6 Auto Email Reports Every Hotelier Needs

Introduction

Hotel operations move fast and at times it can feel like there are a dozen fires to put out. As a hotelier, you want to spend your time growing your business and maintaining your vision. But you also want to remain ever-vigilant about threats to the bottom line.

Inn-Flow's auto email reports deliver vital labor and accounting analytics in order to free up your time and energy. By automatically emailing out key reports, your managers, co-owners, executives, and departmental heads will be better able to independently keep things on track. Now you can focus on the bigger picture.

> *I love the automated emails and the selection of reports Inn-Flow offers to users. In a growing company like ours, it's important for owners and developers to look for ways to be more time efficient. Instead of having to log in to check on our numbers, I just check the daily reports the Inn-Flow software generates and sends automatically.*
>
> *- Anish Govan, Vice President at Five Star Hospitality & Development Group*

Set it and Get it!

Set up reports to email to individuals or to specific positions. For example, you can identify a selection of reports you want your GMs to receive on a regular basis. As you grow your portfolio and add new GMs they will instantly get the reports corresponding to their position. This "Set it and Get it" system insures that each member of your management team instantly gets the data they need to efficiently manage their department.

Reports can be read right from your inbox, taking out the added step of logging into Inn-Flow's software. It is simpler, less time-consuming oversight. This is the end of those *"I didn't see or notice that…"* excuses.

Top 6 Auto Emailed Reports

Auto email reports are very customizable. Set them up to go out Daily, Weekly, Monthly or Annually; include individual users or particular roles; and fine-tune hundreds of version of auto emails to help you stay in step with the changing demands of your operations.

As an Inn-Flow subscriber, you will have instant access to these popular reports and many more.

1. Daily Flash

Inn-Flow has a number of different versions of Daily Flash reports. Once you find the one that suits your needs, you can customize it — including some or all of your portfolio — and begin delivering them to the inboxes of the people who manage your operations.
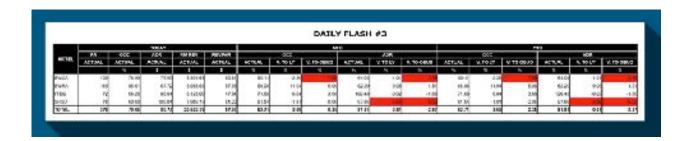
Version 1:

This is one of the most popular Daily Flash reports. It shows the trailing 7 days of your properties, and gives you quick stats, like revenue trends, comparing month-to-date (MTD) this year to the same period last year. With this snapshot of financial health, your managers will be ready to make important operations changes to impact your bottom line.

DAILY FLASH #1

		FRI 01/13	SAT 01/14	SUN 01/15	MON 01/16	TUE 01/17	WED 01/18	THU 01/19	FRI 01/20		Revenue
BWGA	Rms Rented	72	71	61	76	84	95	82	109	MTD	88,561
	Revenue	4,383	4,675	3,533	5,024	5,596	6,250	5,286	8,392	Last Year	93,874
	ADR	60.90	65.85	57.92	64.41	63.78	65.90	64.59	76.99	%	95%
	RevPAR	31.76	33.66	25.60	36.40	43.45	45.42	36.33	60.91		
BWRA	Rms Rented	115	131	78	91	114	117	114	119	MTD	117,845
	Revenue	7,655	6,535	4,757	5,500	6,801	8,871	7,065	8,050	Last Year	89,102
	ADR	66.66	67.47	60.56	60.53	59.86	90.10	61.95	67.72	%	132%
	RevPAR	55.14	63.99	34.23	38.63	48.93	47.99	60.83	57.98		
FFBC	Rms Rented	93	114	77	102	125	126	109	72	MTD	191,233
	Revenue	7,046	8,707	6,675	11,493	16,254	17,019	11,952	6,123	Last Year	166,746
	ADR	75.79	76.37	86.69	112.07	130.04	135.05	109.65	85.04	%	111%
	RevPAR	55.06	68.02	52.16	89.79	125.99	132.95	93.38	47.84		
HIRA	Rms Rented	68	104	76	92	126	127	109	108	MTD	133,564
	Revenue	5,098	7,837	6,004	8,496	11,768	11,013	8,915	8,367	Last Year	135,209
	ADR	74.97	75.94	79.05	92.04	93.54	91.01	82.07	77.65	%	98%
	RevPAR	39.29	60.75	46.63	65.35	90.66	84.71	68.01	64.51		
SHCA	Rms Rented	96	129	101	112	126	129	104	93	MTD	171,001
	Revenue	8,271	10,976	9,270	12,835	14,806	15,225	11,814	8,484	Last Year	191,630
	ADR	86.16	85.09	91.70	114.63	118.22	117.80	113.60	91.22	%	90%
	RevPAR	63.82	84.43	71.31	98.76	114.56	117.59	90.88	65.26		
SHSD	Rms Rented	97	100	62	95	119	122	103	78	MTD	166,256
	Revenue	8,103	9,530	5,400	9,940	12,637	13,412	10,499	7,939	Last Year	166,845
	ADR	83.85	95.50	88.06	104.64	106.19	109.97	101.92	102.04	%	94%
	RevPAR	70.03	73.46	42.00	76.45	97.21	103.31	90.75	61.22		
TPWL	Rms Rented	43	55	50	44	56	61	73	52	MTD	69,015
	Revenue	2,650	3,739	3,459	3,121	4,131	4,497	5,154	4,136	Last Year	67,728
	ADR	61.63	67.99	69.18	70.93	73.76	73.73	70.60	79.53	%	102%
	RevPAR	33.97	38.69	31.16	29.12	37.21	40.52	46.43	37.29		

Version 3:

Offering vital insights into what's happening today, MTD, and year-to-date (YTD), this reports provides you all of the information you need to budget better. You can even compare variance to last year and your original budget.

2. Controllable Expenses

Pulling in the Inn-Flow Adjusted Budget / Flow through analysis, an important feature that tells you what you should have spent based on actual business levels, this reports is a catalyst for conversation among your hotel managers. Utilize it to get your GM talking to all of the department heads about where they currently stand, so there will be *no surprises* at the end of the month.

CONTROLLABLE EXPENSES

ROOMS DEPARTMENT		Month To Date				Year-To-Date			
		Actual	POR	Adjusted	POR	Actual	POR	Adjusted	POR
CLEANING SUPPLY ECOLAB	51100	421	0.16	531	0.20	4,870	0.21	4,694	0.20
CLEANING SUPPLY OTHER	51150	451	0.17	531	0.20	5,112	0.22	4,694	0.20
SUPPLIES- GUEST	51250	1,435	0.54	1,991	0.75	17,052	0.73	17,602	0.75
SUPPLIES- DID YOU FORGET ITEMS	51260	0	0.00	80	0.03	578	0.01	704	0.03
SUPPLIES- ROOM FURNISHINGS	51270	440	0.17	398	0.15	3,273	0.14	3,520	0.15
LINEN	51300	0	0.00	1,328	0.50	7,452	0.32	11,735	0.50
FOOD & BANQUET DEPARTMENT		Month To Date				Year-To-Date			
		Actual	POR	Adjusted	POR	Actual	POR	Adjusted	POR
FOOD PURCHASES- BREAKFAST	52110	5,729	2.16	9,824	3.70	83,827	3.57	86,635	3.70
TABLE LINENS	52190	95	0.04	25	0.01	871	0.04	201	0.01
SUPPLIES- KITCHEN CLEANING	52290	94	0.04	239	0.09	1,472	0.06	2,112	0.09
SUPPLIES- NON FOOD CONSUMABLES	52290	721	0.27	690	0.26	8,870	0.38	6,102	0.26
CHINA GLASS AND SILVER	52300	0	0.00	80	0.03	776	0.03	704	0.03
OTHER KITCHEN EXPENSES	52350	42	0.02	0	0.00	550	0.02	0	0.00
BEVERAGE DEPARTMENT		Month To Date				Year-To-Date			
		Actual	POR	Adjusted	POR	Actual	POR	Adjusted	POR
BEER PURCHASES	53100	572	0.22	200	0.08	3,020	0.13	1,457	0.06
WINE PURCHASES	53150	90	0.03	63	0.02	1,036	0.05	845	0.04
LIQUOR PURCHASES	53200	0	0.00	0	0.00	0	0.00	0	0.00
SHOP DEPARTMENT		Month To Date				Year-To-Date			
		Actual	POR	Adjusted	POR	Actual	POR	Adjusted	POR
SHOP PURCHASES	57080	1,045	0.39	1,575	0.59	11,253	0.48	13,809	0.59

Manager Comments

Department	Managers Signature	Comments
ROOMS DEPARTMENT		
FOOD & BANQUET DEPARTMENT		
BEVERAGE DEPARTMENT		
SHOP DEPARTMENT		

*This report includes the following active accounting period. Data for this accounting period should not be considered final.
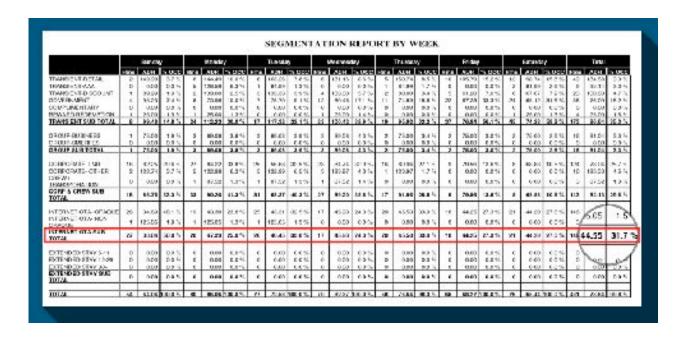(MM/DD/YY)

Best practices

- Send a customized, controllable expense report out to your department heads automatically on a weekly basis
- Tailor the report to include any departments and chart of accounts that you feel your managers should be watching
- Have your department heads sign off and add comments as well — everyone is held accountable

3. Weekly Segmentation

The Weekly Segmentation report runs Sunday to Saturday, just like your Weekly STAR report. It is easy to draw attention to both the positives and negatives when you use this report to evaluate your weekly STAR report. After careful analysis, your team will be empowered to utilize insights from these reports to establish better revenue management strategies, which will improve your bottom line.

The example report below shows the hotel received 31% of their business from internet sites at an average daily rate of $44.55 — not the most favorable outcome! They may want to ask themselves: *Should we put additional restrictions on our internet rates to avoid this in the future?*

Best practices

- Send this out to your Sales and Management team automatically on a weekly basis to coincide with the day you receive your STAR report

- Guide your team in their initial analyses and conclusions, but encourage them to self-correct as time goes on

4. Housekeeping Assignments

Your management team needs to keep a close watch on the productivity of your staff. This color-coded report shows room types assigned to each housekeeper, as well as their budget based on cleaning service levels, and the actual time they took to clean. From the example, any manager could see that Bonny needs additional training to keep pace with budgeted hours.
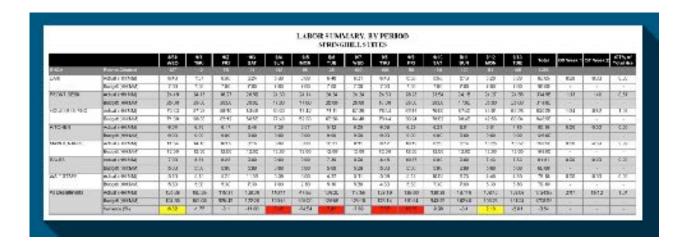

Best practices

- Send this report out weekly and monthly so your management team can evaluate specific members of your housekeeping department
- Identify who needs additional training to stay in line with budget

5. Labor Summary

Labor is every hotel's biggest controllable expense. In this report, not only are you getting insights on your budget vs. actual for each department and the hotel as a whole, but you are also receiving overtime data. Like our other reports, it is color-coded for quick evaluation so that you can easily identify your trouble areas and make adjustments.

LABOR SUMMARY, BY PERIOD
SPRINGHILL SUITES

Best practices

- Send this report out weekly to all hotel level department heads
- Send this report for multiple hotels to all area managers showing them a snapshot of multiple properties in a single email.

6. Overtime at Risk

Run this proactive report to show employees who are at risk of earning overtime, so managers can identify and adjust the schedule before it happens. Looking at actual employees hours worked (column A) and their scheduled hours (column S) in the example below, your GM will see that the

hotel is at risk of paying for almost 10 hours of overtime if the schedules are not adjusted. This report leaves little room for unnecessary overtime.

Best practices

- Automatically Send this report daily to all department heads
- Identify employees at risk of getting overtime and adjust schedules accordingly

Get Automated Now

Sending automated reports to your team on a regular basis — whether it be daily, weekly, monthly, or quarterly — is a straightforward way of keeping everyone informed and accountable. It takes a great deal of stress out of operating your hotel, and frees you up to focus on the important things: growing your business and increasing profits.

Get robust auto-email reports with hundreds of versions. [Contact us](#) for a demo.