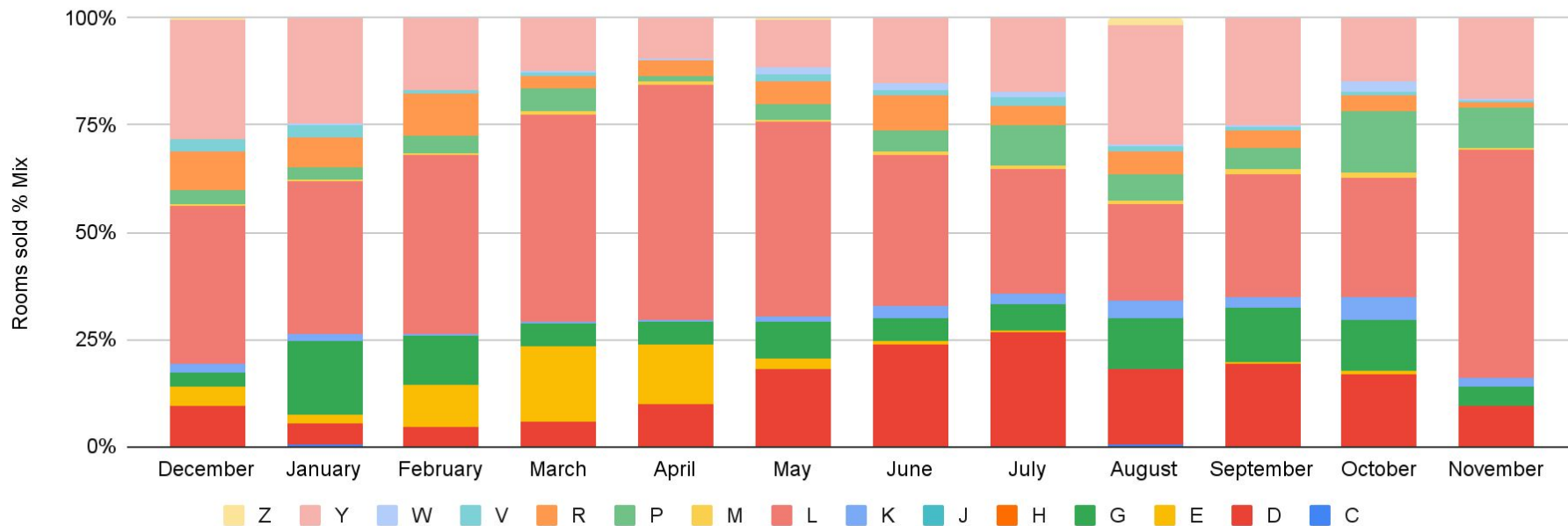
This is my favorite chart to evaluate seasonal pricing strategies! If you find a Market Segment varying across seasons, we can benefit from IVI & SAM being friends - they create automated suggestions for group bookings and segments together.



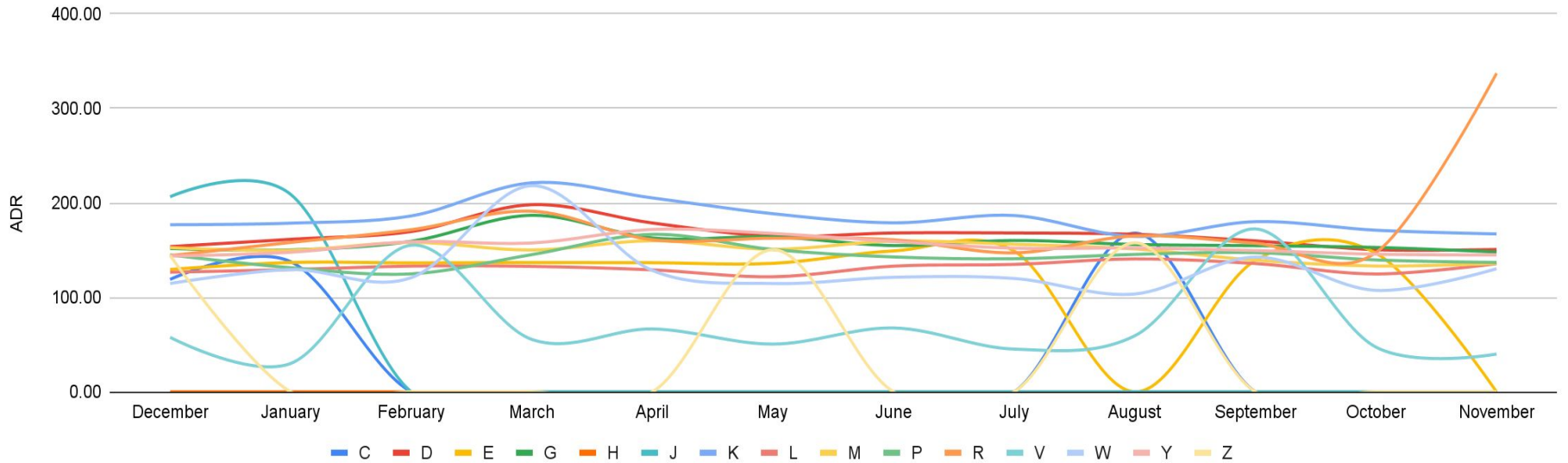
## Rooms Sold by Market Segment



## Rooms Sold Mix by Market Segment



### ADR by month by segment



**Need help?**  
**Want more power?**

**Keep going .... IVI Time!**



# The Flash Page

Your 30 seconds “quick fix” and your new morning meeting

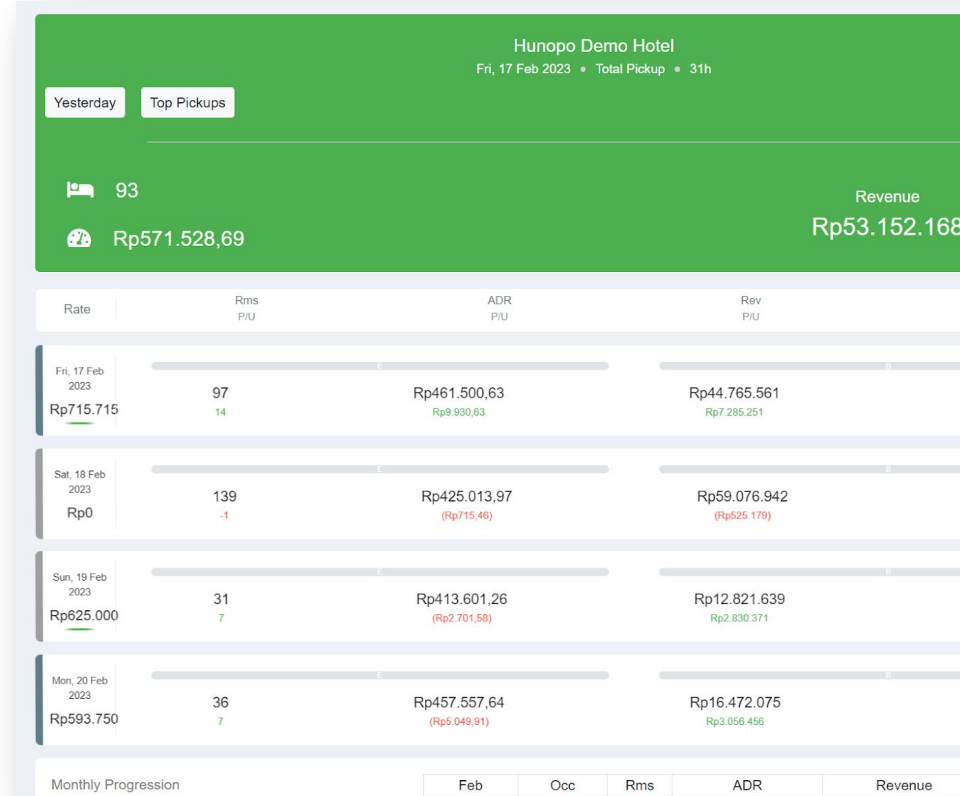
You will get an hourly update for the pickup in the next 365 days.

You can drill through to Room Type and Segment Level.

To make it meaningful for you we compare RMS, ADR & Revenue against the same time last year, trend this year & forecast.

100% mobile friendly

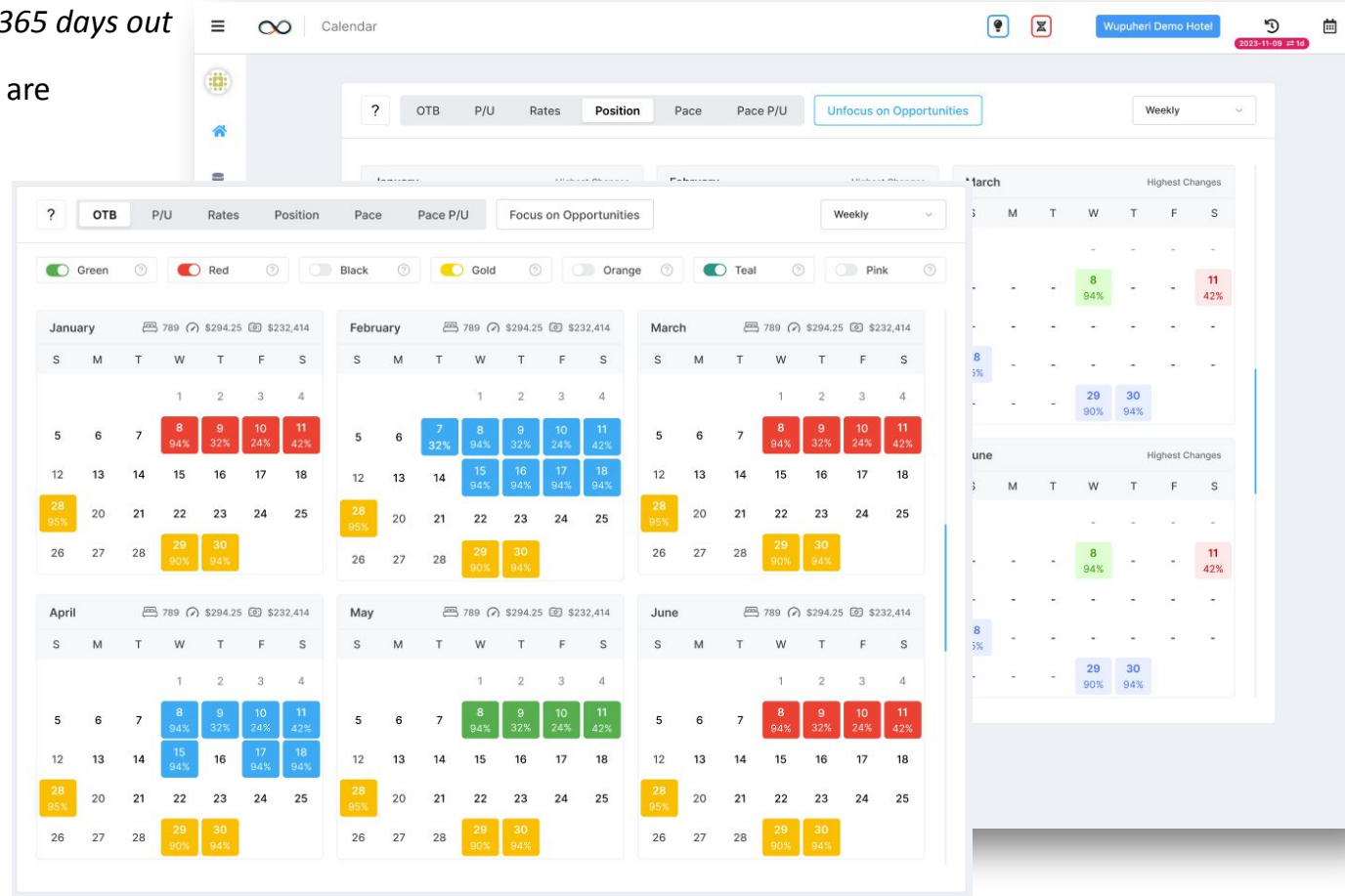
100% your styling



# The Calendar

*Highlighting your opportunities 365 days out*

- See where your opportunities are in an easily digestible format
- Adjust highlighting and focus
- Drill down into each day to get an AI generated analysis and curated charts that explain the behavior

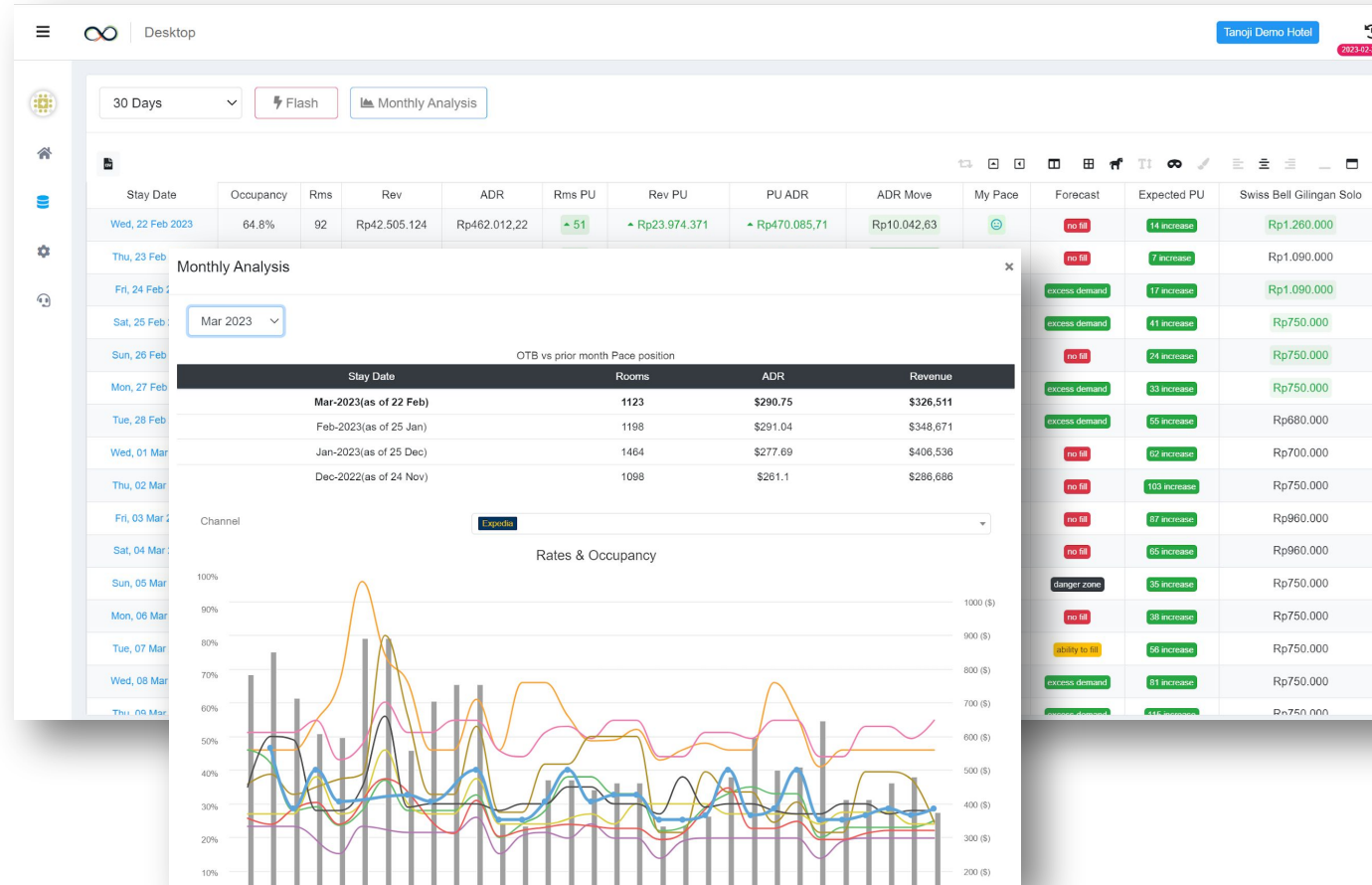




# The Desktop

Day to day analyses with automated recommendations for price changes based on competition

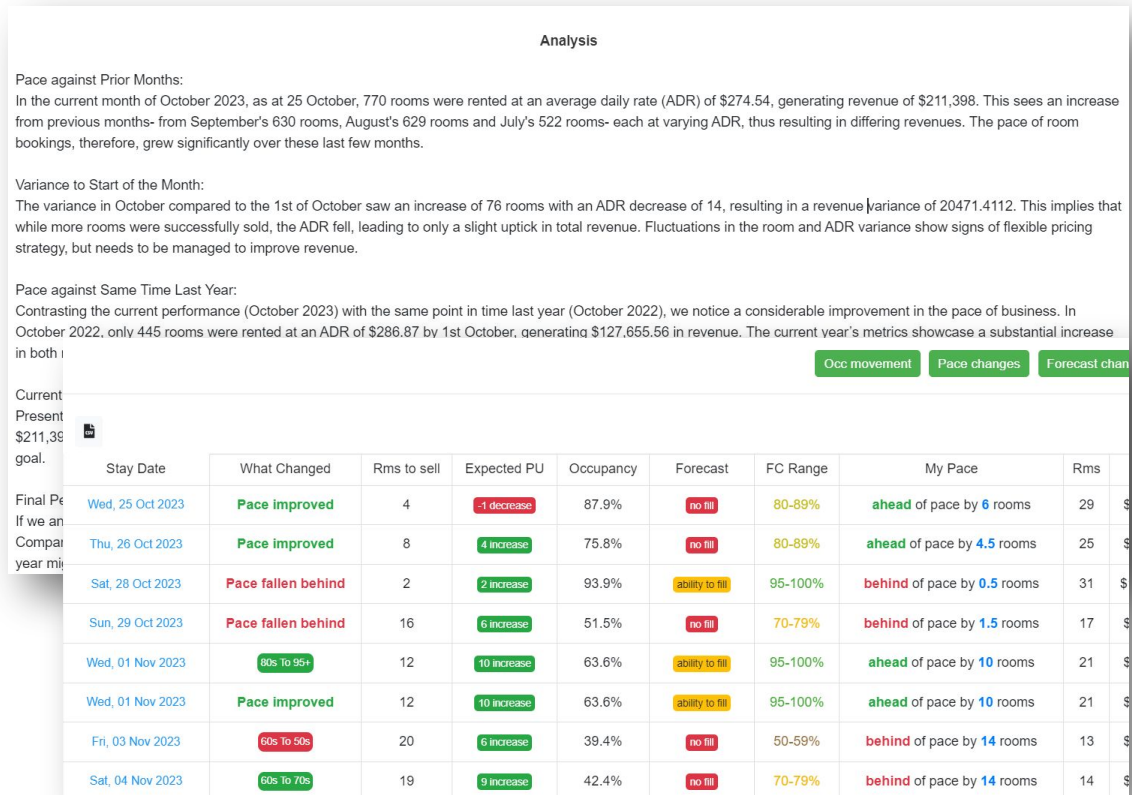
- All data in one go
- Drill down functionality
- Historical built up
- Pace information
- Competitor pricing
- Notes
- Virtual Analyst
- Forecast
- Expected Pick up
- Data normalisation
- On demand revenue meetings



# The Virtual Analyst

Your checks & balances working 24/7 - if you miss an opportunity they wont

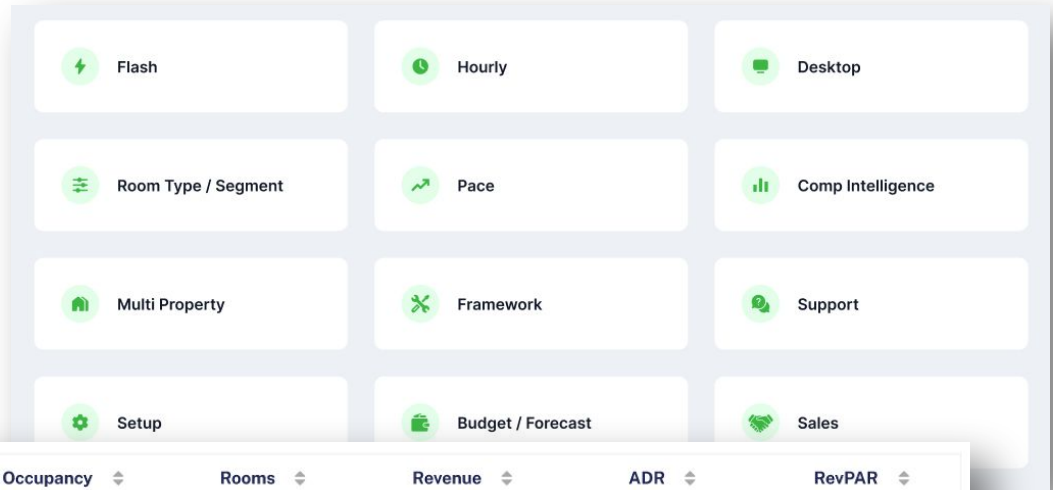
- Fine Tuned GPT based AI
- Contextualised data in seconds
- Various data interpretation styles
- Multiple communications tones
- Intra-day, Last Hour, up to 90 days business impacting changes on a click of a button
- “What to focus on” mode
- “What is “normal” prompts
- Rate guidance
- 7000 languages & dialects



# Easy Navigation, Automated Email alerting

Take screens & automatically generated custom reports directly into your revenue meetings

- Find all your revenue insights in one place
- Automated email alerts to never miss an opportunity
- Custom reports scheduled for the time you need them to be the rockstar in the revenue meeting



NOV	Occupancy	Rooms	Revenue	ADR	RevPAR
△ LY	12%	95 ▲ 12	\$9,256 ▲ \$125	\$323.52 ▲ \$125	\$323.52 ▲ \$125
△ B	-	24	\$9,256 ▲ \$23	\$323.52 ▲ \$125	\$323.52 ▲ \$125
△ FC	84%	124 ▼ -12	\$9,256 ▲ \$125	\$323.52 ▲ \$125	\$323.52 ▲ \$125



“Ivi provides on demand real time revenue insights that assisted in gaining market share for our hotel.”

General Manager

Independent Hotel, uses other revenue tools

**“IVI is addictive”**

Group Revenue Manager  
New Zealand, 10 properties

“IVI is my Best Friend now. I am able to get updates instantly on my pickup/revenue/ADR which allows me to react quickly to be more competitive in the marketplace vs my comp set. IVI is with me everywhere I go and it allows me to obtain instant information not only current but 12mths out. Thumbs up and I love IVI”

General Manager, Dorsett (Branded property, CBD, uses other revenue tools)

Finally, a solution for GM's to get a quick insight into what needs to be done to stay on top of their yielding game.

General Manager, Bangkok, uses other revenue tools



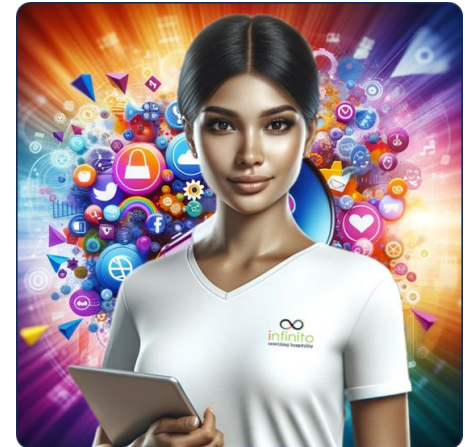
Supercharge your insights. Get your IVI now!  
[support@heyinfinito.com](mailto:support@heyinfinito.com)



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