Having an eye on your spa´s economic performance

**Reservation Assistant™**
Spa & Activity Software

Vienna/Chicago, January 12, 2011

TAC presents the new RA Dashboard that offers a graphical overview of Key Performance Indicators (KPI´s) in SPAs and wellness operations.

Average occupancy and productivity, Return on Investment, profit margin – KPIs (Key Performance Indicators) like these are gaining more and more importance in the spa and wellness industry. While only a few years ago many hotel spas were financially supported by other hotel and company departments, today spas have to be economically feasible business units to permanently stay on the market.

For this reason the Austrian software vendor TAC recently added the RA Dashboard to its Spa & Activity Software "Reservation Assistant". Similar to a cockpit, the RA Dashboard offers the user a graphical overview of all relevant spa KPIs: What was the revenue last week? And what was the revenue during the same period a year ago? What is the current utilization of the spa's resources? Where do the guests come from and how much money do they spend in the spa? What are the top selling products and spa treatments?

"Thanks to this information spa directors can stay on top of the economic situation of their spa and react quickly with appropriate decisions", says Thomas Rössler, Managing Director at TAC. The RA Dashboard consists of small application windows (widgets) that can be customized according to each user´s personal needs. The Dashboard is available as from March 2011 with RA 4.2, the latest version of Reservation Assistant Spa & Activity Software.
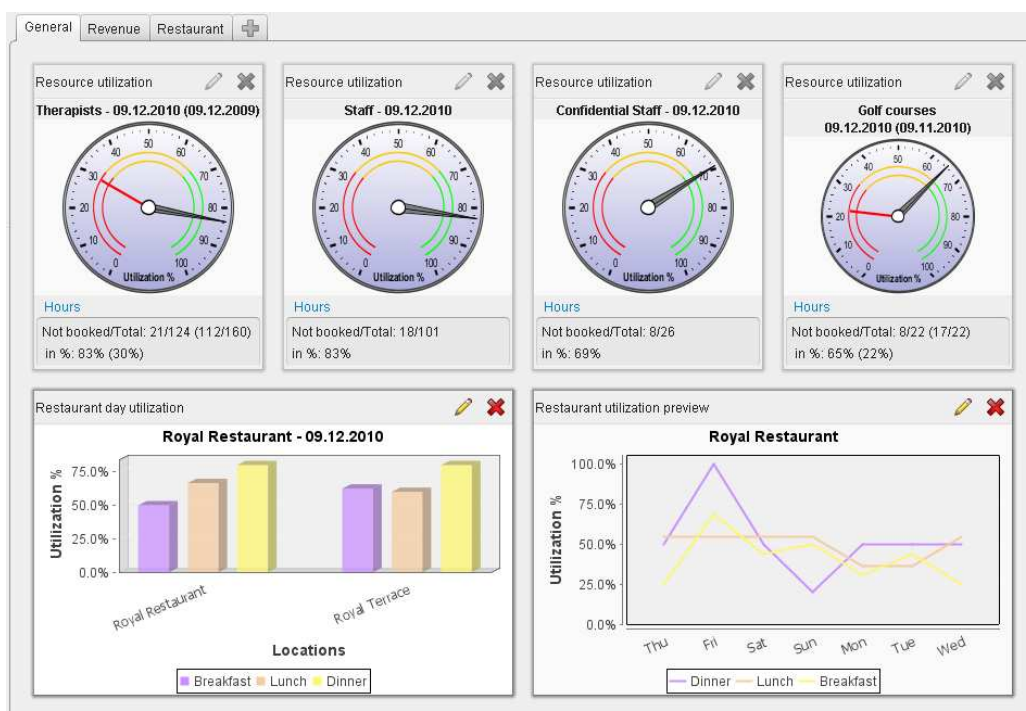
RA Dashboard (Example):
Above: current utilization of different resources compared to the same period of the previous year.
Below: daily utilization of the restaurant and weekly preview

About TAC

The Austrian software vendor TAC is specialized in the development of innovative software solutions for the hospitality industry. Reservation Assistant Spa & Activity Software coordinates and optimizes all operational processes of a typical wellness business. Customers include Hyatt Hotels Corporation, La Mamounia Marokko, Grand Resort Bad Ragaz, Interalpen-Hotel Tyrol, The Dolder Grand, Rogner Bad Blumau, Grand Hotel Victoria Jungfrau and Belle Mare Plage Mauritius.

With Digital Signage TAC offers spas an additional possibility to maximize resource utilization and increase revenue. Reservation Assistant Spa & Activity Software documents last minute availability of spa treatments and automatically reports them on all electronic boards of TAC Digital Signage - A presentation that attracts the guests´ attention and generates additional sales.

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