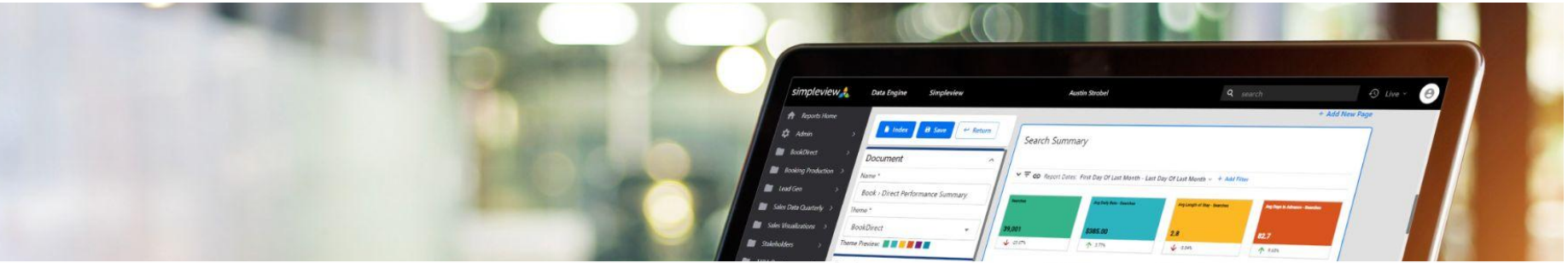

Drive Your Data into the Future

Simpleview Data Engine

simpleview

Simpleview Data Engine

Meet the Expert

CHRIS GEORGE
Senior Advisor, Product Marketing

simpleview

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.

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What to Expect

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

What is Simpleview Data Engine?

Data Pipelines

Data Warehouse

Business Intelligence

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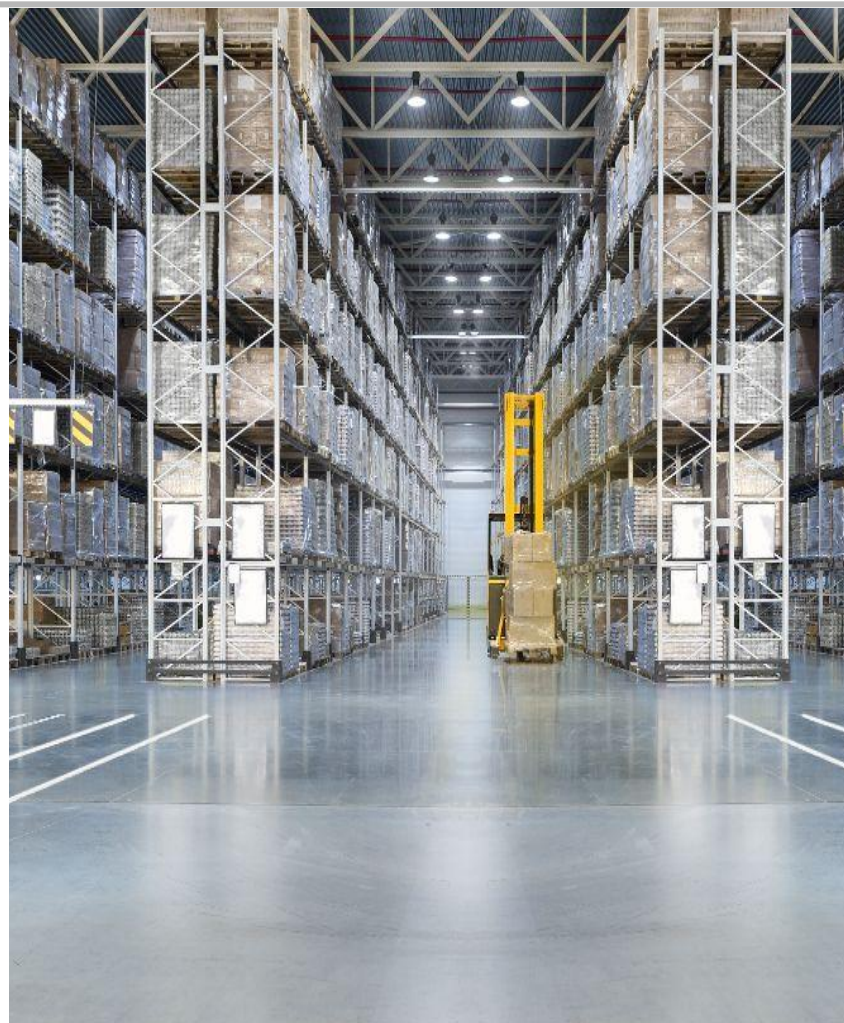
Collect

Data Warehouse
Data Centralized

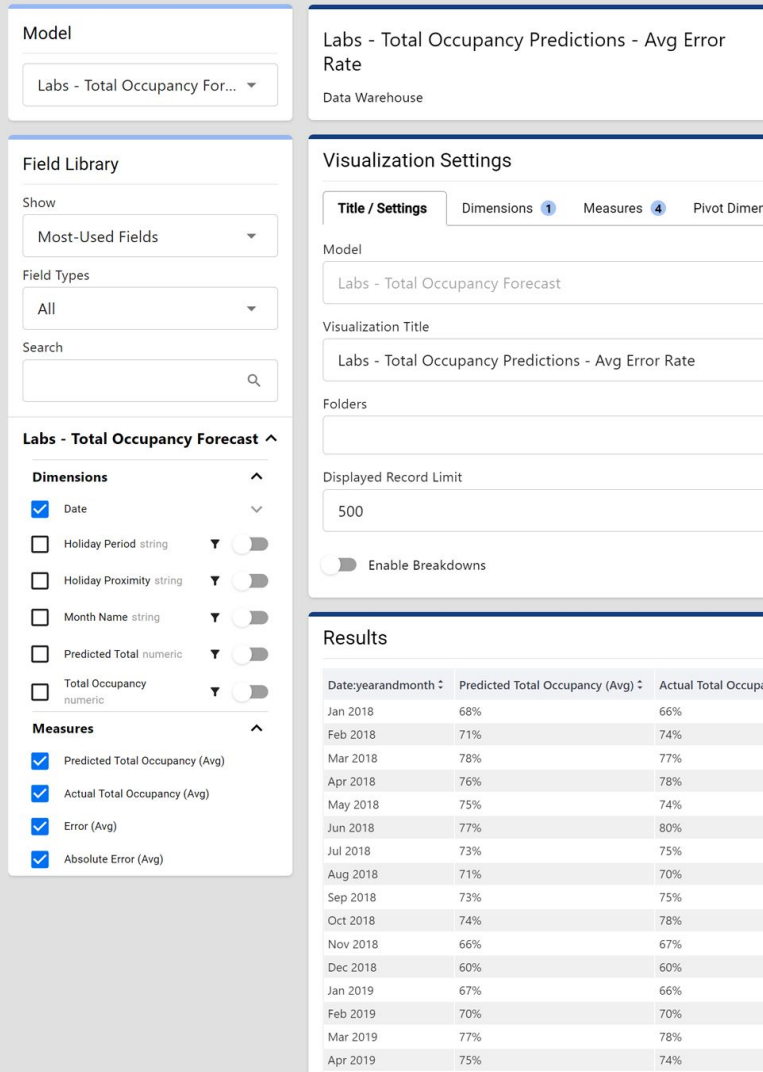
- Single source of **truth**
- **Clear** data definitions
- Cloud-based **scalable** storage
- **Flexible** database and API connectors
- Data blending and cloud **transformations**
- Social data, Google Analytics, CRM, events, traveler data, spend data, and more



Connect

Collect Your Data

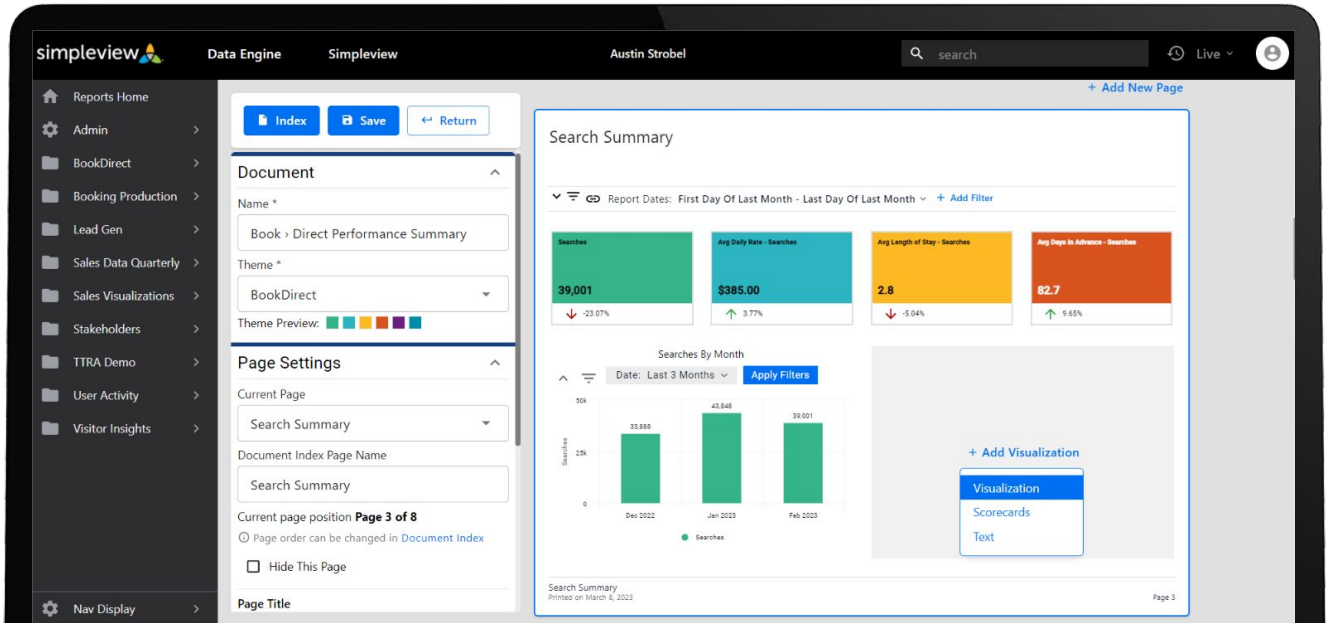
- Connect to a **vast array of common APIs, database technologies, flat files, etc**.
- **Blend sources** to add meaning
- **Preconfigured data models** make it easy
- Our data engineers are **here to help** with the rest



Explore

The Power of Reporting in YOUR Hands

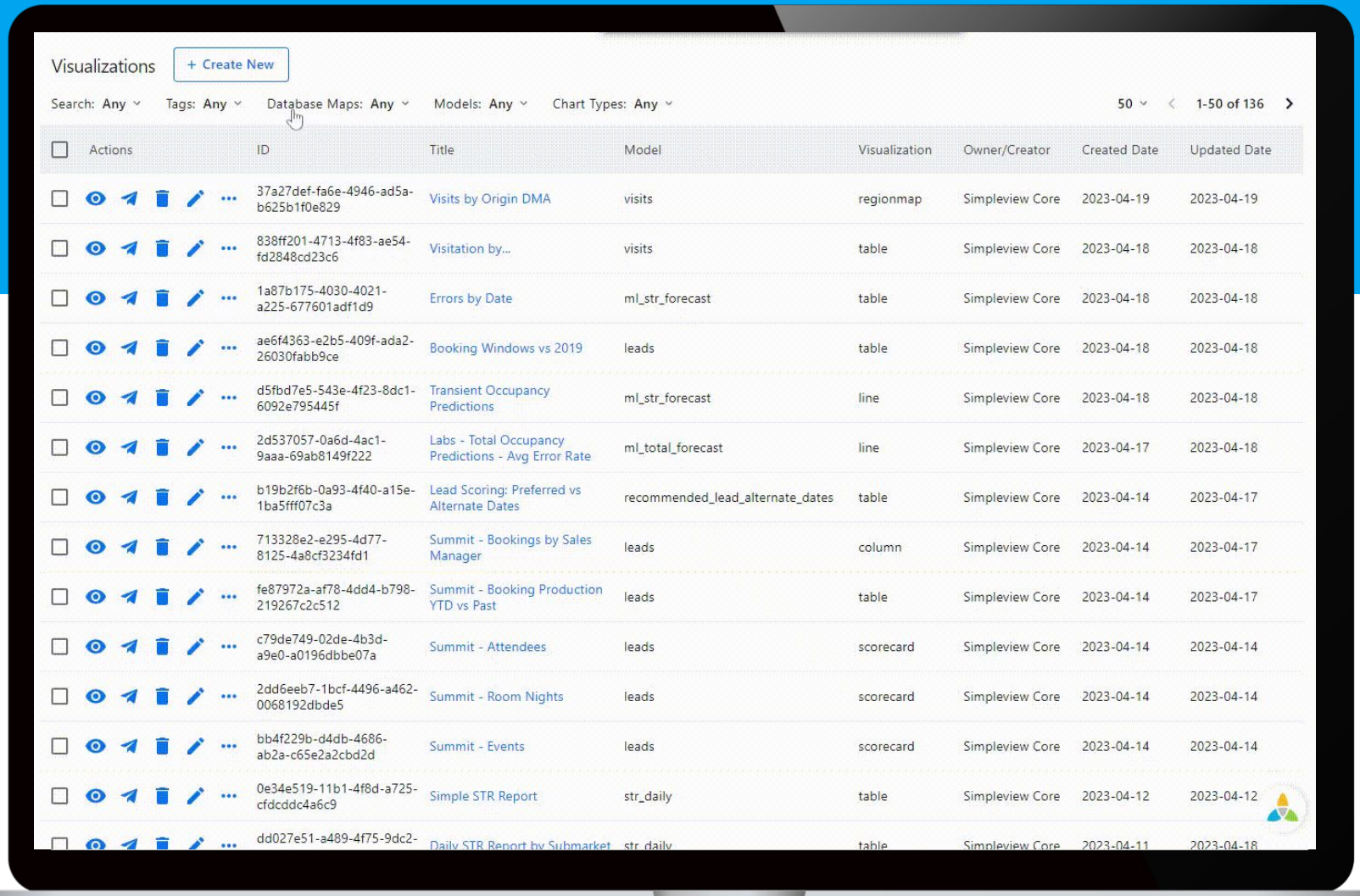
- **Build your own reports** with no coding skills needed
- **Quickly see** what filters have been applied
- **Securely embed reports** in other platforms



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?



Actions	ID	Title	Model	Visualization	Owner/Creator	Created Date	Updated Date
	37a27def-fa6e-4946-ad5a-b625b1f0e829	Visits by Origin DMA	visits	regionmap	Simpleview Core	2023-04-19	2023-04-19
	838ff201-4713-4f83-ae54-fd2848cd23c6	Visitation by...	visits	table	Simpleview Core	2023-04-18	2023-04-18
	1a87b175-4030-4021-a225-677601adf1d9	Errors by Date	ml_str_forecast	table	Simpleview Core	2023-04-18	2023-04-18
	ae6f4363-e2b5-409f-ada2-26030fabb9ce	Booking Windows vs 2019	leads	table	Simpleview Core	2023-04-18	2023-04-18
	d5fbd7e5-543e-4f23-8dc1-6092e795445f	Transient Occupancy Predictions	ml_str_forecast	line	Simpleview Core	2023-04-18	2023-04-18
	2d537057-0a6d-4ac1-9aaa-69ab8149f222	Labs - Total Occupancy Predictions - Avg Error Rate	ml_total_forecast	line	Simpleview Core	2023-04-17	2023-04-18
	b19b2f6b-0a93-4f40-a15e-1ba5fff07c3a	Lead Scoring: Preferred vs Alternate Dates	recommended_lead_alternate_dates	table	Simpleview Core	2023-04-14	2023-04-17
	713328e2-e295-4d77-8125-4a8cf3234fd1	Summit - Bookings by Sales Manager	leads	column	Simpleview Core	2023-04-14	2023-04-17
	fe87972a-af78-4dd4-b798-219267c2c512	Summit - Booking Production YTD vs Past	leads	table	Simpleview Core	2023-04-14	2023-04-17
	c79de749-02de-4b3d-a9e0-a0196dbbe07a	Summit - Attendees	leads	scorecard	Simpleview Core	2023-04-14	2023-04-14
	2dd6eeb7-1bcf-4496-a462-0068192dbde5	Summit - Room Nights	leads	scorecard	Simpleview Core	2023-04-14	2023-04-14
	bb4f229b-d4db-4686-ab2a-c65e2a2cbd2d	Summit - Events	leads	scorecard	Simpleview Core	2023-04-14	2023-04-14
	0e34e519-11b1-4f8d-a725-cfdcddc4a6c9	Simple STR Report	str_daily	table	Simpleview Core	2023-04-12	2023-04-12
	dd027e51-a489-4f75-9dc2-	Daily STR Report by Submarket	str_daily	table	Simpleview Core	2023-04-11	2023-04-18

Simpleview Data Engine

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)

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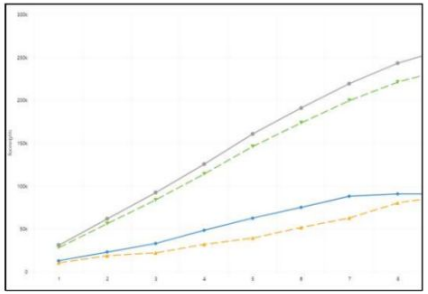
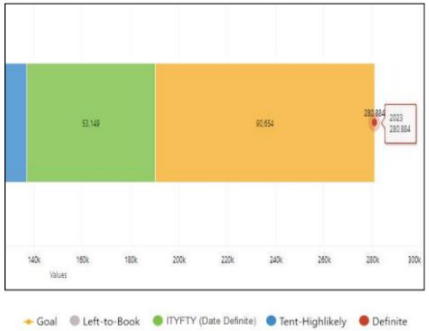
Progress & Pipeline Health

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

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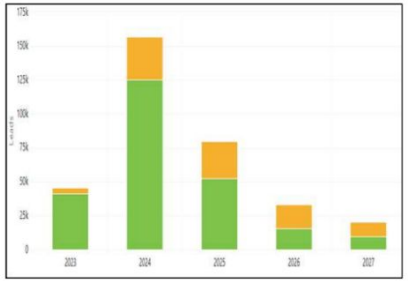
Progress & Pipeline Health

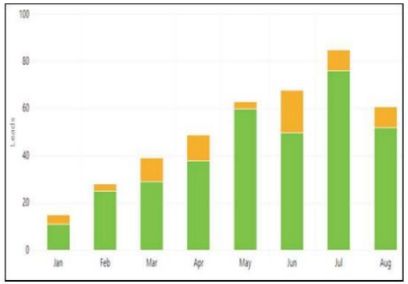
PIPELINE HEALTH



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	Avg RNs	Avg RNs	Avg RNs	Avg RNs	Avg RNs	Avg RNs	Avg
Jan	4,201	6,107	2,538	3,053	1,868	1,529	22
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	40
May	2,903	4,341	1,635	1,829	870	1,332	56
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?

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Insights & Trends

simpleview

Insights & Trends

UTILIZATION SUMMARY

DMO IMPACT: NEED PERIOD ARRIVALS

What is our impact on need periods and holidays?

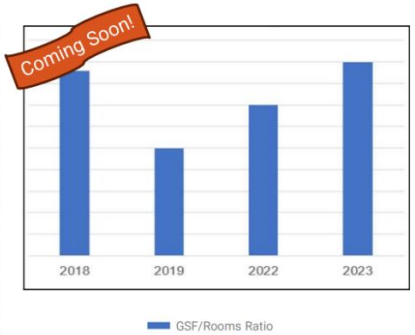
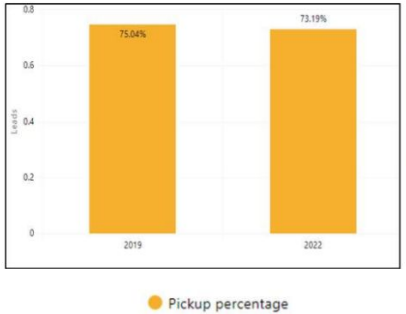


EXHIBIT HALL GSF/ROOM NIGHTS

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

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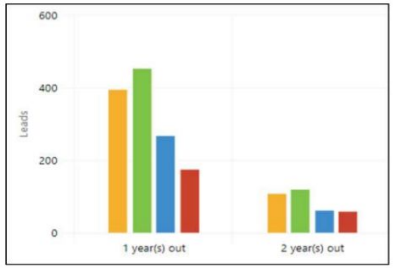
Insights & Trends

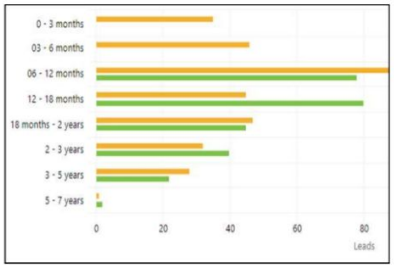
BOOKING TRENDS



2018 2019 2022 2023

EVENT BOOKING WINDOW

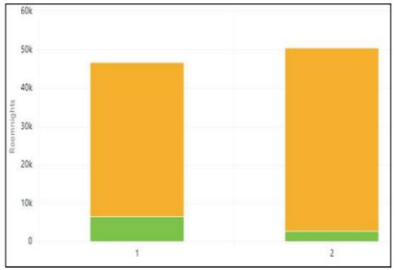
How far out are planners submitting RFPs? Do windows vary by market segment?



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

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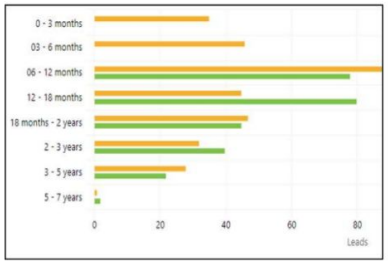
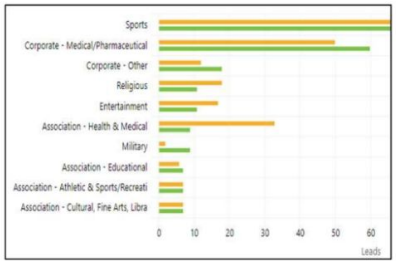
Insights & Trends

STRATEGIC FOCUS



TOP 10 PRODUCING TERRITORIES

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



TOP 10 MARKET SEGMENTS

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

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

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Goal Setting Sales Production

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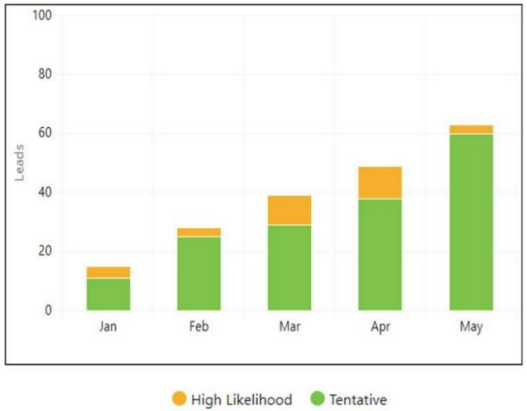
Goal Setting Sales Production

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

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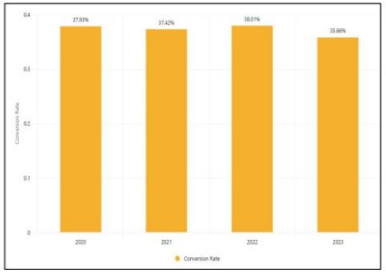
Goal Setting Sales Production

IDENTIFY CHANGES

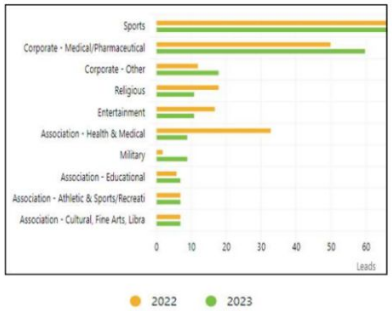


CONVERSION RATE BY YEAR

How can I apply average conversions to establish upcoming goals?

TOP 10 PRODUCING TERRITORIES

Are any territories losing steam?



TOP 10 MARKET SEGMENTS

What market segments are gaining momentum?

Additional Resources

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

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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
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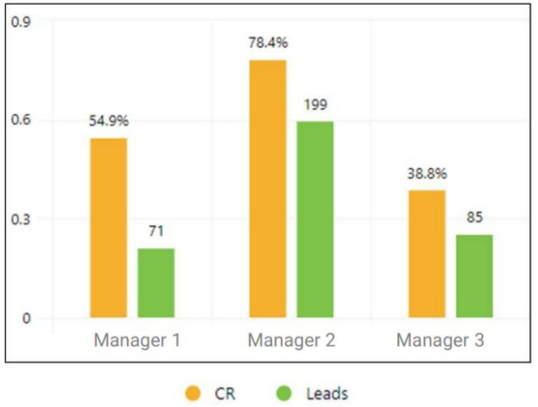

ITYFTY (DATE DEFINITE)

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?

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Support

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Experts on Demand

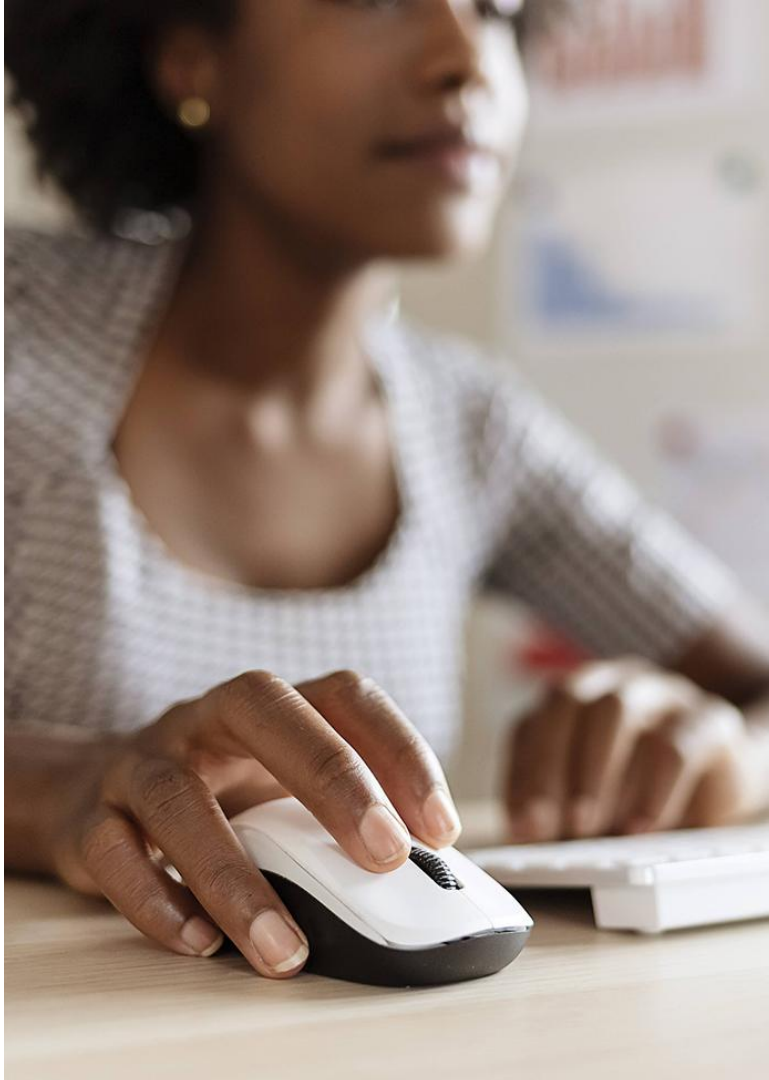
Our data analysts and data scientists are here to provide Simpleview's famous support

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

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