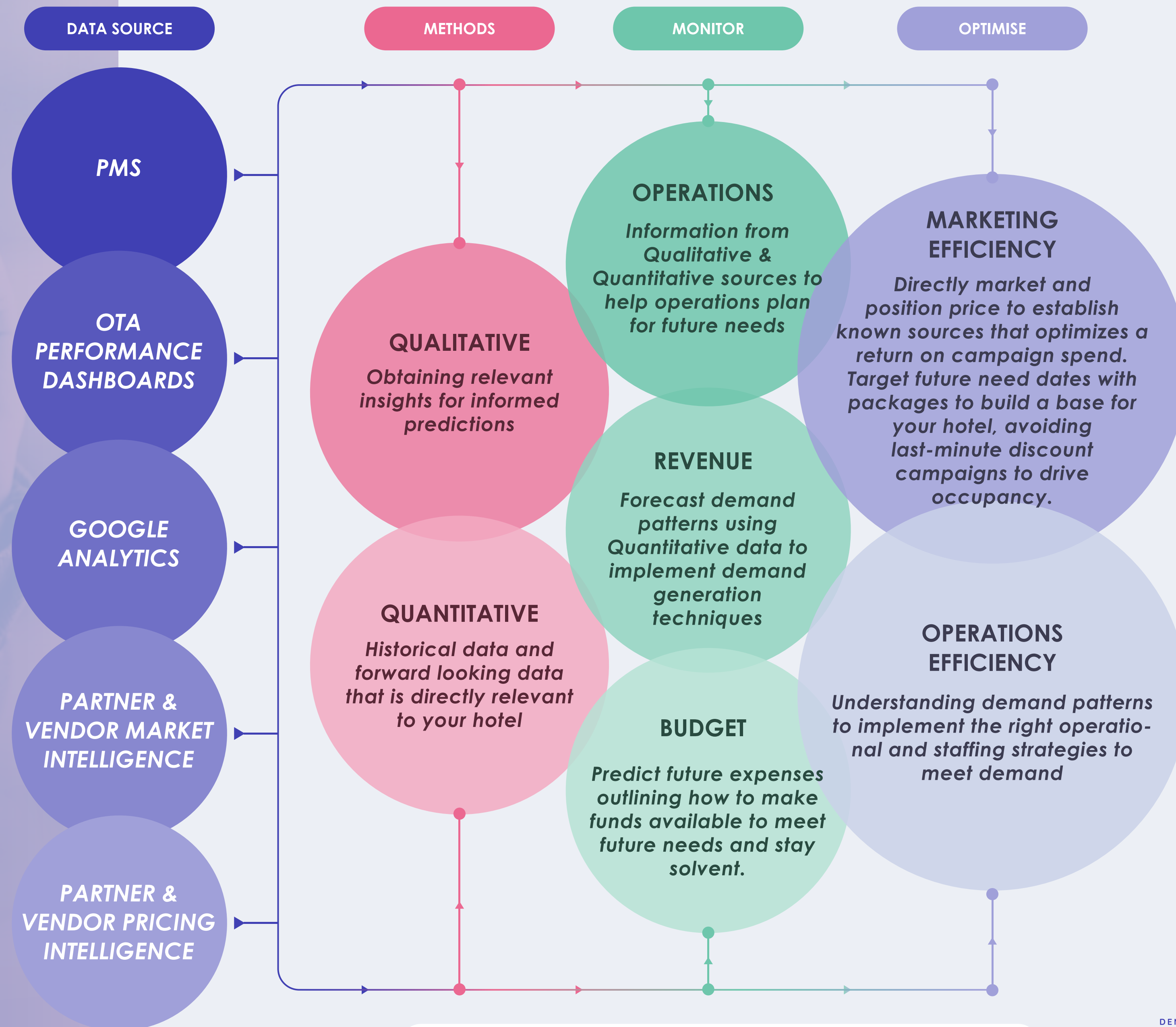


Demand Monitoring Map

Demand forecasting is the process of estimating what traveler demand will be over a specific period of time.

Hotels will need to consider historical guest data, current pace / demand and general market conditions / predictions to include the market level predictions from external sources which will also help drive their own forecast.

IN COLLABORATION WITH



Monitoring demand and focusing on the guests is key to profitability. These are easy ways to start and then fine tune methods over time. Most important thing for a small hotel to do is to get into the habit of recording simple data. This data over time will help present insights to make your hotel profitable.

DEMAND
MONITORING
MAP

