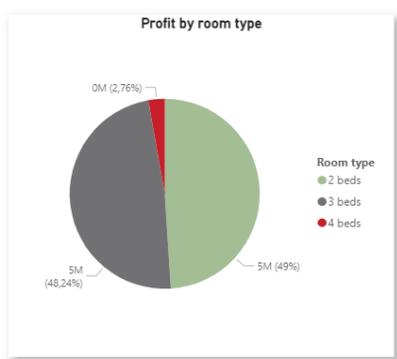
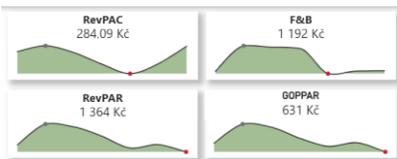
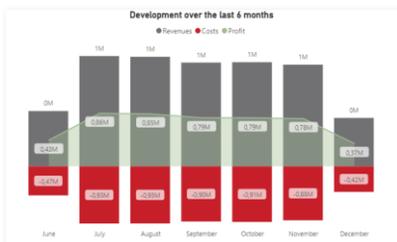


## ADDED VALUE

- Effective hotel management
- Acquisition and retention of customers
- Marketing and management decisions support
- Optimal usage of hotel capacities
- Quick adaptation to the latest trends



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# BI for Hotels

A BI solution for hotels is an essential helper that provides management support. Internal and external data are unified and available in one place. We ensure action and decision-making based on facts.

## What solutions do we bring?

Modern BI in the hotel industry provides insight into key hotel activities and indicators:

### • Customer segmentation

Hospitality deals with providing services to customers. Thanks to the analysis of their behavior, the service offer can be adapted or the hotel guests experience can be improved.

### • Analysis of booking behavior

An empty hotel gives headaches every hotel industry entrepreneur. Using the occupancy rate indicator, you can identify factors affecting overall occupancy (seasonal changes, competition and others).

### • KPIs always available

Key performance indicators are available for daily decision making. ADR, RevPAR, TRevPAR and many more.

### • Advanced pricing strategies

A smart BI solution will provide information about the influx of demand, the expectations and needs of guests, demographic data, seasonal influences, etc. Based on this information, the price list of services can be optimized.

### • Analysis of distribution channels

Most hotels rely on multiple sales channels. With the help of BI, all sales channels can be monitored and managed effectively based on the price/benefit ratio.

### • Competitiveness

Monitoring the offers of direct competitors can influence the hotel's strategy. Current information about competitors offers and prices will help to create a more effective strategy.