

Tucker Johnson

**UH Hilton Hotel College-
San Antonio**

Today

Revenue Generating Ideas

Forecasting

Economic Downturns

Selecting Competitors

**Why do *you* need to
know how to generate
revenue?**

Revenue **Generating** Techniques – Direct Sales



Use likely **travel terms**
and **zip codes**



78703 training hotel

All

Maps

Images

About 123,000 results (0.88 s)



THE
POWER
TO KNOW.

[Home](#)[Support](#)[Learn](#)[Connect](#)

TRAINING

[Console](#)[My Training](#)

Austin Training Center

11920 Wilson Parke Ave

Austin, TX 78726

Phone 512-840-6291

FAX 919-677-4444 (Attn: SAS Education)

- [View schedule; register online](#)
- [Print schedule](#)
- [Travel Information](#)
- [Hotels](#)
- [Google Map](#)

Class Info

You can check in and pick up your course materials beginning at 8:30am. Classes start at 9am and en

[Training](#)[Course](#)[Training](#)[Web Classes](#)[Options](#)[Learning Formats](#)[Webinars](#)[Tutorials](#)[SAS Expert](#)

Recommended Hotels

You are responsible for making your hotel reservation. When making reservations, **please ask for the SAS rate**. Rates are s

Holiday Inn Express - Four Points
8300 N FM 620 Building I
Austin, TX 78726
888-HOLIDAY
[Reserve online](#)

from \$115
includes breakfast, internet access

Holiday Inn Lakeline
12703 Ranch Rd 620 N
(Hwy 620 & 183)
Austin, TX 78750
512-249-8166
800-465-4329
[Reserve online](#)

\$115
5½ miles from training center

Embassy Suites Hotel
Austin Arboretum
9505 Stonelake Blvd
Austin, TX 78759
512-372-8771
800-362-2779

12% off Best Available rate
11 miles from training center



78705 training hotel

All

Maps

Images

Page 3 of about 145,000 re



Oracle University Training Centre - AUSTIN

▲ NxtTeam, Inc.

c/o St. Edward's University Professional Education Center
9420 Research Blvd.
Echelon III , Suite 200
Austin, TX. 78759-6518
Phone: (877)622-5569
Fax: 512-795-0559
Site Contact: Joan Miller, 512-342-4103



View Map

▲ Hotel Rates

Oracle mandates that all Oracle employees book travel reservations including hotels through their self booking tool card for payment. Only Oracle customers may call in directly to the hotels to make reservations.

▲ Hotel Information

Staybridge Suites
10201 Stonelake Blvd
AUSTIN, TX 78759
UNITED STATES
512-3490888

Hampton Inn Austin-Arb
3908 West Braker Lane
Austin, TX 78759
Phone:(512) 349-9898
2.7 miles from Oracle U
Buffet Breakfast, High S
transporation included i

Renaissance Hotel
Arboretum/Northwest Austin
Austin TX
512-343-2626

Marriot Courtyard
9409 Stonelake Blvd
Austin, TX
512-502-8100



Use “filetype:pdf” for
broad terms



Secure

https://www.google.com/search?q=aust



Apps



XEROX WORKCENTRE



austin hotel filetype:pdf

All

Maps

News

Images

About 521,000 results (1.15 seconds)

TEXAS DEPARTMENT OF PUBLIC SAFETY
EDUCATION, TRAINING AND RESEARCH DIVISION, AUSTIN, TEXAS

HOTELS IN THE AREA

ALL PRICES ARE SUBJECT TO AVAILABILITY* *Mention DPS for possible discount

1. **ORANGEWOOD SUITES**
(\$57 Single, \$85 Double – Breakfast included)
935 La Posada Drive, 512-459-3335
2. **COUNTRY INN & SUITES**
(\$69 Single or Double– Breakfast included)
7400 IH 35 North, 512-380-0008
3. **DRURY INN & SUITES – AUSTIN NORTH**
(\$84 Double, \$84 King, \$104 Suite)
Rate Code: 311233
6711 N. IH-35, 512-467-9500

Texas RE Office Information

805 Las Cimas Parkway (Bldg. III)
Suite 200
Austin TX, 78746

Please note that travel times may vary. Expect heavy traffic between 7:00 a.m. – 9:00 a.m. and 4:00 p.m. – 6:00 p.m.

[Restaurant](#) options near the Texas RE offices.

Hotels near Texas RE

Corporate Rates:



Barton Creek Resort & Spa

8212 Barton Club Drive
Austin, TX 78735

512-329-4000

4 miles from office

Ask for the Texas Reliability Entity Corporate Rate @
\$195/night when available

Online booking: www.bartoncreek.com; use Corporate Code
45192560511

Sonesta Bee Cave

12525 Bee Cave Parkway



Useful Searches

Competitor address or phone

“office locations” Austin

Headquarters office Austin

Meeting Austin

Training Austin -personal

Event Austin

Useful Google Searches

“Competitor hotel name” filetype:pdf

“negotiated rate” Austin

Relocating Austin

“per diem” Austin

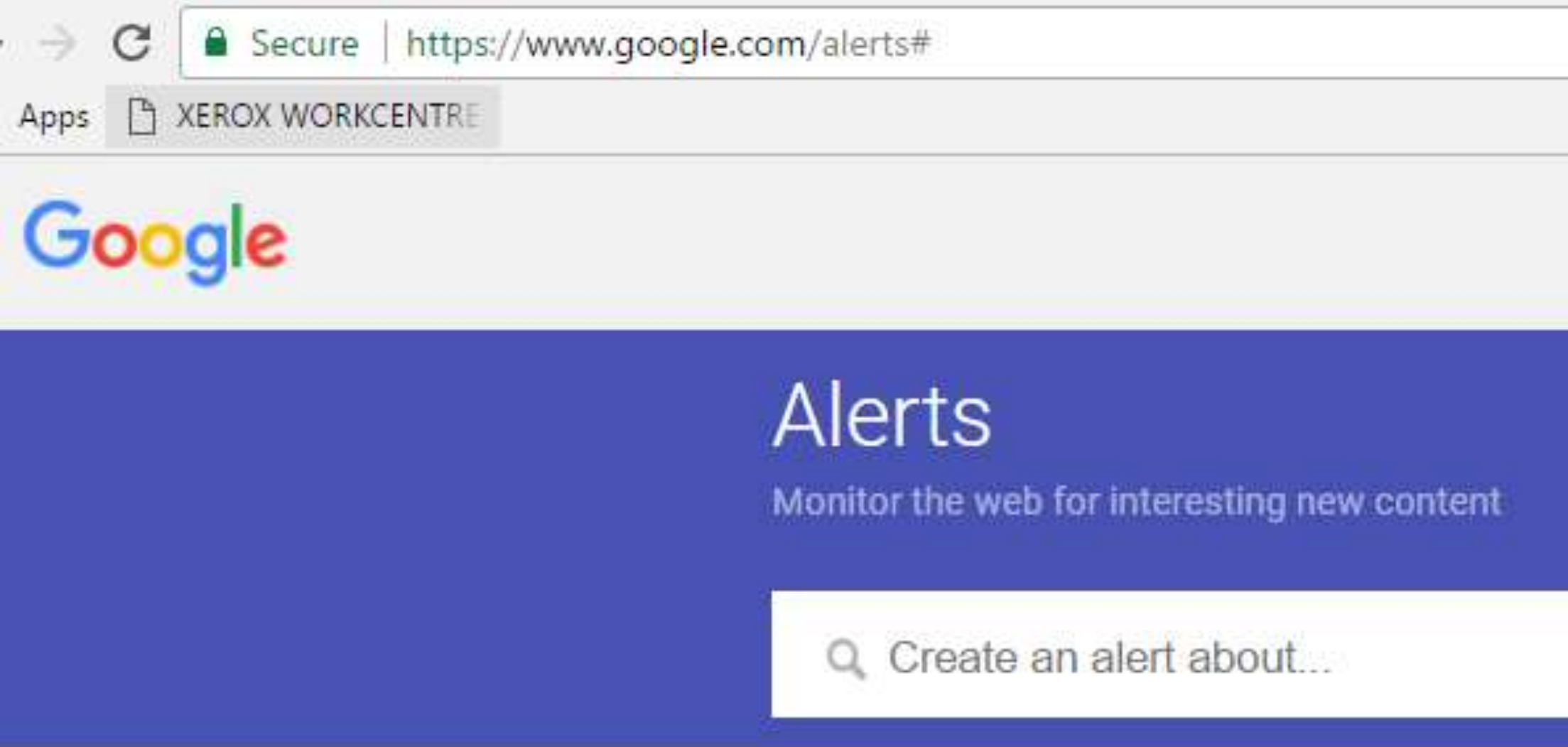
“room block” Austin

“corporate rate” Austin

Google Alerts

Any quality search term
can be **automated** for
future results

Google Alerts



Google Alerts

Google Alerts

"san antonio" "hilton college"

As-it-happens update · May 19, 2017

NEWS

San Antonio's 18th Annual Culinaria Wine and Food Festivals

The Daily Meal

"When it started, we really just wanted to celebrate **San Antonio's** great ... of Houston's Conrad N. **Hilton College** of Hotel and Restaurant Management.



Flag as irrelevant

Linkedin

Search **job title** keywords
associated with **hotel use**

LinkedIn – Travel (job title)



Kelly Green • 2nd

Americas Travel Manager at Apple
Austin, Texas Area



3 shared connections



Kristina Orlin • 2nd

Travel Operations Adviser at ARM
Austin, Texas Area



2 shared connections



Rachael Ross-Stockenberger • 2nd

Southwest Regional Travel Coordinator at Whole Foods Market
Austin, Texas Area

Current: Southwest Regional Travel Assistant at Whole Foods Market



2 shared connections



Dianne Bradley, GLP, GTP • 2nd

Tokyo Electron Manager of Travel & Fleet Services;
Austin, Texas Area



3 shared connections



Eric S. Brown, GTP • 2nd

Global Travel Manager at National Instruments
Austin, Texas Area



2 shared connections



LeeAnn Pozos • 2nd

Global Travel Manager at Advanced Micro Devices
Austin, Texas Area



2 shared connections

LinkedIn – Training (job title)



Sara Abrams • 2nd

Training Coordinator at Agile Velocity
Austin, Texas Area



3 shared connections



Lark Doley • 2nd

Senior Training Coordinator at MAXIMUS
Austin, Texas Area



1 shared connection



Lovdy Hamm Grossman • 2nd

Director of Conferences and Training at University of Texas at Austin, LBJ School of Pub.
Austin, Texas Area



2 shared connections



Jacqueline Redin • 2nd

Conferences and Training Services Manager at Texas Municipal League
Austin, Texas Area



1 shared connection



Jessica Letteer • 2nd

Training Manager at Adlucent
Austin, Texas Area



1 shared connection

Linkedin – Meeting (job title)



Debra Smagula • 3rd

Meeting Planner at Emerson Process Management
Austin, Texas Area

Current: Corporate Event / Meeting Planner at Emerson Process Management



Kristol Wayman • 3rd

Meeting & Event Planner at AMD
Austin, Texas Area



Katie Lange • 2nd

Senior Meeting and Events Planner - Apple Inc. at Carlson Wagonlit Travel
Austin, Texas Area



1 shared connection



Donna Towery • 3rd

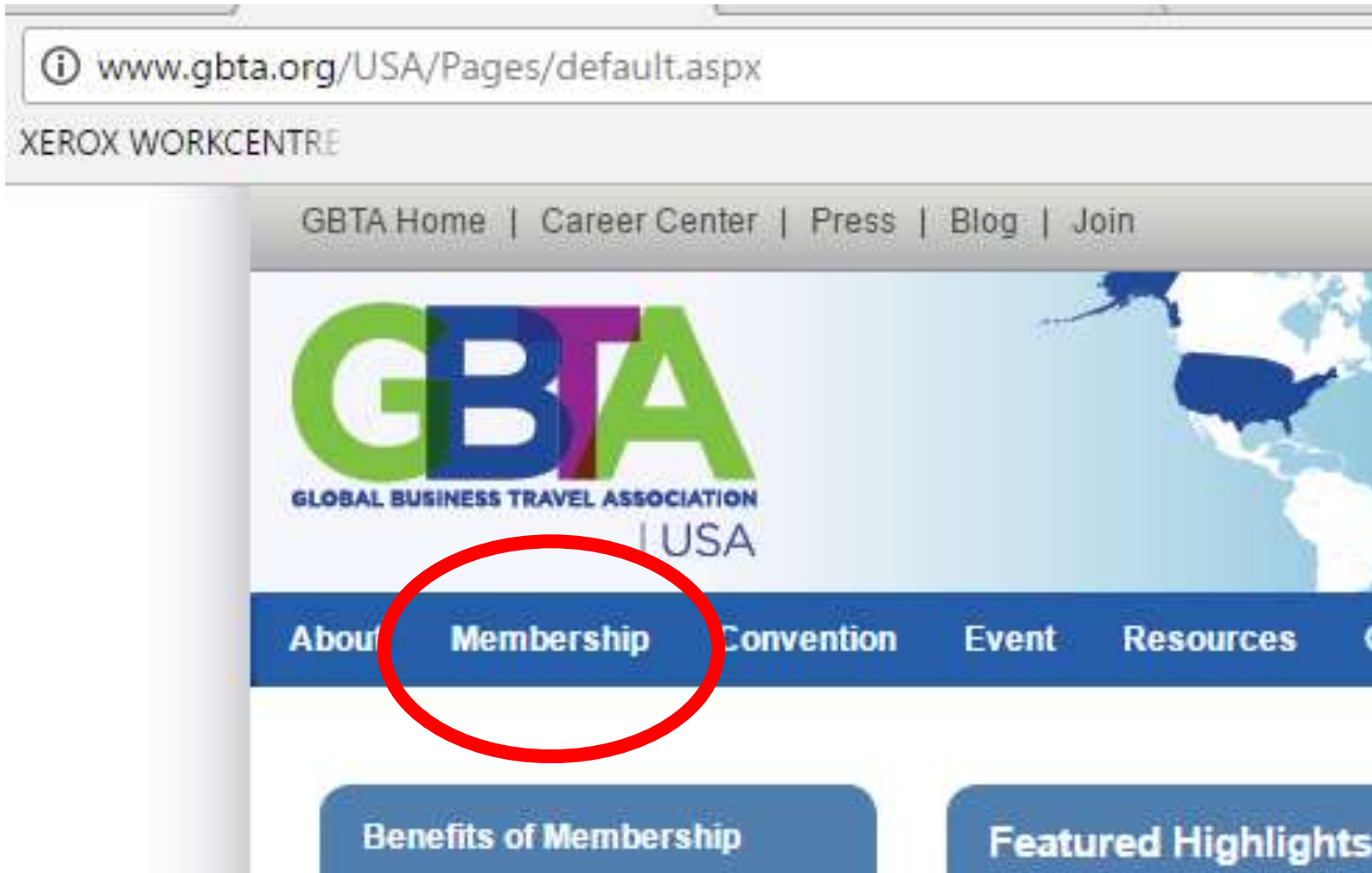
Sr. Meeting Planner at SEMATECH
Austin, Texas Area



Pam Dudley • 3rd

Meeting Planner at State Bar of Texas
Austin, Texas Area

GBTA.org Directory



GBTA.org **Directory** - Dell



Lisa Santoro

Company: Dell, Inc.



Lisa Calder

Company: Dell



Francis H'ng

Company: Dell Global Business Centre



Patrick Bartholomew

Company: Dell



Shannon Blando

Company: Dell EMC Corporation



Mani Mahesh

Company: Dell Services

GBTA.org **Directory** - Dell

Patrick Bartholomew



[Edit Profile](#)

Basic Information

Title:
Director Travel, Events, and
HR

Company:

[Dell](#)

Addresses:

[2300 Greenlawn Blvd.](#)
[RR3-B363](#)
[Round Rock, TX 78682](#)
[United States](#)

Email Address:

patrick_bartholomew@dell.com

Phone:

[512-728-0339](#)

Databases – Hoovers.com

subscriber.hoovers.com.ezproxy.lib.uh.edu/H/home/index.html

XEROX WORKCENTRE

HOOVERS

All Categories



Build A List

BROWSE HOOVER'S INDUSTRIES ☐

Position yourself as an expert and trusted advisor.

- Know an Industry
- Identify Pain Points
- Prepare for a Call

BUSINESS INSIGHT FROM D&B ☐



Bizmology

@Bizmology



Executive changes at Federal Reserve Bank of Richmond, Ruby Tuesday, and Bovis Homes
bizmology.hoovers.com/2017/04/201704...



Our Perspectives Blog - D&B

Take a look at Dun & Bradstre...

dnb.com

HELP

Wha
right



Company Location

Filter for Companies by Geography, Area Code, and ZIP/Postal Code



Company Information

Filter for Companies by Location Type, D&B Prescreen Score, Ownership Type, Exchange, D-U-N-S Number and more



Industry

Filter for Companies by Hoover's Industries, SIC Codes, and NAICS Codes



Company Size

Filter for Companies by Sales, Market Cap, Employees, and Facility Size



Financial Information

Filter for Companies by Net Income, Fiscal Year End and more



IPO Data

Filter for Companies by IPO Date, Offer Amount, Price Range and Underwriters



People

Filter for People by Job Function, Salary, Bonus, Total Compensation, and Age



Keywords

Search Company Descriptions or People Biographies

Results: **89,289,476 Companies**

Clear Search

View Results



Databases – Hoovers.com

Search for Companies by ZIP code Radius [?](#)

Search for companies within a given distance from a ZIP code.

From

Keyword Search for Companies and People [?](#)

NOTE: Selecting people criteria will change your search results from companies to people.

☒ Include ALL Keywords ☐ Include ANY Keywords

☐ Search All People Information ☒ Search Title Only

Results: 156 People

Databases – Hoovers.com

Mark (Marky) Stauffer	Manager, Customer Technical Training	EPICOR SOFTWARE CORPORATION
Paul (Pauly) Cravens	Manager of Project Delivery Training	University of Texas System
Ethan McCloud	Manager Technical Training	Tokyo Electron America, Inc.

Databases – Hoovers.com

Mark (Marky) Stauffer

CURRENT EMPLOYMENT & AFFILIATIONS



Manager, Customer Technical Training at **EPICOR SOFTWARE CORPORATION**

Computer Software

804 Las Cimas Pkwy
Austin, TX 78746 - 5150
United States

Primary Phone: +1-512-328-2300

Non-Competing Partners

“Companies looking for
the same thing as you but
not hotels.”

Non-Competing Partners

Tech Recruiters

“Want **expanding** or
relocating businesses.”

Non-Competing Partners

Car Rentals

“Want **out of town**
travelers too.”

Non-Competing Partners

Meeting Venues

“Host events - attendees
may be from **out of town.**”

Mike Schultz, **Mayor** of Boerne



Revenue **Generating** Techniques – Marketing

Google AdWords

Use **keyword planner** to
see estimated search
volume and cost

Google AdWords



Google AdWords

[Home](#)

[Campaigns](#)

[Opportunities](#)

[Reports](#)

[Tools](#)

► Search for new keywords using a phrase, website or category

▼ Get search volume data and trends

Option 1: Enter keywords

Enter keywords, one per line or separated by commas.

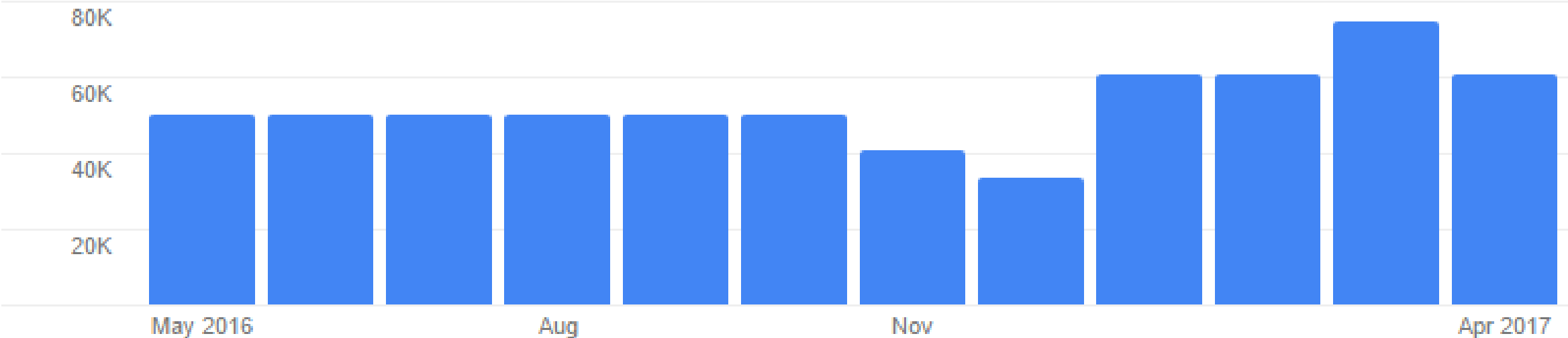
austin hotel

Get search volume

Modify search

Search volume trends ↕

Average monthly searches



Ad group ideas

Keyword ideas

Columns ▾



Download

Ad

Keyword (by relevance)

Avg. monthly
searches ?

Competition ?

Suggested bid ?

Ad impr. share ?

Add

austin hotels



49,500

Low

\$4.53

—

Enter keywords

driskill Austin

Get search volume

Modify search

Search volume trends

Average monthly searches



Ad group ideas

Keyword ideas

Columns



Download

Add

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add
driskill austin		1,900	Low	\$1.65	–	

Google AdWords

Unbranded = **all
incremental revenue**

Branded = **saved
commission**

Google AdWords

No **minimum** spend
required

They can **exceed your**
daily budget by 10%

Facebook/Instagram Ads

Very **specific** targeting

Minimum **\$5** per day

Facebook/Instagram Ads

Will **not** exceed your budget

Can be **impressions** or **clicks**

Facebook/Instagram Ads

Good for local/staycation
specials or to promote
food/spa

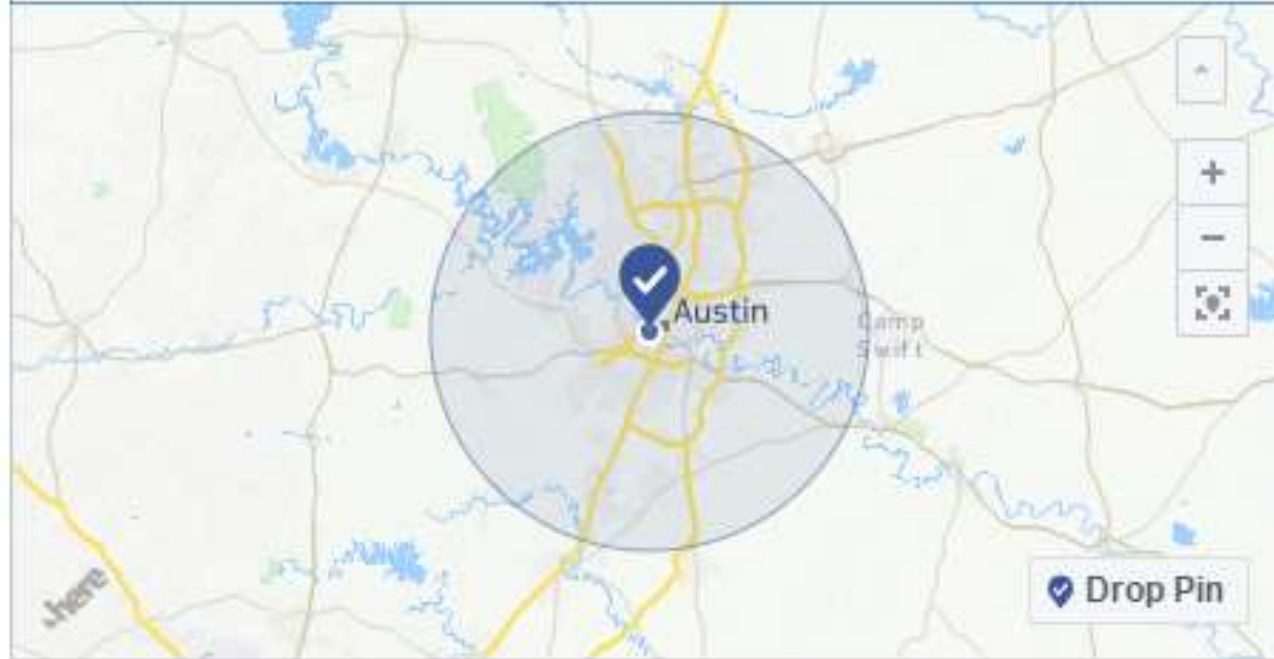
Facebook/Instagram Ads

People who live in this location ▼

United States

📍 Austin, Texas +25mi ▼

📍 Include ▼ | Type to add more locations | Browse



Drop Pin

Audience Size



Your audience is defined.

Potential Reach: 1,200,000 people

Estimated Daily Results

Reach

12,000 - 27,000 (of 890,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Facebook/Instagram Ads

Age ⓘ

35 ▼

- 65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Financial > Income

3. \$75,000 - \$99,999

4. \$100,000 - \$124,999

6. \$150,000 - \$249,999

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People or Narrow Audience

Audience Size



Your audience is defined.

Potential Reach: 140,000 people

Estimated Daily Results

Reach

5,200 - 11,000 (of 110,000) ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Facebook/Instagram Ads

Placements

Show your ads to the right people in the right places.



Ads in Instagram Stories



Now you can create ads that will run in stories. Ads in stories can only be run on Instagram. [Learn more about ads in stories.](#)



Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook and Instagram. [Learn more.](#)



Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▼

Platforms

▶ Facebook



▶ Instagram



Facebook/Instagram Ads

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

Daily Budget ▼

\$5.00

\$5.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than \$35.00 per week.

Facebook/Instagram Ads

Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images



Add more images



OTA **PPC** Advertising



TRAVELADS | Sponsored Listing



OTA PPC Advertising



Manage Ad Display Locations

Select locations you want your ads to be displayed:

[Bulk Manage for Multi](#)

Region	<u>Status</u>
 North America	3 of 3 <input type="checkbox"/>
 Europe	28 of 28 <input type="checkbox"/>
 Latin America	20 of 20 <input type="checkbox"/>
 Australia & New Zealand	2 of 2 <input type="checkbox"/>
 Asia Pacific	12 of 12 <input type="checkbox"/>
 Middle East and Africa	4 of 4 <input type="checkbox"/>

OTA **PPC** Advertising

Target Segment	Target Status	Bid Increment	
Length of Stay 3+	<input type="checkbox"/> Inactive	\$	0.25
Length of Stay 6+	Active <input type="checkbox"/>	\$	0.50
Check-in 0-48 hours	<input type="checkbox"/> Inactive	\$	0.50

Load **Custom Specials** in OTA

Email:

hotelhelp@expedia.com

Load **Custom Specials** in OTA

20% off for Sun-Thurs stays,
2 night min, exclude state of
TX. Active: 5/30-6/29.

Blackout: 6/6-6/8

Use **Opaque** Sites

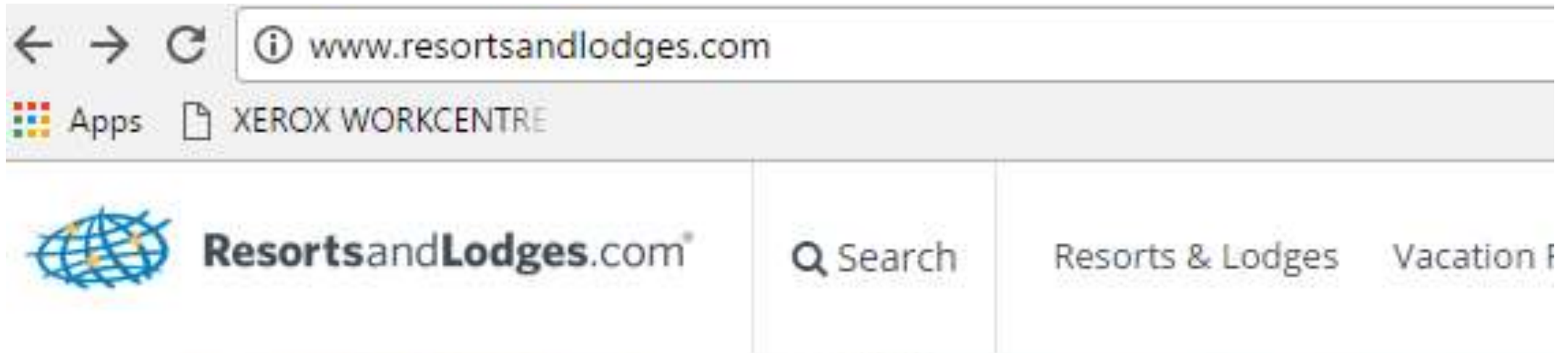
hotwireTM

priceline.com[®]

Use **Opaque** Sites

\$52 for Sun-Thurs stays, 2
night min, Must reserve
within 48 hours of arrival.

Directory Inclusions



Directory Inclusions

**Upfront costs but are
tracked, commission free
bookings**

Email Specials

Target **off peak** seasons
and/or days

Email Specials

**Remove existing
reservations from list**

Email Specials

Give F&B credit that
requires extra spend

Email Specials



Price based on list size.

How many email contacts do you have?

List Size	Monthly	6-mo. Prepaid	12-mo. Prepaid
0-500	\$20 /mo. after free trial	\$18.00 (10% off)	\$17.00 (15% off)
501-2,500	\$45 /mo. after free trial	\$40.50 (10% off)	\$38.25 (15% off)

2,501-5,000	\$65 /mo. after free trial	\$58.50 (10% off)	\$55.25 (15% off)
5,001-10,000	\$95 /mo. after free trial	\$85.50 (10% off)	\$80.75 (15% off)
10,000+	List over 10,000? Call and we'll help 855-797-4708		

Flash Sales

TRAVELZOO[®]

GROUPON
Getaways™

livingsocial[®]

Flash Sales

Offer 40-50% off rack

Split 70-75% to **you**

25%-30% to **them**

Flash Sales

Net **40%** of rack

Can isolate **need dates**

Will **sell** between 200-500



15



Randi Redmon

Deal Expert

[Share This Deal](#)



The Deal

LIMITED-TIME RATE

We're seeing rates below \$250 at Kimpton's Hotel Van Zandt in Austin -- a rare treat for the No. 3 hotel in Texas (according to Conde Nast Traveler readers).

- Rates from \$229-\$249 Sundays-Thursdays through August
- Social hour every evening from 5-6 p.m. with free wine, margaritas and local beers

\$100 OFF

\$229 / night

 [CHECK DATES](#)



When You Can Go

Sundays-Thursdays, May 21 - Aug. 31

 [CHECK DATES](#)

Flash Sales

$$229 \times 350 = 80150 \text{ (gross)}$$

$$80150 \times .72 = 57708 \text{ (hotel)}$$

$$350 \times 75 = 26250 \text{ (cost)}$$

$$57708 - 26250 = 31458 \text{ (profit)}$$

Late Checkout

Offer at time of booking
Include in all wedding
blocks

Late Checkout

\$20 for 2pm checkout

\$50 for 5pm checkout

Late Checkout

**If needed restrict to low
arrival dates (Sun)**

Late Checkout

If brand standards don't
allow – sell to **walk ins** or
hotel direct reservations

Forecasting

Budgets

The **easiest** way to hit your budgeted revenue is to have an **accurate** budget

Budgets

Who is going to have a
good July this year?

Budgets

July						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

4:
 11:
 19:
 26:

July						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
9:○	16:◐	23:●	30:◐			

Budgets

July						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

4:
 11:
 19:
 26:



July						
Su	Mo	Tu	We	Th	Fr	Sa
					○	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
9:○	16:◐	23:●	30:◐			






Budgets

June **stole** July's increase
(or the opposite of you're
a business hotel)

Budgets

June						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
4:● 12:◐ 20:○ 27:◐						

June						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

1: 
9: 
17: 
23: 
30: 

Budgets

Fri/Sat this year vs. last year

Easter

4th of July

Labor Day

Leap Year

City wide events

Budgets

**Start/practice with your
own budget.**

Forecasting with new inventory

**Look to what the experts
say.**

**I've read decrease in occ
and ADR slightly up.**

Forecasting with **new** inventory

This will be **amplified**
negatively the closer you
compete with the new
inventory.

Forecasting with **new** inventory

But, your **job** is to
minimize this impact, not
explain it.

Forecasting with **new** inventory

When will this inventory
impact the you the most?

Forecasting with **new** inventory

Off peak. Write a budget that has **more aggressive losses** during off peak days and is **flat** during peak days

Forecasting with **new** inventory

My suggestion is to
implement an **aggressive
occupancy strategy** on off-
peak nights/times.

Forecasting with **new** inventory

Do not lower published rate
– use discounts. (AAA 20%
off, Expedia specials, flash
sales, email specials)

Judge yourself by **ranking**

Current Week	Run 28	Run MTD
3 of 5	2 of 5	2 of 5
3 of 5	3 of 5	2 of 5

The Numbers **Don't** Lie

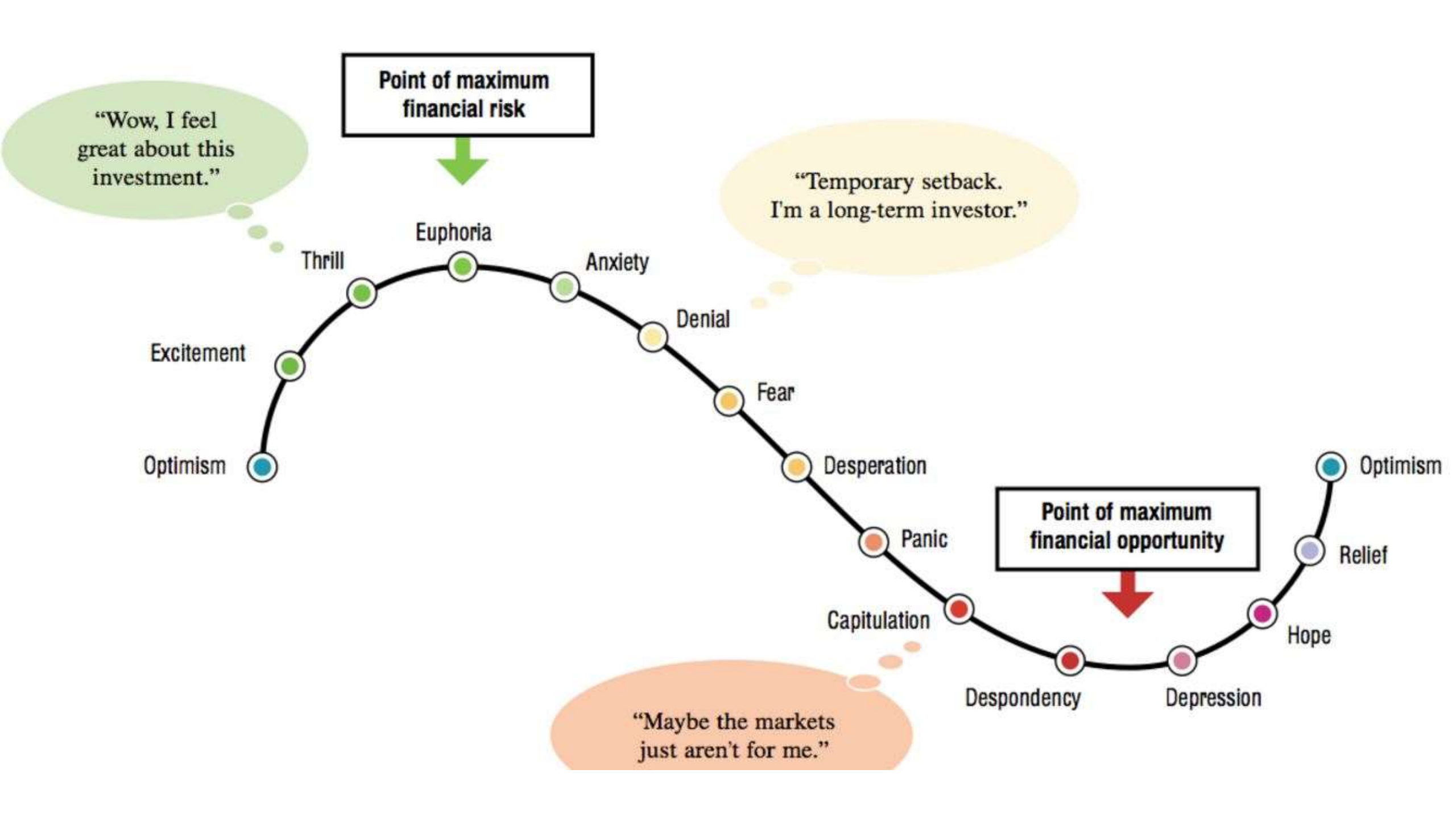


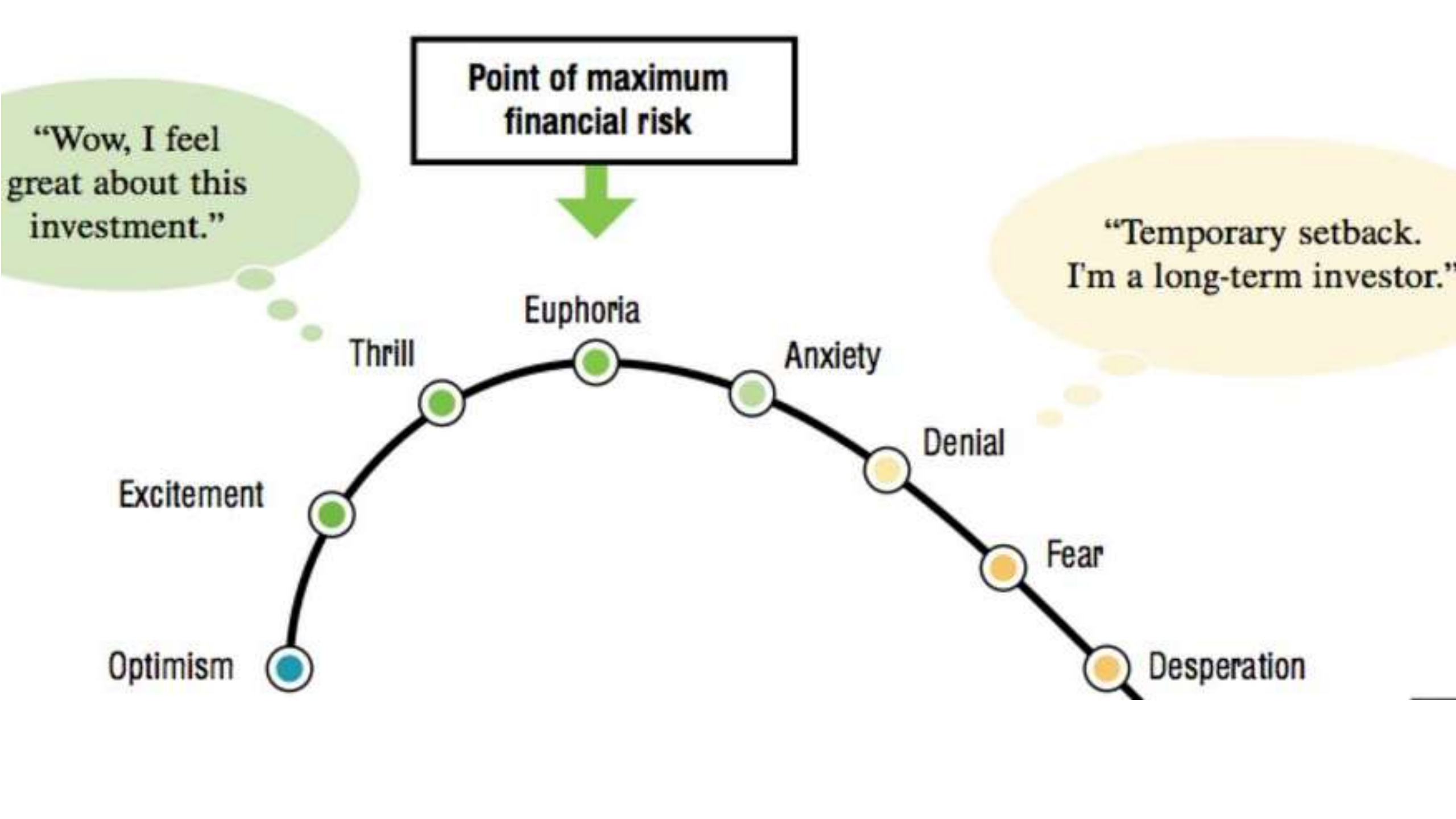
Economic Downturns

Irrational Exuberance

Unsustainable investor **enthusiasm**
that drives asset prices up.

“RevPAR will increase 3% every year.”





Point of maximum
financial risk

"Wow, I feel
great about this
investment."

"Temporary setback.
I'm a long-term investor."

Thrill

Euphoria

Anxiety

Denial

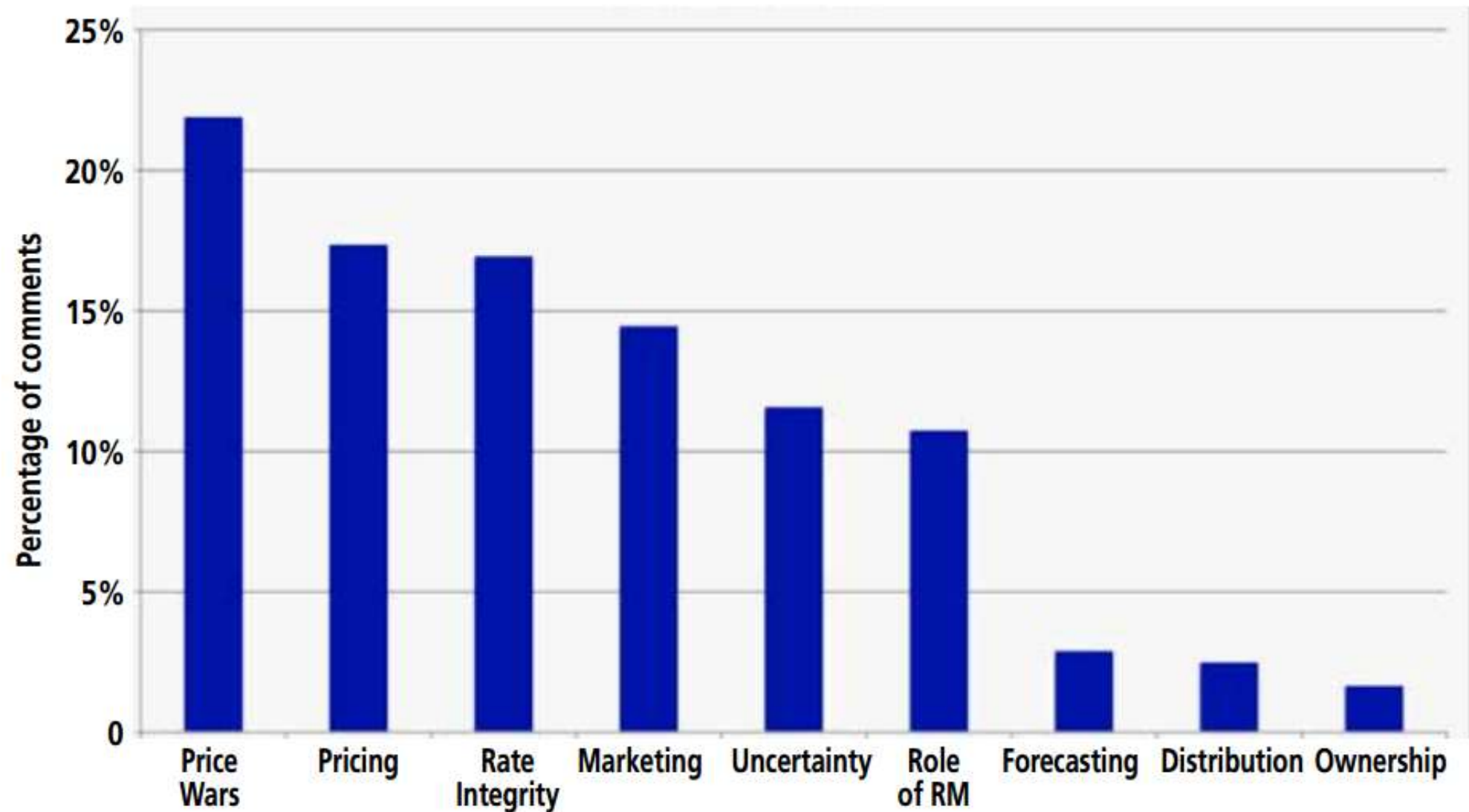
Fear

Desperation

Excitement

Optimism

Revenue Mgmt **Issues**, 2009



Price Wars

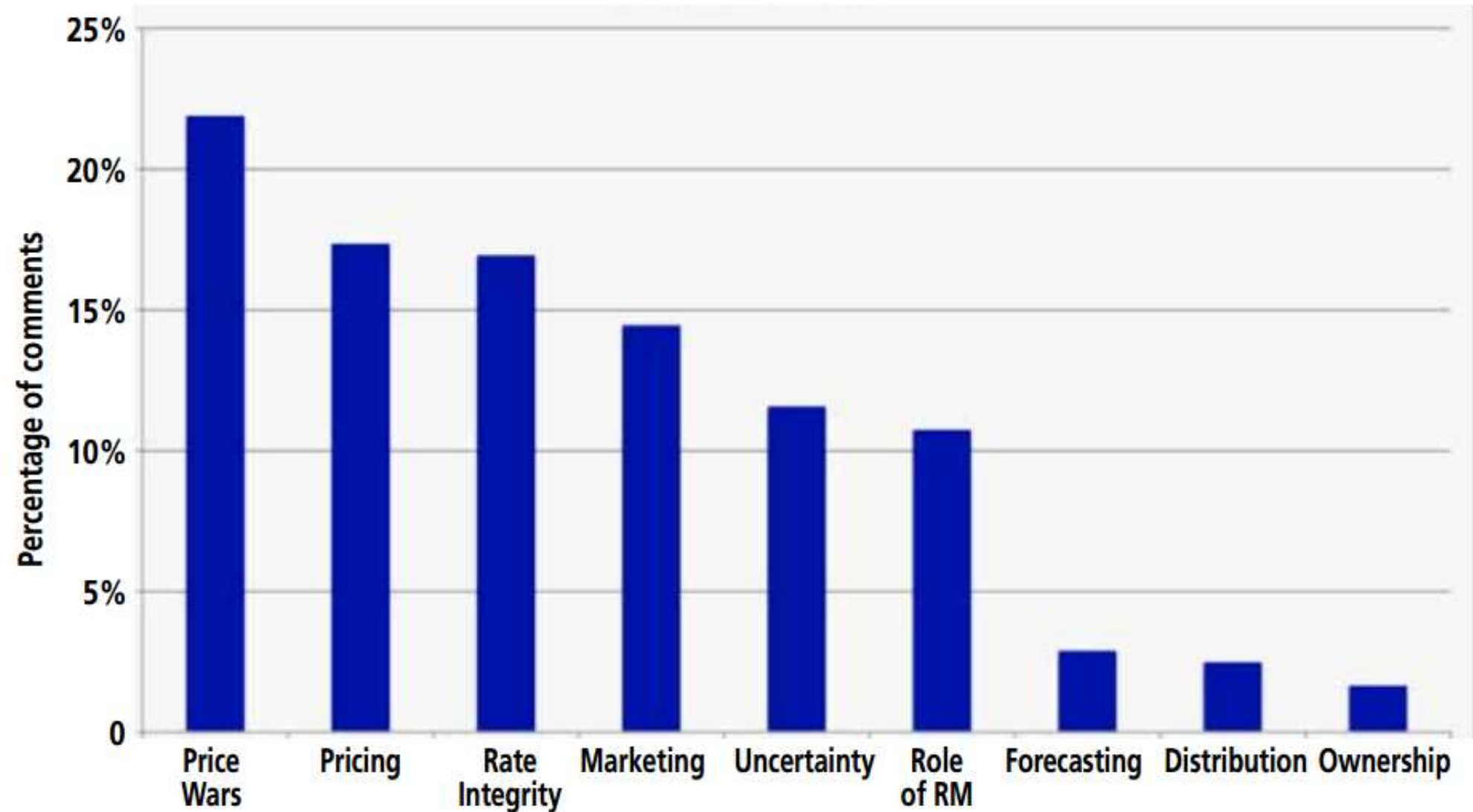
“Hotels still haven't learned that dropping rates **will not recover enough revenues to cover the discounting.”**

Price Wars



“If one sells too low this may cause damage to a brand's perceived image.”

Revenue Mgmt **Issues**, 2009



Pricing

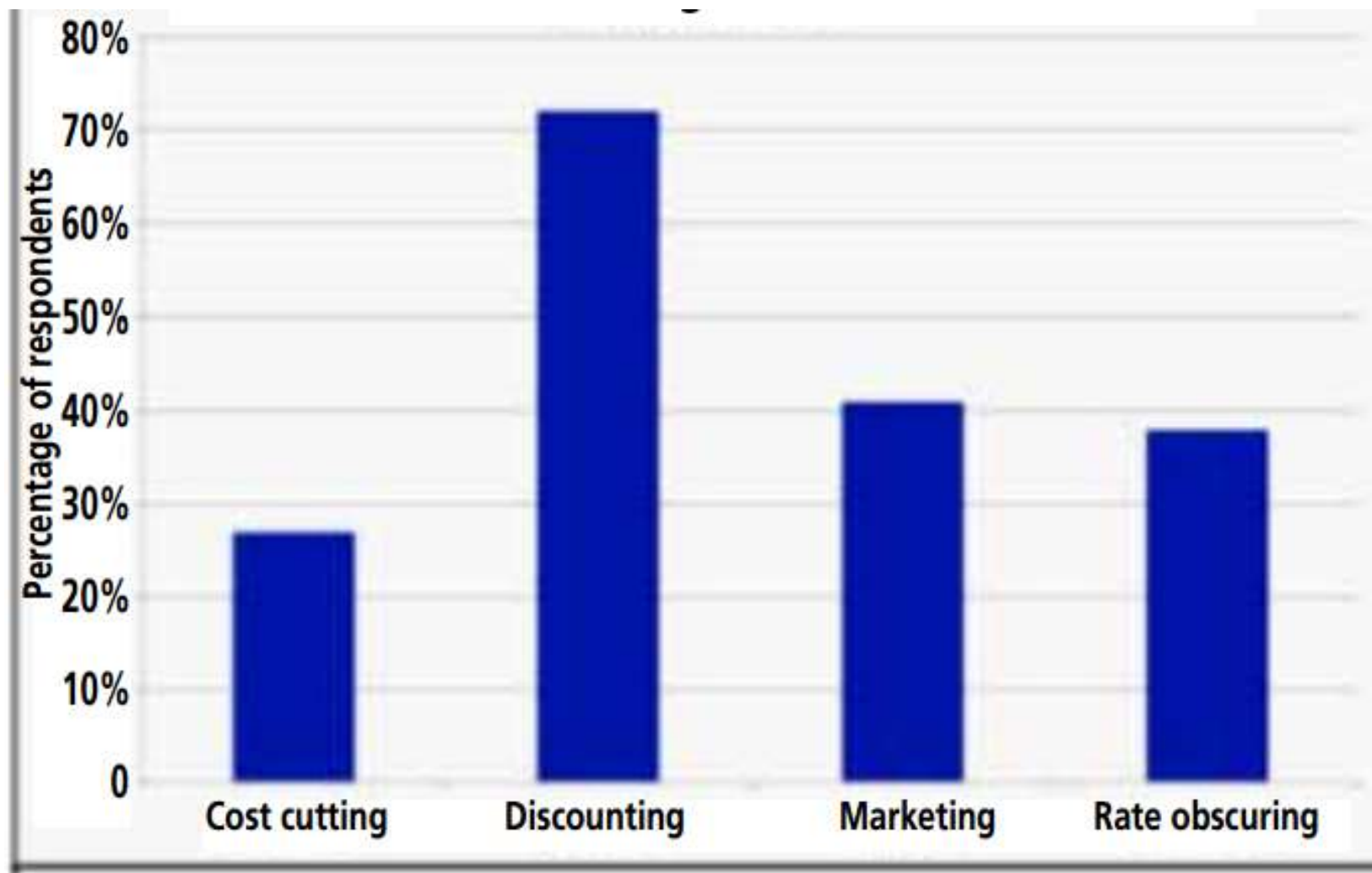
“Media educating consumers to shop and call the hotel direct to get a better rate.”

Pricing

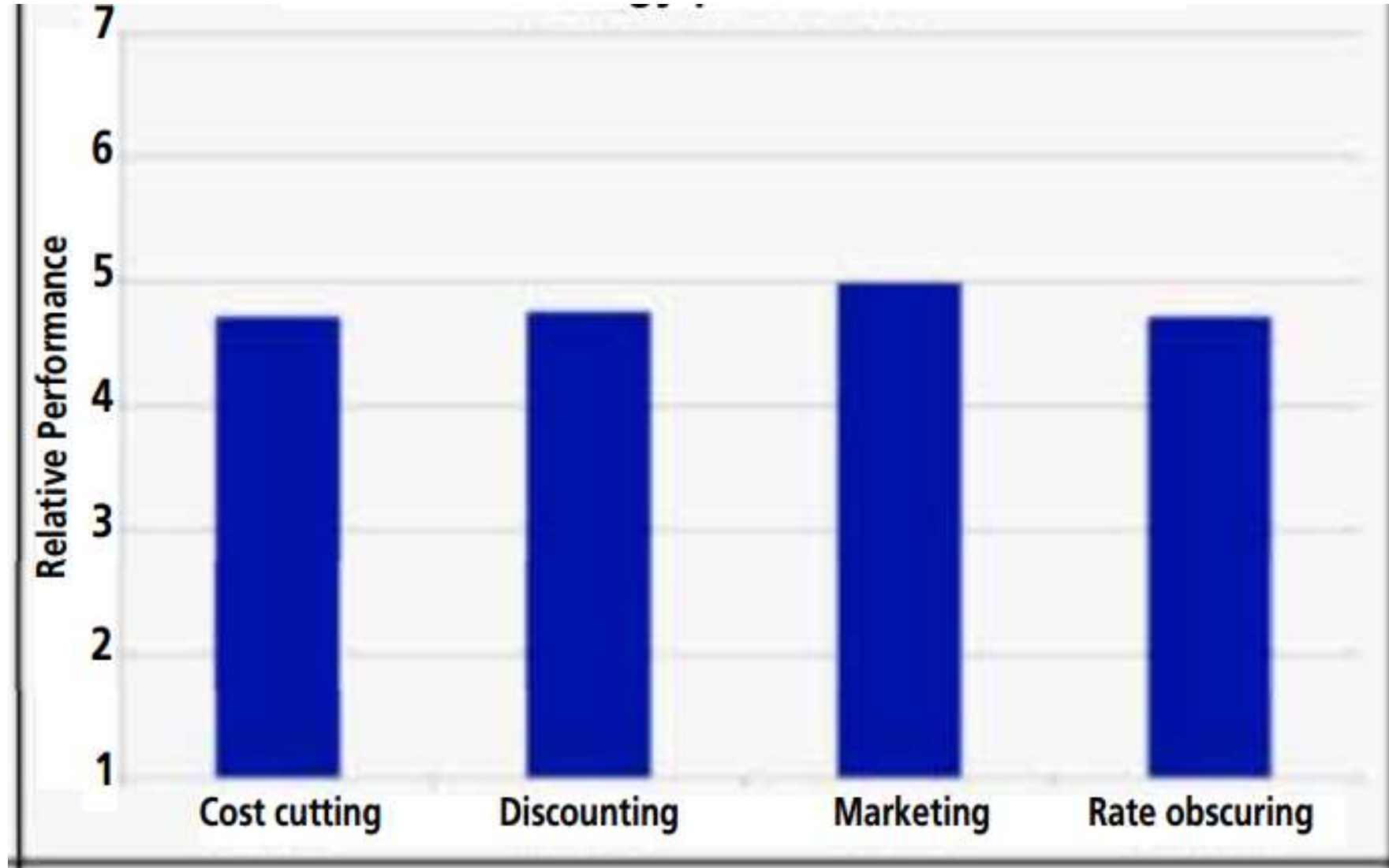


**“How to convince
owners and GMs
to hold rate to
protect current
and future
integrity?”**

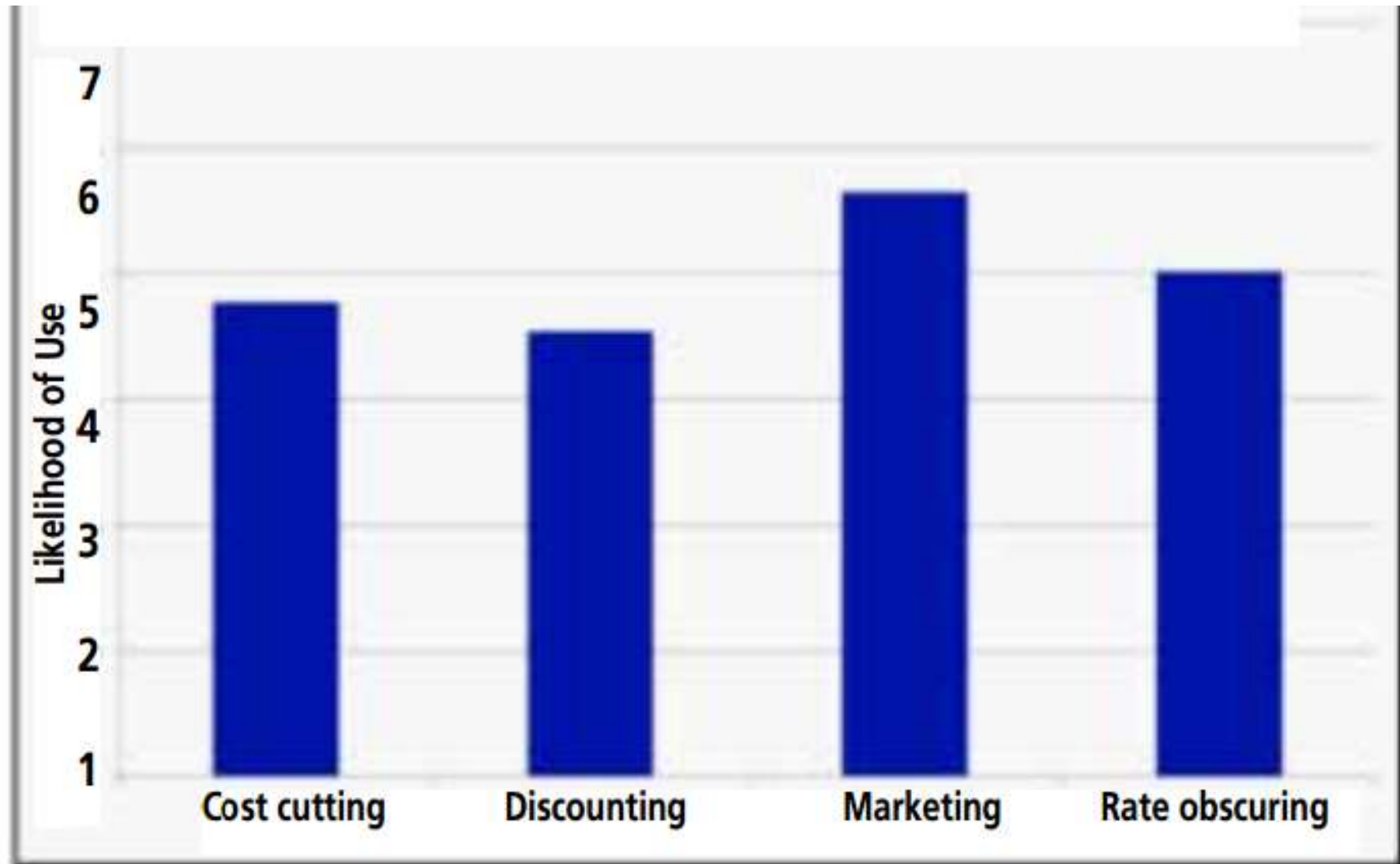
Strategies used, 2009



Strategy effectiveness, 2009



Suggestions for next time



Competition

Visit **other hotels often**

Network

Know your competition

Uncover leads

Selection/Uses of Competition



Why select a
comp set?

To **judge** performance

How do **you** compare to your
peers?

STAR Report

STR # XXXXXX / Created May 09, 2017

Weekly STAR Report :HSMAI Hotel

For the Week of: April 30, 2017 - May 06, 2017

Currency: US Dollar / Competitive Set Data Excludes Subject Property

Table Of Contents	1
Weekly Performance at a Glance	2
Daily Data for the Month	3
Occupancy Perspectives	4
ADR Perspectives	5
RevPAR Perspectives	6
Response Report	7
Help	8

**How to
select a
comp set?**

STAR Reports

Participation

Price

Proximity

Product

STAR Reports

Reverse Comp Set

“Hotels that have **selected**
you in their comp set.”

STAR Report

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How is it
being used?

STAR Report

RevPAR

My Property	91.89	171.4
Comp Set	79.22	30.0
Index (RGI)	116.0	108.8

STAR Report

RevPAR	My Property	91.89	171.4
	Comp Set	79.22	30.0
	Index (RGI)	116.0	108.8

STAR Report

Current Week	Run 28	Run MTD
3 of 5	2 of 5	2 of 5
3 of 5	3 of 5	2 of 5

STAR Report

STR ID	Name	City, State
	Your Hotel	City, State
	Competitor 1	City, State
	Competitor 2	City, State
	Competitor 3	City, State
	Competitor 4	City, State
	Competitor 5	City, State



[home](#) » [transparency](#) » [open data](#) » [hotel receipts](#)



TEXAS HOTEL DATA SEARCH

Thank you for visiting the Texas Comptroller's Hotel Data Search page. Previously the tool provided hotel tax information as reported by hotels, allowing the user to search and sort hotels by the number of rooms and self-reported location inside or outside city limits. However, [Senate Bill 1086](#) passed during the 85th legislative session now prohibits state agencies from posting hotel receipts information from a business on a public website. Users are still permitted to request the data by submitting an [open records request](#).

4th Quarter 2016 Round Rock

Name	City	Capacity	Total receipts	RevPAR
LA FRONTERA LODGING PARTNERS LP	Round Rock	295	\$2,666,904	\$100.45
HOMWOOD SUITES ROUND ROCK	Round Rock	115	\$1,258,124	\$121.56
RESIDENCE INN BY MARRIOTT ROUND ROCK	Round Rock	96	\$922,491	\$106.77
HILTON GARDEN INN AUSTIN ROUND ROCK	Round Rock	122	\$908,092	\$82.70
COURTYARD BY MARRIOTT	Round Rock	113	\$845,529	\$83.14
HOME2 SUITES ROUND ROCK	Round Rock	91	\$801,376	\$97.85
HAMPTON INN ROUND ROCK	Round Rock	93	\$794,286	\$94.90
HOLIDAY INN	Round Rock	116	\$771,164	\$73.87
SPRINGHILL SUITES AUSTIN/ROUND ROCK	Round Rock	104	\$710,544	\$75.91
HOLIDAY INN HOTEL & SUITES-ROUND ROCK	Round Rock	91	\$547,022	\$66.79
LA QUINTA INN & SUITES #2000	Round Rock	86	\$507,246	\$65.54


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To **price** properly

How do you **price** your hotel
compared to your peers?

MarketVision Report



MarketVisi
Support email: mvsupport@RubiconGroup.com
Telephone:


By Date and Data Source				
Properties				
Dates	May 1, 2017-May 22, 2017, any day of week			
Products	Unrest/Open Cxl, Any Rate			
Sources	Expedia,Hotel Brand Web Sites,GDS Rates (incl Qualified)			
User/Profile [Request Id]				
Details		Options		
Length of Stay	1	Shop Data Age	7	Rate Changes (days prior)
Guests	1	Currency	USD	Display Options
Room Type	Any	Rates as of Date	1-May-17	
Accommodations	Any			
Exceptions				
Exceptions				

LOS 1, Unrest/Open Cxl

	Data Source	Your Hotel	Competitor #1	Competitor #2
Mon May-01-2017	Expedia	CLOSED	CLOSED	209.00
	Hotel Brand Web Sites	CLOSED	CLOSED	199.00
	GDS Rates (incl Qualified)	CLOSED	CLOSED	199.00
Tue May-02-2017	Expedia	139.00	[-10.00] 99.00	189.00
	Hotel Brand Web Sites	139.00	119.00	159.00

Are they **direct** competition?

MarketVision Report



MarketVisi

Support email: mvsupport@RubiconGroup.com
Telephone:

By Date and Data Source				
Properties				
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Exceptions				

LOS 1, Unrest/Open Cxl

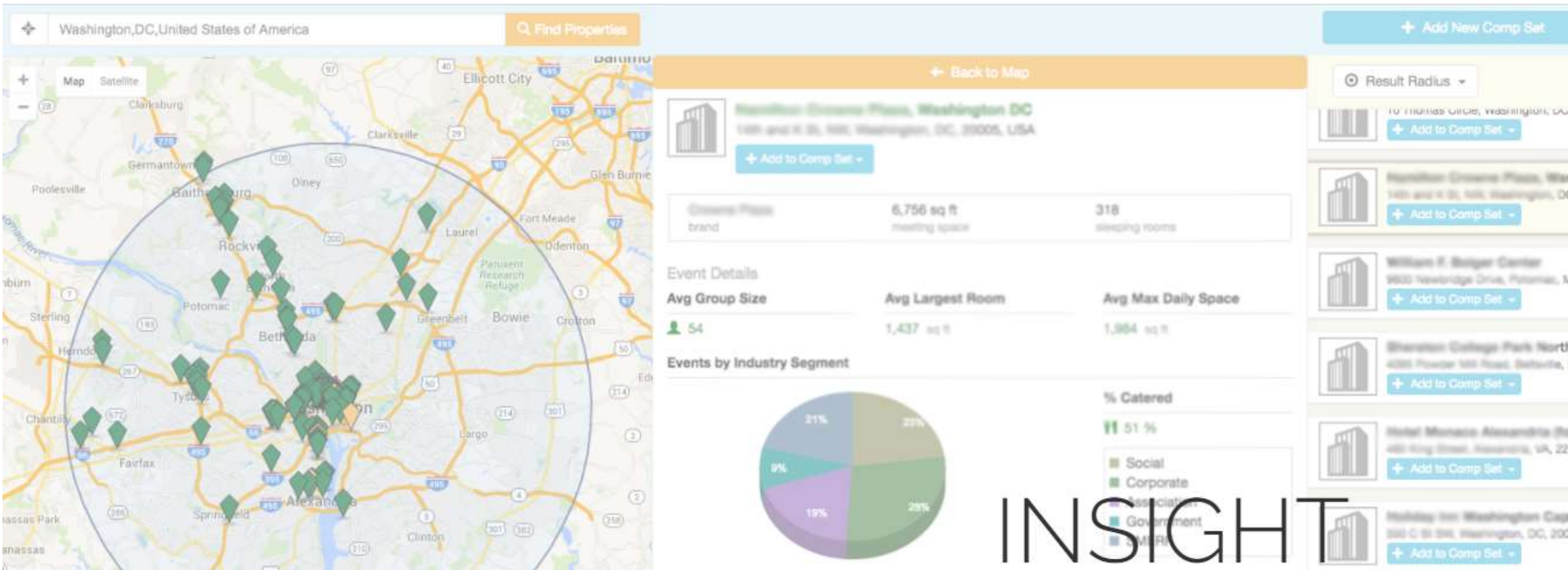
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Are their rates
properly
managed?

To **find** meeting business

Where are **meetings** being held?

Readerboard Reports



To **find** GDS business

Where are the **travel agents**
booking?

Hotelligence/Agency360

Top 30 Agencies Booking Corporate Rate Type Revenue Exclusively to the Comp Set (April 2014)
 Largest Agencies Booking Corporate Rate Revenue Only to the Comp Set and Not to the Subscriber
 A maximum of 150 Agencies will be retrieved. [\(Click here to get More Agency Information...\)](#)

Agency	Subscriber			Comp Set		
	Total Revenue	Corporate Revenue	Corporate Variance	Corporate Revenue	% of Comp Set Revenue	Corporate Variance
1 ConocoPhillips Company (YX10)	\$0	\$0		\$63,435	65%	(\$22,691)
2 BCD INFOR GLOBAL SOLUTIONS (000G)	\$0	\$0		\$15,314	100%	\$15,314
3 CR CORPORATE TRAVEL MGT GROUP (8XR9)	\$0	\$0		\$10,227	33%	\$8,579
4 American Express (TX57)	\$0	\$0		\$9,795	23%	\$8,741
5 American Express (ZG71V)	\$0	\$0		\$9,387	95%	\$7,220
6 Travelcorp Llc (VK2A)	\$0	\$0		\$8,423	62%	\$8,002
7 Cain Travel (R9R1V)	\$0	\$0		\$7,168	18%	\$7,168
8 TRAVEL AND TRANSPORT MUSTAR EN (47DC)	\$0	\$0		\$5,271	27%	\$5,271
9 CARLSON WAGONLIT TRAVEL (UX8B)	\$0	\$0		\$4,140	20%	(\$1,035)
0 CARLSON WAGONLIT TRAVEL (9D1F)	\$0	\$0		\$3,671	97%	\$785
11 BCD We Toshiba (AL21V)	\$0	\$0		\$2,910	41%	\$1,763
12 Ashland (9NVB)	\$0	\$0		\$2,684	100%	(\$1,560)
13 BCD WE SCHLUMBERGER (JX37)	\$0	\$0		\$2,392	81%	(\$1,464)
14 CORPORATE TRAVEL PLANNERS (B7NG)	\$0	\$0		\$2,228	34%	\$2,228

Today

Revenue Generating Ideas

Forecasting

Economic Downturns

Selecting Competitors

Questions?

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