

# TIMS REPORT'S "RATE ALERTS"

## COMPETITIVE "RATE ALERTS"

For The

WESTIN - 'Sample Host Hotel'

Reporting Period - 0-Jan for 28 days

Your hotel's average weekday low rates (Mon-Tue-Wed-Thu) are approximately:

|     |   |
|-----|---|
| 21% | "MORE" than this competitor - HILTON        |
| 34% | "MORE" than this competitor - HYATT REGENCY |
| 10% | "MORE" than this competitor - MARRIOTT      |
| 22% | "MORE" than this competitor - OMNI          |
| 21% | "MORE" than this competitor - SHERATON      |

This relationship of "your low rates to their low rates" is for this reporting period and will be used as the *Normal Relationship* factor to compute your "Rate Alerts".

Set my Alerts when their rates

Increase by: or Decrease by:

|     |     |
|-----|-----|
| 15% | 10% |
| 15% | 10% |
| 15% | 10% |
| 15% | 10% |
| 15% | 10% |

From the *Normal Relationship* to my low rate for that day.

**Explanation:** Since the relationship of each of your competitor's rates are not the same when compared to your hotel's rates, this "Rate Alert" feature makes it easier for you to recognize rates greater than or less than the limits you set for the comparison of your hotel to each of your competitor's hotels. Think of it as a way to Alert you when their rates are out of sync with the Normal Relationship between your rates. The analysis to the left of the Increase / Decrease table should help you with your decision. Weekday rates were used for the analysis since some hotels do not use discounted "Weekend" rates. Rate Alerts do not apply to "Auto Association Rates".

**Directions:** Enter a percent in both the Increase & Decrease column by each competitor's name to Hi-Lite their rates in the "TIMS Report" when the rate differences are greater than or less than the Normal Relationship to your corresponding rates by that percent for that day. The defaults in the table (Increase by 15% or Decrease by 10%) will Hi-Lite your competitor's rates when the rate differences increases by 15% from the Normal Relationship to your rates for that day or when the rate differences decreases by 10% from the Normal Relationship to your rates for that day. If you do not wish to use the "Rate Alert" feature just click the "Clear Alert Settings" macro button. '0%' will cause the Normal Relationship percentages to be used for Hi-Lites which, in turn, will Hi-Lite almost all rates.

**Set Default Percentage:** If you wish we will program the percentage you choose as the default on all future TIMS Reports. Just print out the RATE ALERT after you have set the percentage above and fax it to 301-384-6159. You will still be able to adjust the Rate Alerts on new TIMS Reports if needed.