



Hotellistat



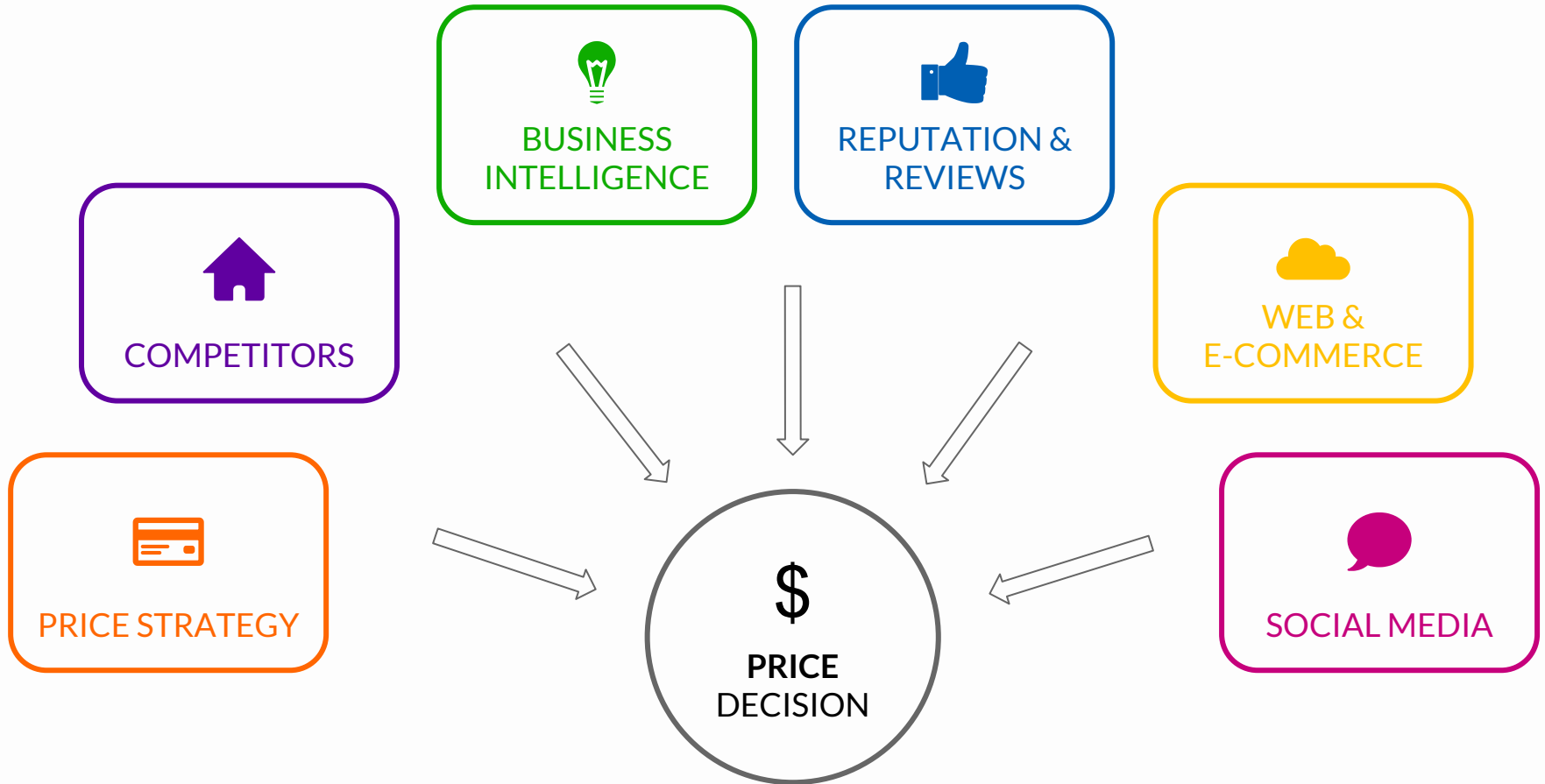
FROM BIG DATA TO SMART DATA

WHAT IS HOTELLISTAT?



Hotellistat is an
**All-In-One Market- & Business Intelligence
System** analyzing a **hotel's digital appearance** in
comparison to its competitors.

TAKE THE RIGHT DECISION



THE SYSTEM - Dashboard Example



Navigation

Widget

The dashboard features a navigation bar at the top with the following items: Dashboard, Rate Overview, Business Intelligence, Web&E-Commerce, Reviews, Social Media, Cluster View, Admin, and P. Kuchelmeister. The main content area is divided into several widgets:

- Rate Integrity Index - today:** A gauge chart showing a score of 84. A note states: "The RIi-score shows how much in parity online prices are." The gauge ranges from 0 to 100.
- Online Reputation - month to date:** A summary section with four key metrics:
 - TRIPADVISOR RANK: 18
 - TOTAL REVIEW INDEX: 87.9
 - TOTAL REVIEWS: 46
 - RECOMMENDATION: 95.5
 Below this is a table listing hotels and their review counts and ratings.
- Alerts:** A calendar view for December 2017 showing various alert types such as \$RFTCH, \$MOM, \$BH, \$HK, \$SMB, and \$RFTCH with associated dates and counts.
- Price Ranking - next 30 days:** A table showing hotel prices over time.

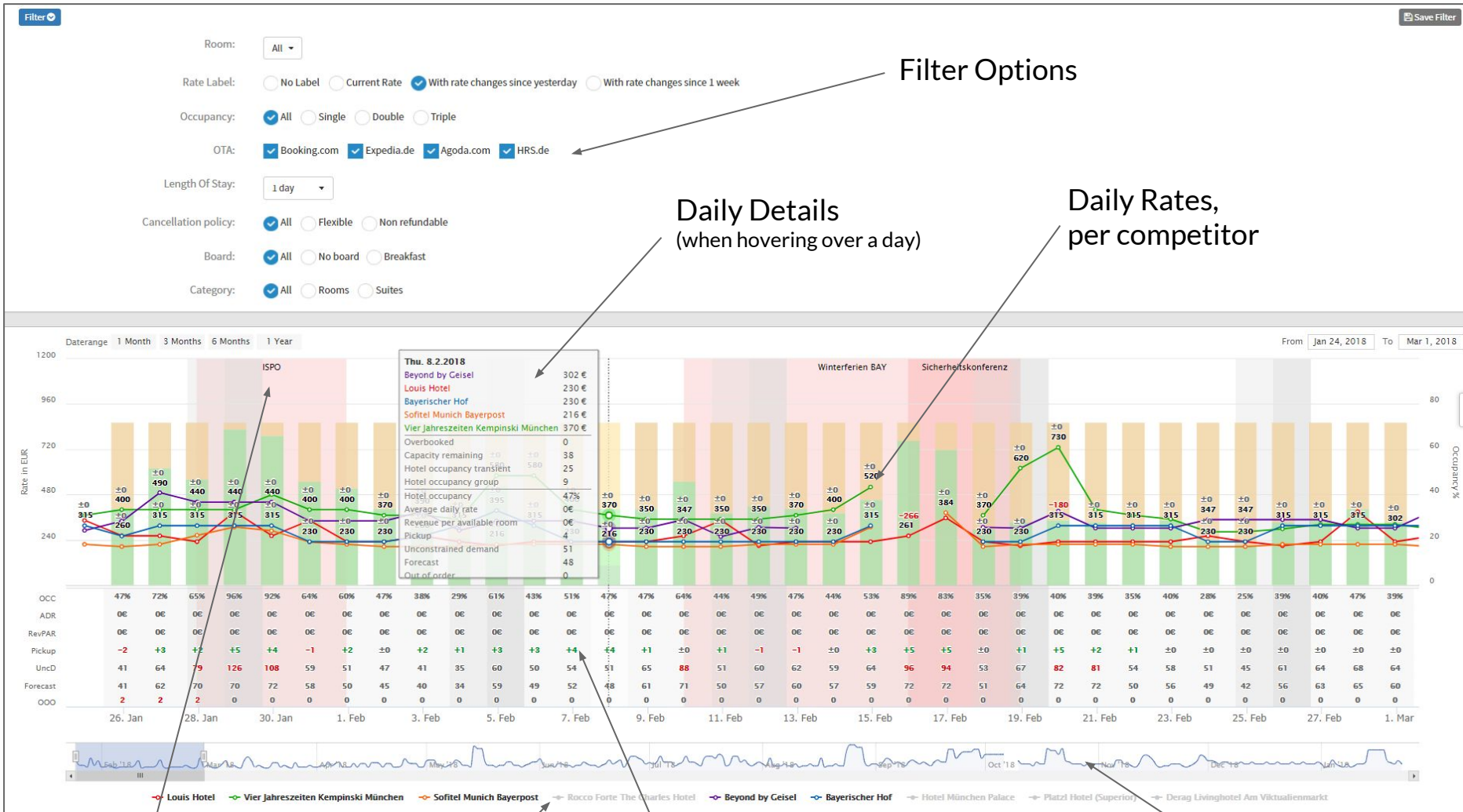
Rank	Hotel	Price Today	Price Yesterday	Delta
1	Mandarin Oriental Munich	622.07	641.55	-19.48
2	DEMO Hotel Munich	414.58	412.29	2.29
3	Rocco Forte The Charles Hotel	377.74	387.10	-9.35
4	Bayerischer Hof	333.68	345.10	-11.52
5	Hotel Königshof	318.29	320.97	-2.68
6	Softel Munich Bayerpost	223.52	225.94	-2.42
7	The Lovelace	193.10	0.00	0.00
- Page Ranking:** A table showing hotel performance metrics.

Hotel	Fans	Checkins	Talking About	Rating
Rocco Forte The Charles Hotel	45.166	7.086	128	4.80
Mandarin Oriental Munich	36.501	17.032	166	3.70
DEMO Hotel Munich	17.027	38.065	1.081	4.80
Softel Munich Bayerpost	8.651	38.074	174	4.70
The Lovelace	8.094	1.948	320	4.50
Bayerischer Hof	6.014	11.396	303	4.60
Hotel Königshof	2.653	4.978	150	4.70
- Weather:** A section for München showing a current temperature of 1°C, light snow, and a forecast for the next few days.
- System Status:** A section at the bottom right showing "Room Type Mapping: 59 of 97 room types mapped" and a link to go to mapping.

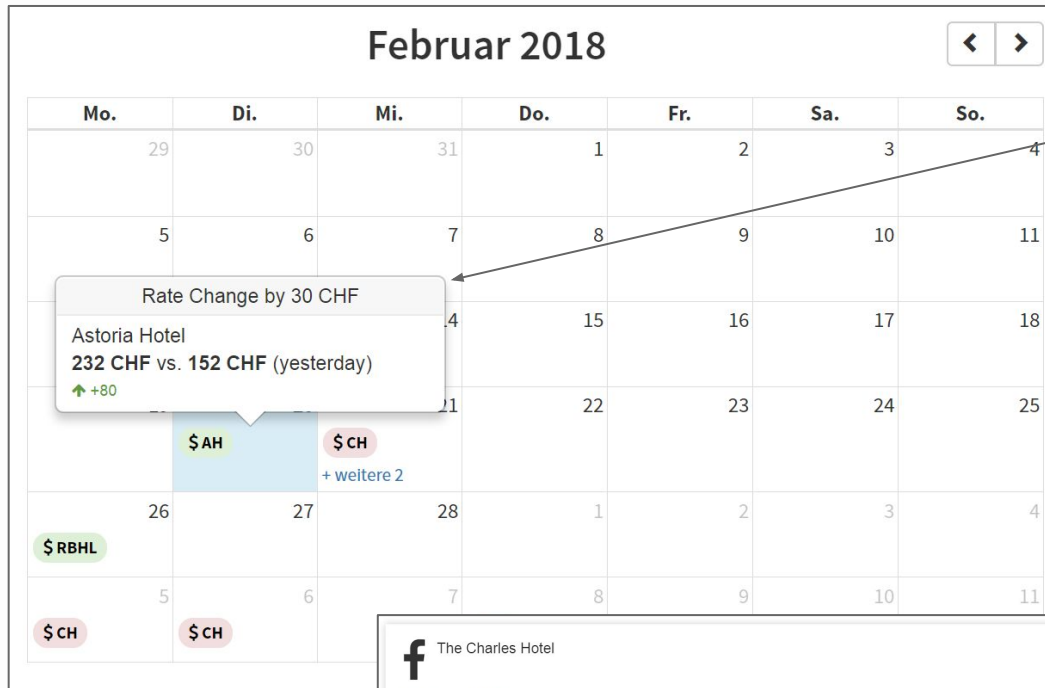
e.g. Alerts Widget

Customizable Information Panels

EXAMPLE - Rate Shopping with data integration



EXAMPLE - Intelligent Alerts




Automated Alerts:

Let the system check your positioning and strategy!

Not only for rates, but also for **reviews** and **social media**!

f The Charles Hotel 18.02.2018

Walking in a winter wonderland 🌨️ We are wishing you all a lovely and snowy Sunday! read more



👍 Likes: 103 🍷 Love: 5 🔄 Shares: 1 💬 Comments: 1

EXAMPLE - Business Intelligence



Rate Structure (BAR)

Rate	Superior Double Room	Deluxe Double Room	Mandarin Double Room	Superior Junior Suite	Deluxe Junior Suite
Rate 8					1525 €
Rate 7	895 €	945 €	1025 €	1325 €	1450 €
Rate 6	795 €	875 €	975 €	1200 €	1375 €
Rate 5	750 €	800 €	900 €	1175 €	1325 €
Rate 4	700 €	750 €	850 €	1125 €	1250 €
Rate 3	650 €	700 €	750 €	975 €	1205 €
Rate 2	600 €	650 €	700 €	925 €	1125 €
Rate 1	575 €	615 €	675 €	900 €	1100 €

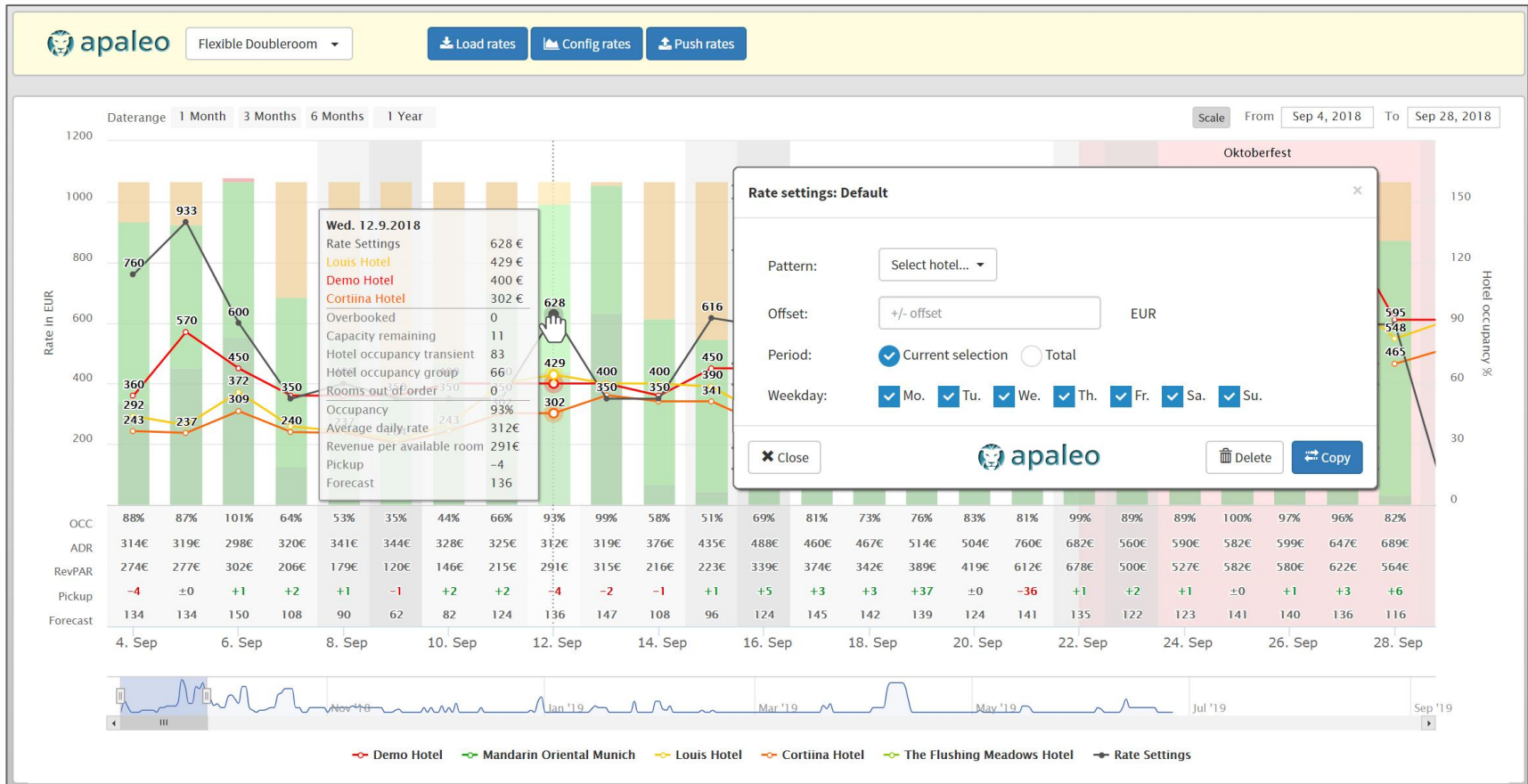
Rate Structure & much more!

Let the system get all details about your competitors.

For example extract:

- Rate structure
- Cancellation policies
- Inventory check
- Trend analysis

EXAMPLE - Set rates with PMS Connection



Visual Pricing:

Set prices with **drag and drop** directly in your **rate overview**!
 See occupancy, pickup and competitor prices at a glance!

(Currently possible with **apaleo** and **MEWS PMS**. **Protel** and **Sihot** under development)

TEST & INTEGRATION



Submission Compset

System ready in 24h

Testaccount 1
month

Further integration
& customization

You submit your compset, we do the rest

You get your data within 24 hours

You test the system and let us know what you think

We integrate further data sources (IDeaS, ezRMS, PMS Data) and customize the system with you

YOUR ADVANTAGES



DIRECT RETURN

- ▷ Use **ONE** system
- ▷ Maximize your average rate
- ▷ Save time with intelligent alerts
- ▷ Find wrong rates in seconds
- ▷ Control the OTA's
- ▷ Identify opportunities

EXAMPLE

Instead of 210 EUR the hotel accidentally loaded 21 EUR:

3 bookings at 21 EUR instead of 210 EUR for 2 days per booking came in:

Expected Revenue:	1.260 EUR
Booked Revenue:	126 EUR
LOSS:	1.134 EUR

YOUR OPTIONS



SMART
Only the rates please!

€ 99
per month
(119 CHF)

Dashboard

Price Overview

1 User

Up to 4 competitors

CLEVER
Prices and BI

€ 169
per month
(199 CHF)

Dashboard

Price Overview

Business Intelligence:
Rate Structure & Parity

Unlimited Users

Up to 6 competitors

INTELLIGENT
Prices, BI, Reputation, Social

€ 249
per month
(299 CHF)

Dashboard

Price Overview

Business Intelligence

Online Review Analysis

Web & E-Commerce

Social Media Analysis

INTERFACE FLATRATE:
all available connections included!

Unlimited Users

Up to 8 competitors

QUARTERLY CONTRACT

- ▷ Notice period 1 month before end of contract
- ▷ Quarterly invoices

YEARLY CONTRACT

- ▷ Notice period 1 month before end of contract
- ▷ Yearly invoices
- ▷ New features inclusive (INTELLIGENT only)



Thank you!

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