



Drive Your Data into the Future

Simpleview Data Engine

Meet the Expert



CHRIS GEORGE

Senior Advisor, Product Marketing

What is Simpleview Data Engine?

It's the newest, most complete reporting solution for DMOs. **We collect, standardize, and clean your data from across the internet and compile it into a data warehouse.**

From there, you can use the vast data visualization capabilities to generate reports and dashboards to share with internal and external stakeholders.



What to Expect

- Introduction
- Overview of benefits
 - Data
 - Reporting
 - Support
- Review of System Capabilities
- Q&A



What is Simpleview Data Engine?

COLLECT



Data
Pipelines

CONNECT



Data
Warehouse

EXPLORE



Business
Intelligence

BREAKING IT DOWN: THREE PARTS

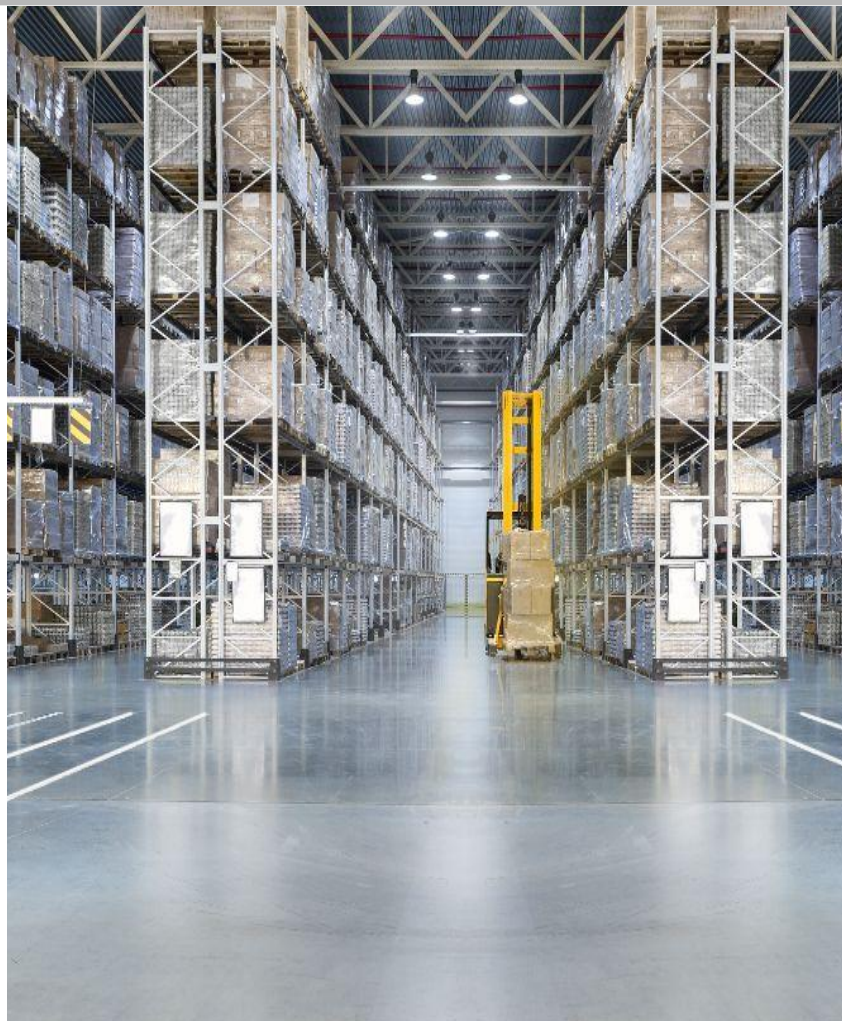


Collect

Data Warehouse

Data Centralized

- Single source of **truth**
- **Clear** data definitions
- Cloud-based **scalable** storage
- **Flexible** database and API connectors
- Data blending and cloud **transformations**
- Social data, Google Analytics, CRM, events, traveler data, spend data, and more



BREAKING IT DOWN: THREE PARTS

Connect

An abstract network diagram with glowing blue nodes and connecting lines, set against a dark blue background. The nodes are represented by bright blue circles of varying sizes, and the lines are thin, light blue lines connecting the nodes in a complex, web-like pattern. The overall effect is a sense of connectivity and digital communication.

Collect Your Data

- Connect to a **vast array of common APIs, database technologies, flat files, etc.**
- **Blend sources** to add meaning
- **Preconfigured data models** make it easy
- Our data engineers are **here to help** with the rest

The screenshot displays the Simpleview Data Engine interface, which is used for configuring data models and visualizations. The interface is divided into several sections:

- Model:** A dropdown menu showing the selected model: "Labs - Total Occupancy For..."
- Field Library:** A section for selecting fields to include in the model. It includes a "Show" dropdown (set to "Most-Used Fields"), a "Field Types" dropdown (set to "All"), and a search bar.
- Labs - Total Occupancy Forecast:** A section for configuring the data model. It includes a "Dimensions" list with checkboxes for "Date", "Holiday Period string", "Holiday Proximity string", "Month Name string", "Predicted Total numeric", and "Total Occupancy numeric". The "Date" checkbox is checked. It also includes a "Measures" list with checkboxes for "Predicted Total Occupancy (Avg)", "Actual Total Occupancy (Avg)", "Error (Avg)", and "Absolute Error (Avg)". All four checkboxes are checked.
- Visualization Settings:** A section for configuring the visualization. It includes a "Title / Settings" tab, a "Dimensions" tab (set to 1), a "Measures" tab (set to 4), and a "Pivot Dimension" tab. The "Visualization Title" is "Labs - Total Occupancy Predictions - Avg Error Rate". The "Displayed Record Limit" is set to 500. There is an "Enable Breakdowns" toggle switch.
- Results:** A table showing the results of the data model. The table has three columns: "Date:yearandmonth", "Predicted Total Occupancy (Avg)", and "Actual Total Occupancy". The data is organized by month and year, from January 2018 to April 2019.

Date:yearandmonth	Predicted Total Occupancy (Avg)	Actual Total Occupancy
Jan 2018	68%	66%
Feb 2018	71%	74%
Mar 2018	78%	77%
Apr 2018	76%	78%
May 2018	75%	74%
Jun 2018	77%	80%
Jul 2018	73%	75%
Aug 2018	71%	70%
Sep 2018	73%	75%
Oct 2018	74%	78%
Nov 2018	66%	67%
Dec 2018	60%	60%
Jan 2019	67%	66%
Feb 2019	70%	70%
Mar 2019	77%	78%
Apr 2019	75%	74%

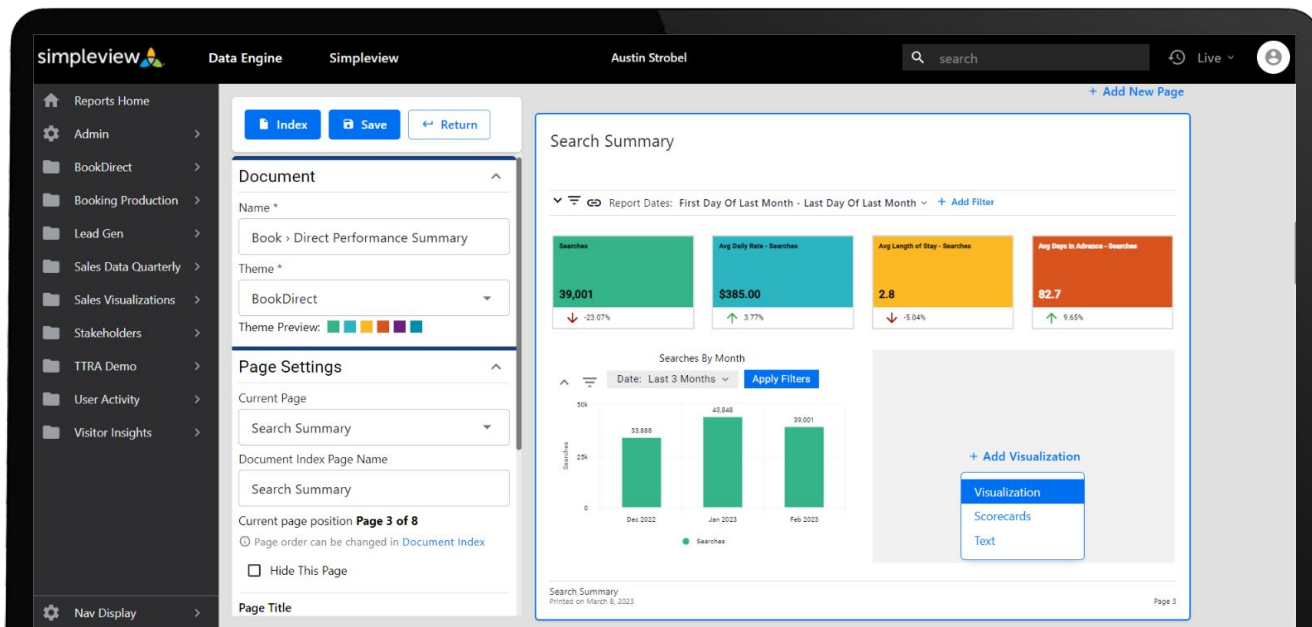
BREAKING IT DOWN: THREE PARTS



Explore

The Power of Reporting in **YOUR Hands**

- **Build your own reports** with no coding skills needed
- **Quickly see** what filters have been applied
- **Securely embed reports** in other platforms



Blending Examples

- **CRM and Visitation Data:** understand visitor behavior associated with your meetings and conventions
- **CRM, STR, and Visitation:** pursue leads with high historical value and prove their economic impact in your community
- **CRM, Google Analytics, and Facebook:** discover leisure patterns that drive visitation and room nights

The possibilities are endless.

What have you always wanted to do, but couldn't?



Visualizations

[+ Create New](#)

Search: Any ▾

Tags: Any ▾

Database Maps: Any ▾

Models: Any ▾

Chart Types: Any ▾

50 ▾

<

1-50 of 136

>

<input type="checkbox"/>	Actions	ID	Title	Model	Visualization	Owner/Creator	Created Date	Updated Date
<input type="checkbox"/>	    	37a27def-fa6e-4946-ad5a-b625b1f0e829	Visits by Origin DMA	visits	regionmap	Simpleview Core	2023-04-19	2023-04-19
<input type="checkbox"/>	    	838ff201-4713-4f83-ae54-fd2848cd23c6	Visitation by...	visits	table	Simpleview Core	2023-04-18	2023-04-18
<input type="checkbox"/>	    	1a87b175-4030-4021-a225-677601adf1d9	Errors by Date	ml_str_forecast	table	Simpleview Core	2023-04-18	2023-04-18
<input type="checkbox"/>	    	ae6f4363-e2b5-409f-ada2-26030fab99ce	Booking Windows vs 2019	leads	table	Simpleview Core	2023-04-18	2023-04-18
<input type="checkbox"/>	    	d5fbd7e5-543e-4f23-8dc1-6092e795445f	Transient Occupancy Predictions	ml_str_forecast	line	Simpleview Core	2023-04-18	2023-04-18
<input type="checkbox"/>	    	2d537057-0a6d-4ac1-9aaa-69ab8149f222	Labs - Total Occupancy Predictions - Avg Error Rate	ml_total_forecast	line	Simpleview Core	2023-04-17	2023-04-18
<input type="checkbox"/>	    	b19b2f6b-0a93-4f40-a15e-1ba5ff07c3a	Lead Scoring: Preferred vs Alternate Dates	recommended_lead_alternate_dates	table	Simpleview Core	2023-04-14	2023-04-17
<input type="checkbox"/>	    	713328e2-e295-4d77-8125-4a8cf3234fd1	Summit - Bookings by Sales Manager	leads	column	Simpleview Core	2023-04-14	2023-04-17
<input type="checkbox"/>	    	fe87972a-af78-4dd4-b798-219267c2c512	Summit - Booking Production YTD vs Past	leads	table	Simpleview Core	2023-04-14	2023-04-17
<input type="checkbox"/>	    	c79de749-02de-4b3d-a9e0-a0196dbbe07a	Summit - Attendees	leads	scorecard	Simpleview Core	2023-04-14	2023-04-14
<input type="checkbox"/>	    	2dd6eeb7-1bcf-4496-a462-0068192dbde5	Summit - Room Nights	leads	scorecard	Simpleview Core	2023-04-14	2023-04-14
<input type="checkbox"/>	    	bb4f229b-d4db-4686-ab2a-c65e2a2cbd2d	Summit - Events	leads	scorecard	Simpleview Core	2023-04-14	2023-04-14
<input type="checkbox"/>	    	0e34e519-11b1-4f8d-a725-cfdcdc4a6c9	Simple STR Report	str_daily	table	Simpleview Core	2023-04-12	2023-04-12
<input type="checkbox"/>	    	dd027e51-a489-4f75-9dc2-	Daily STR Report by Submarket	str_daily	table	Simpleview Core	2023-04-11	2023-04-18



Three Initial Collections ...

**Productivity &
Pipeline Health**

Based on what we're
booking, **how are we
doing? What do
we need?**

**Insights &
Trends**

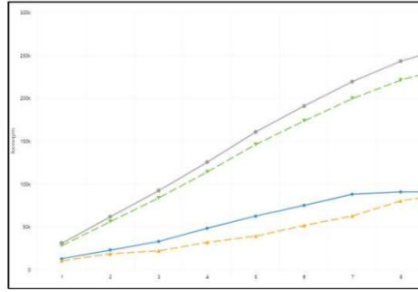
**What cycles/territories
are changing?** Where
should I focus my
strategy?

**Goal Setting
Sales
Production**

**How do we accurately
Set sales goals?**
(Booking, Individual,
and Consumption)

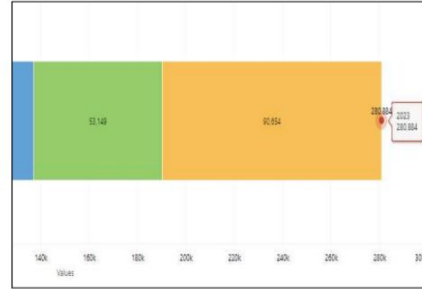
Progress & Pipeline Health

CURRENT PROGRESS



CUMULATIVE BOOKING PROGRESS

On a monthly basis, is the team on track with their goals? How behind are we?



LEFT-TO-BOOK ANALYSIS

How much do we need to book in order to reach our goal?



SALES MANAGER SALES PRODUCTION

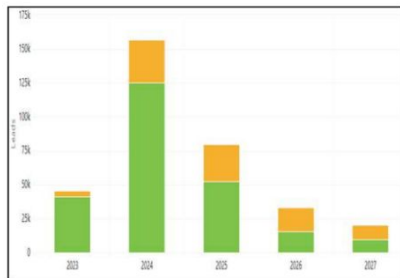
How is individual performance tracking?

Additional Resources

- Historical Sales Production
- Bookings & Booked Room Nights per Sales Manager

Progress & Pipeline Health

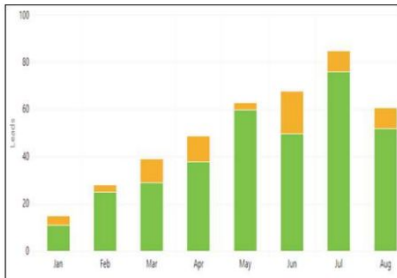
PIPELINE HEALTH



● High Likelihood ● Tentative

**CURRENT PIPELINE BY
ARRIVAL YEAR**

*What years do we need to focus
proactive efforts around?*



● High Likelihood ● Tentative

**CURRENT PIPELINE
BY DECISION MONTH**

*Does the pipeline support the team
making their goal?*

Sales Cycle (Months)	0	1	2	3	4	5	6
Lead Create Date	Aug RNs	Aug RNs	Aug RNs	Aug RNs	Aug RNs	Aug RNs	Aug RNs
Jan	4,201	6,107	2,538	3,053	1,868	1,529	222
Feb	6,560	5,997	3,547	1,860	3,496	2,041	1,6
Mar	3,871	5,631	2,075	3,410	469	799	1,7
Apr	3,732	3,550	4,366	1,624	981	490	401
May	2,903	4,341	1,635	1,829	870	1,332	561
Jun	4,053	5,048	1,996	2,041	1,735	1,928	1,8
Jul	2,271	5,206	6,121	2,185	2,009	1,119	0
Aug	3,160	6,614	5,252	662	1,849	0	0
Sep	5,691	2,065	1,352	1,553	0	0	0
Oct	2,141	4,717	4,120	0	0	0	0
Nov	2,252	4,716	0	0	0	0	0
Dec	3,837	0	0	0	0	0	0
Totals							

**ITYFTY
(DATE DEFINITE)**

*What additional bookings can I
accurately plan for?*

Insights & Trends



UTILIZATION
SUMMARY



BOOKING
TRENDS



STRATEGIC
FOCUS

Insights & Trends



UTILIZATION SUMMARY



DMO IMPACT: NEED PERIOD ARRIVALS

What is our impact on need periods and holidays?

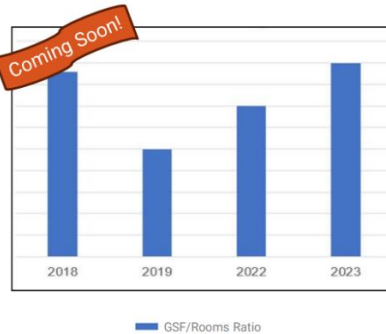
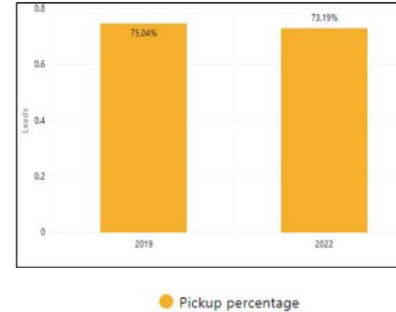


EXHIBIT HALL GSF/ROOM NIGHTS

How well are we leveraging our assets?



PICK UP % TO CONTRACTED ROOM BLOCK

How is our booked business performing?

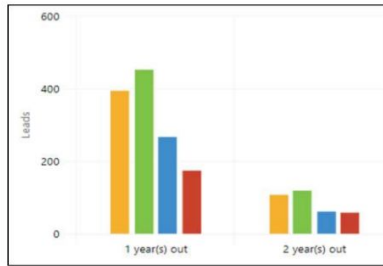
Additional Resources

- Tentative Rooms on Holidays
- Rooms Booked on Holidays
- Average Room Nights per Month
- Cost per Booking
- Sales Manager Average Room Nights per Booking
- Bookings by Peak Room (or Attendance) Category
- Conversion Rate by Peak Room/Attendance Category

Insights & Trends



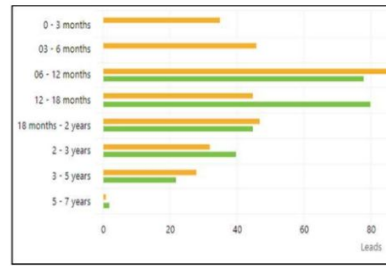
BOOKING TRENDS



2018 2019 2022 2023

EVENT BOOKING WINDOW

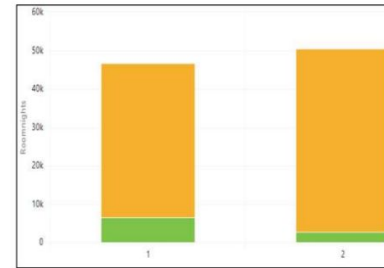
How far out are planners submitting RFPs? Do windows vary by market segment?



2022 2023

EVENT BOOKING WINDOW TRENDS

What are the trends for event booking windows to STLY and ST2Y?



Repeat Annual

IMPACT OF REPEATING EVENTS

Are annuals providing the expected impact? Is new business generation changing?

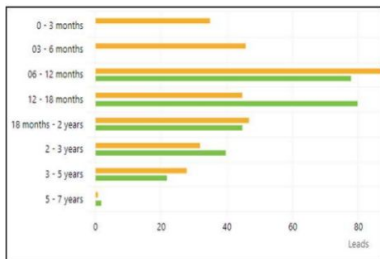
Additional Resources

- Average Event Booking Windows by Peak Room Category

Insights & Trends



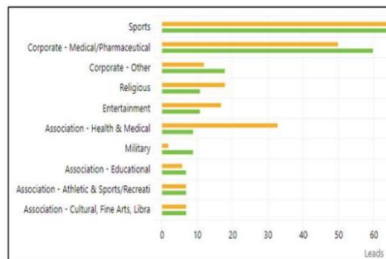
STRATEGIC FOCUS



● 2022 ● 2023

TOP 10 PRODUCING TERRITORIES

Are we deploying the sales team efficiently? Plan sales calls/client visits to touch the top producers.



● 2022 ● 2023

TOP 10 MARKET SEGMENTS

What segments are changing? Where can we focus our proactive efforts?

Coming Soon!



■ 2023 YTD ■ 2022 ■ 2019

NUMBER OF HOTEL COMPRESSION NIGHTS

How often is our destination reaching compression? What months are most common?

Additional Resources

- Conversion Rates by Top 10 Territories
- Conversion Rates by Top 10 Market Segments

Goal Setting Sales Production



**ESTABLISH THE
BASELINE**



**IDENTIFY
CHANGES**



**ADDITIONAL
FACTORS**

Goal Setting Sales Production

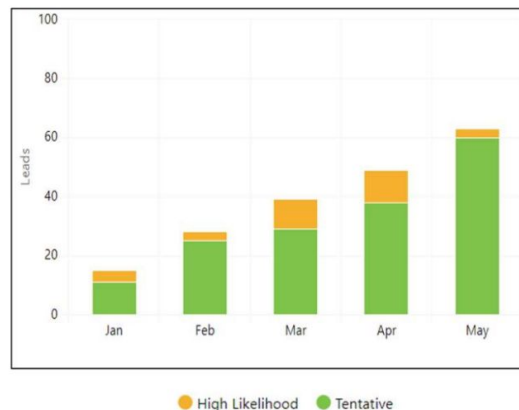


ESTABLISH THE BASELINE



HISTORICAL SALES PRODUCTION

What have we booked each year? How accurate have we been in setting goals historically?



CURRENT PIPELINE BY DECISION MONTH

What is already in my pipeline and when do we expect a decision by?

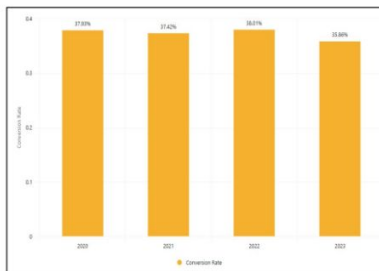
Additional Resources

- Sales Manager Current Tentatives
- Sales Manager Conversion

Goal Setting Sales Production



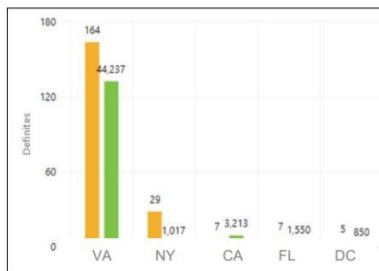
IDENTIFY CHANGES



● Conversion Rate

CONVERSION RATE BY YEAR

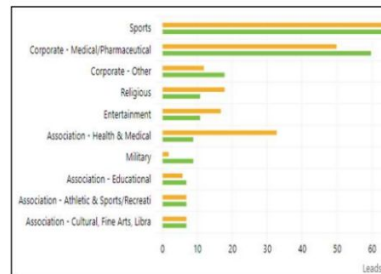
How can I apply average conversions to establish upcoming goals?



● 2022 ● 2023

TOP 10 PRODUCING TERRITORIES

Are any territories losing steam?



● 2022 ● 2023

TOP 10 MARKET SEGMENTS

What market segments are gaining momentum?

Additional Resources

- Sales Manager Sales Production
- Sales Manager Average Room Nights per Booking

Goal Setting Sales Production



ADDITIONAL FACTORS

Sales Cycle (Months)	0	1	2	3	4	5	6
Lead Create Date	Avg RNs	Avg RNs	Avg RNs	Avg RNs	Avg RNs	Avg RNs	Avg RNs
Jan	4,201	6,107	2,538	3,053	1,868	1,529	222
Feb	6,560	5,997	3,547	1,860	3,496	2,041	1,600
Mar	3,871	5,631	2,075	3,410	469	799	1,700
Apr	3,732	3,550	4,366	1,624	981	490	403
May	2,903	4,341	1,635	1,829	870	1,332	567
Jun	4,053	5,048	1,996	2,041	1,735	1,928	1,800
Jul	2,271	5,206	6,121	2,185	2,009	1,119	0
Aug	3,160	6,614	5,252	662	1,849	0	0
Sep	5,691	2,065	1,352	1,553	0	0	0
Oct	2,141	4,717	4,120	0	0	0	0
Nov	2,252	4,716	0	0	0	0	0
Dec	3,837	0	0	0	0	0	0
Totals							

ITYFTY (DATE DEFINITE)

What additional bookings can I accurately plan for and set my goals around?



SALES MANAGER CONVERSION RATE

Do I have any sales managers that are struggling to convert and deflating my team's average?

Simpleview Data Engine



Support

Experts on Demand

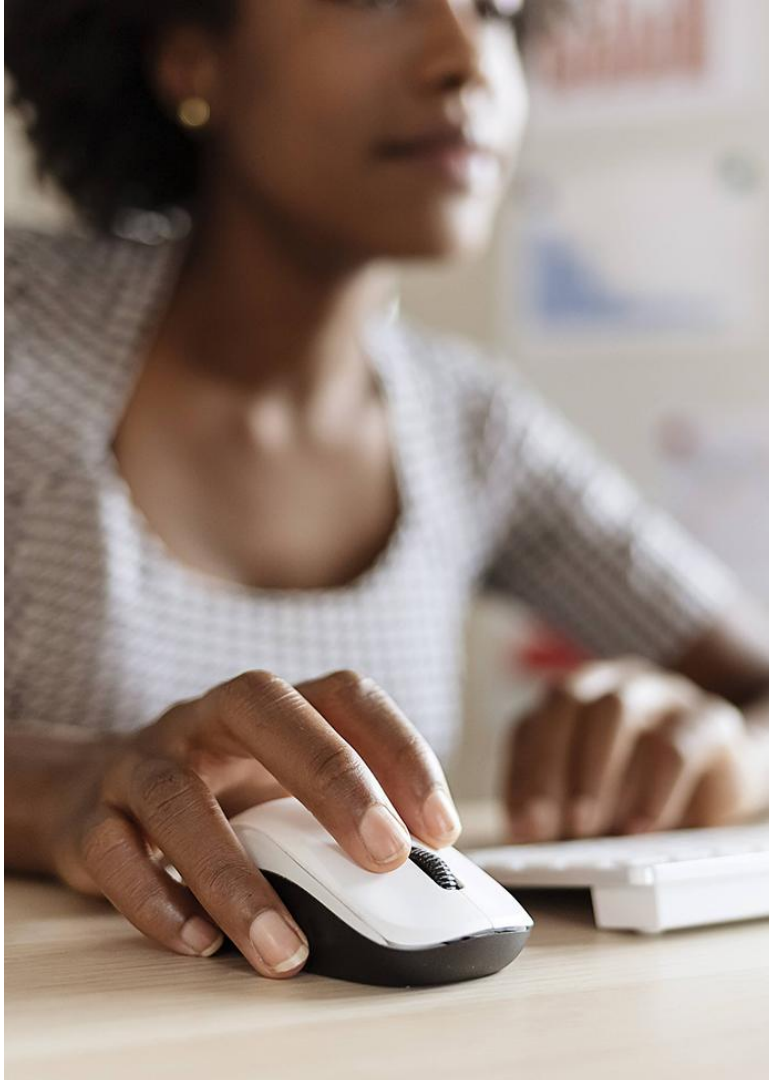
Our data analysts and data scientists are here to provide Simpleview's famous support

Data Engineers

- Work with you to connect to obscure data sources
- Constantly ensure your data is available for your use

Data Analysts

- Help you get the most from your data
- Assist in customizing reports to your DMO



The Future: SaaS – Always the Latest

- **Cloud-based** continuous development
- Expanding list of **prebuilt reports**
- Expanding **visualization options**
- Expanding list of **data connectors**
- Drag-and-drop **document builder**
- Easy **KPI-oriented reporting**
- Competitive **benchmarking**
- Extranet **integration**





Questions?



Thank **you**

Chris George

chris.george@simpleviewinc.com