## 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.

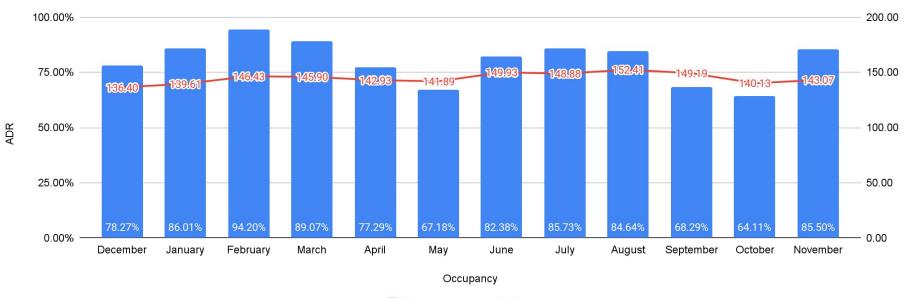
Let me know if you want me to ask **IVI** for some additional insights! She usually finds the hidden trends to make recommendations on pricing strategy."

Day of Week	Осс	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



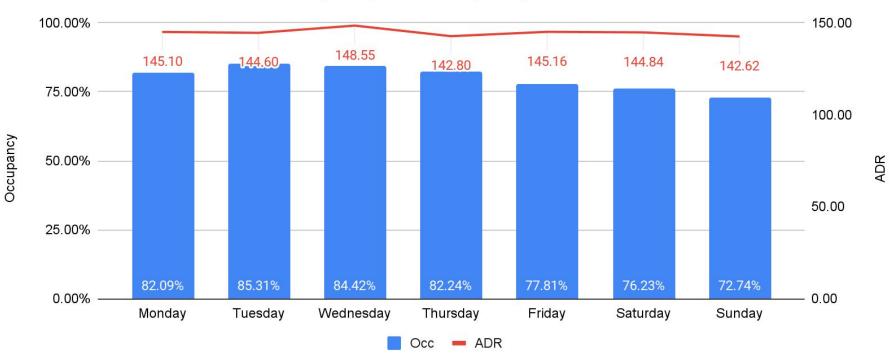
### Monthly Occupancy ADR



📕 Occupancy 🛛 💻 ADR

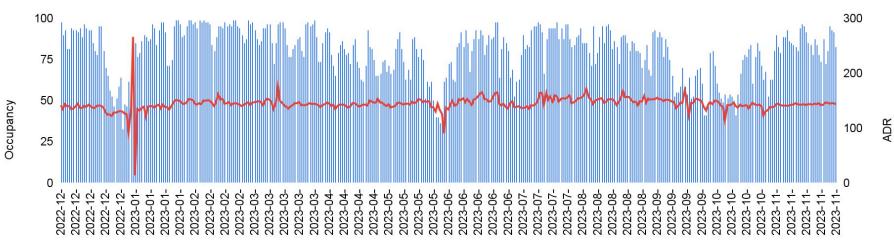


### Occupancy & ADR by Day of Week



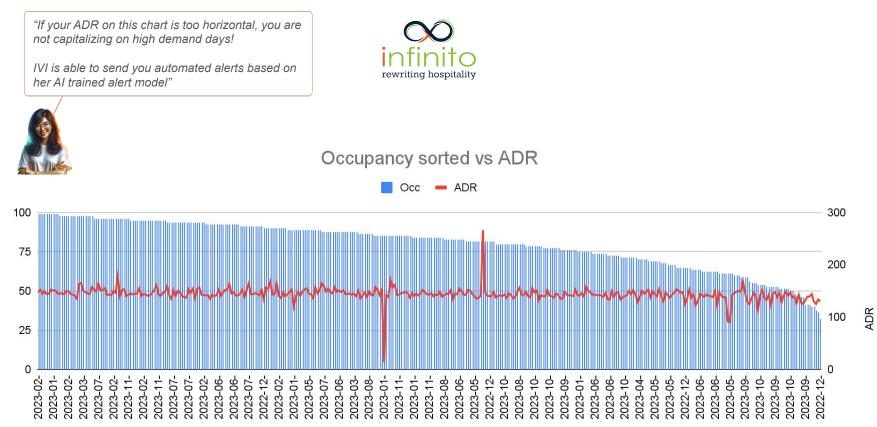






Stay date

Occ 💻 ADR



Stay date

Occupancy

### 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%
Υ	4342	152	660696	18.56%	19.49%
D	3178	165	524620	13.58%	15.48%
G	1989	157	313135	8.50%	9.24%
Ρ	1340	141	189117	5.73%	5.58%

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

### Top 5 Segments by Rms Revenue

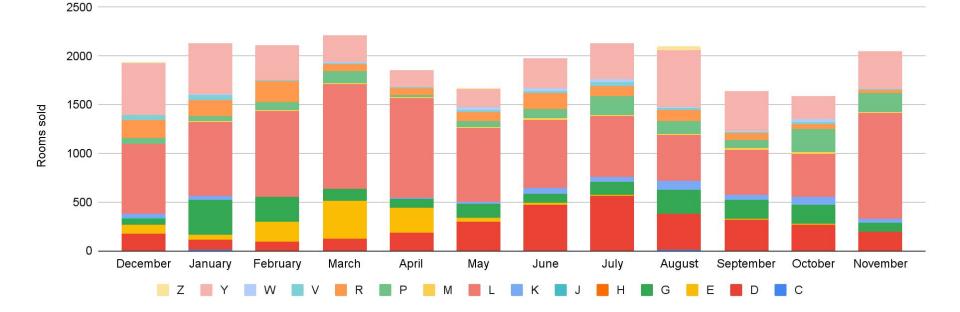
Segments	Rooms	ADR	Revenue	Rooms Mix	Revenue Mix
L	1182701	131	1182701	38.48%	34.90%
Υ	660696	152	660696	18.56%	19.49%
D	524620	165	524620	13.58%	15.48%
G	313135	157	313135	8.50%	9.24%
R	216457	165	216457	5.62%	6.39%



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.

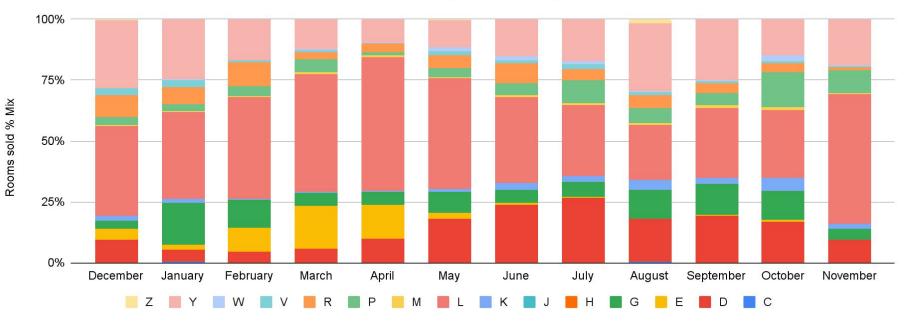


## Rooms Sold by Market Segment



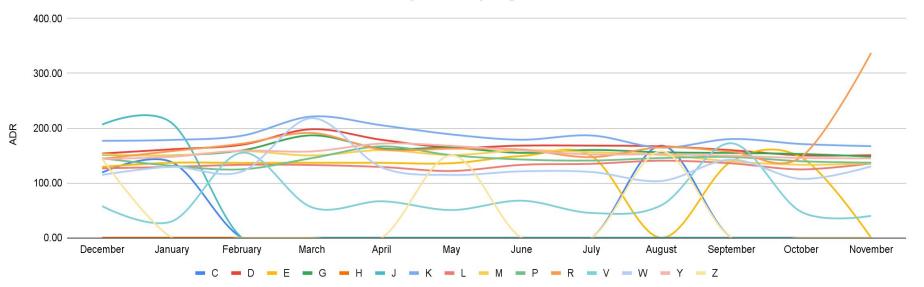


### Rooms Sold Mix by Market Segment





### 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

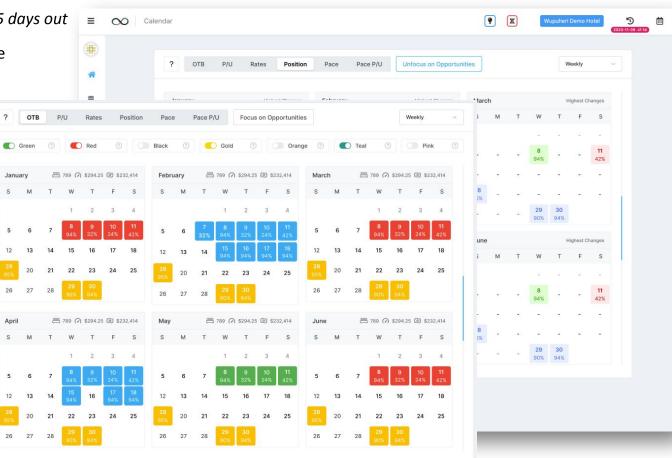
100% your styling

Yesterday To	p Pickups		Demo Hotel • Total Pickup • 31h	
	1.528,69			Revenue Rp53.152.168
Rate	Rms P/U	ADR P/U	Rev P/U	
Fri, 17 Feb 2023 Rp715.715	97 14	Rp461.500,63 Rp9.930.63	Rp44.765.561 Rp7.285.251	
Sat, 18 Feb 2023 Rp0	139 -1	Rp425.013,97 (Rp715.46)	Rp59.076.942 (Rp525.179)	
Sun, 19 Feb 2023 Rp625.000	31 7	Rp413.601,26 (Rp2.701,58)	Rp12.821.639 Rp2 830.371	
Mon, 20 Feb 2023 Rp593.750	<b>36</b> 7	Rp457.557,64 (Rp5.049,91)	Rp16.472.075 Rp3.056.456	
Monthly Progressi	ion	Feb Occ	Rms ADR	Revenue

## **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

30 Days	~ <b>∮</b> FI	lash	🖿 Monthly Ar	nalysis									
	ta 🖸 🖬 🗰 👘 🏗 👁 🥒 🗄 🚊 _ 🗖												
Stay Date	Occupancy	Rms	Rev	ADR	Rms PU	Rev PU	PU ADR	ADR Move	My Pace	Forecast	Expected PU	Swiss Bell Gilingan S	
Wed, 22 Feb 2023	64.8%	92	Rp42.505.124	Rp462.012,22	• 51	• Rp23.974.371	▲ Rp470.085,71	Rp10.042,63		no fill	14 increase	Rp1.260.000	
Thu, 23 Feb Monthly Analysis ×									no fill	7 increase	Rp1.090.000		
Fri, 24 Feb 2									_	excess demand	17 increase	Rp1.090.000	
Sat, 25 Feb	Mar 2023 🗸									excess demand	41 increase	Rp750.000	
Sun, 26 Feb OTB v Stay Date					vs prior month	h Pace position				no fill	24 increase	Rp750.000	
Mon, 27 Feb		Mar-2	Stay Date 2023(as of 22 Feb)			Rooms 1123	ADR \$290.75	Revenue \$326,511			33 increase	Rp750.000	
Tue, 28 Feb		Feb-2023(as of 25 Jan)		1198		\$326,511		excess demand	55 increase	Rp680.000			
Wed, 01 Mar			2023(as of 25 Dec)			1464 \$277.69 \$406,		\$406,536		no fill	62 increase	Rp700.000	
Thu, 02 Mar		Dec-2	2022(as of 24 Nov)		1098 \$261.1			\$286,686	\$286,686		103 increase	Rp750.000	
Fri, 03 Mar 2	Channel			Expedia					-	no fill	87 increase	Rp960.000	
Sat, 04 Mar :				Rates & Occupancy				_	no fill	65 increase	Rp960.000		
Sun, 05 Mar			<u>^</u>		Vales & OU	cupancy				danger zone	35 increase	Rp750.000	
	90%		-/						1000 (\$)	no fill	38 increase	Rp750.000	
	80%								900 (\$)	ability to fill	56 increase	Rp750.000	
	70%								800 (\$)				
	60%						$\wedge$		700 (\$)	excess demand	81 increase	Rp750.000	
THIT I'V MOP	50%	$\checkmark$	/ / / / / / / / / / / / / / / / / / /					$\sim$	600 (\$)	oxcocc domand	41E increace	R6750.000	
		<b>K</b>						/	500 (\$)				
	40%	AN	TAU				ALAI.						
	30%	AV.							400 (\$)				

## **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

In the current month of October 2023, as at 25 October, 770 rooms were rented at an average daily rate (ADR) of \$274.54, generating revenue of \$211,398. This sees an increase from previous months- from September's 630 rooms, August's 629 rooms and July's 522 rooms- each at varying ADR, thus resulting in differing revenues. The pace of room bookings, therefore, grew significantly over these last few months.

Analysis

### Variance to Start of the Month:

Pace against Prior Months:

The variance in October compared to the 1st of October saw an increase of 76 rooms with an ADR decrease of 14, resulting in a revenue variance of 20471.4112. This implies that while more rooms were successfully sold, the ADR fell, leading to only a slight uptick in total revenue. Fluctuations in the room and ADR variance show signs of flexible pricing strategy, but needs to be managed to improve revenue.

### Pace against Same Time Last Year:

Contrasting the current performance (October 2023) with the same point in time last year (October 2022), we notice a considerable improvement in the pace of business. In October 2022, only 445 rooms were rented at an ADR of \$286.87 by 1st October, generating \$127,655.56 in revenue. The current year's metrics showcase a substantial increase in both I

esent 11,39	L (37)									
al.	Stay Date	What Changed	Rms to sell	Expected PU	Occupancy	Forecast	FC Range	My Pace	Rms	
al P∉ e an	Wed, 25 Oct 2023	Pace improved	4	-1 decrease	87.9%	no fili	80-89%	ahead of pace by 6 rooms	29	
ompai ear mij	Thu, 26 Oct 2023	Pace improved	8	4 increase	75.8%	no fill	80-89%	ahead of pace by 4.5 rooms	25	
	Sat, 28 Oct 2023	Pace fallen behind	2	2 increase	93.9%	ability to fill	95-100%	behind of pace by 0.5 rooms	31	
	Sun, 29 Oct 2023	Pace fallen behind	16	6 increase	51.5%	no fill	70-79%	behind of pace by 1.5 rooms	17	
	Wed, 01 Nov 2023	80s To 95+	12	10 increase	63.6%	ability to fill	95-100%	ahead of pace by 10 rooms	21	
	Wed, 01 Nov 2023	Pace improved	12	10 increase	63.6%	ability to fill	95-100%	ahead of pace by 10 rooms	21	
	Fri, 03 Nov 2023	60s To 50s	20	6 increase	39.4%	no fill	50-59%	behind of pace by 14 rooms	13	
	Sat, 04 Nov 2023	60s To 70s	19	9 increase	42.4%	no fill	70-79%	behind of pace by 14 rooms	14	

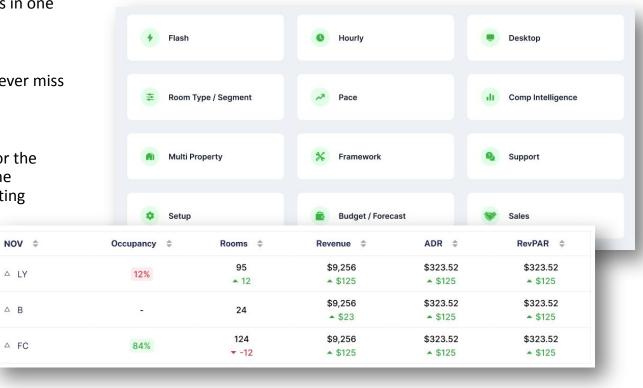
## **Easy Navigation, Automated Email alerting**

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

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ΔB

- Find all your revenue insights in one ٠ 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



"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



Light Visualizations



Infinito Virtual Intelligence



**SAM** Sales & Marketing Automation