

WILLKOMMEN! BIENVENUE! WELCOME!

to the world of

MagicWorkbooks®

HotelRevenueController

This is a **Magic**Workbook: a controlling tool in the form of a Microsoft Excel file.

No macros, no write protection. All formulas used are visible.

All formats used are standard Excel which transform into your country's Excel formats.

You can import your DATA from any source that supports MS Excel.

You can also add your own worksheets as you see fit.

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System requirements





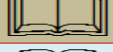
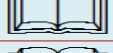
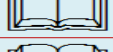


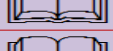
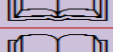
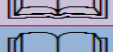
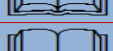
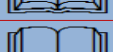


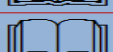
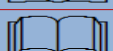
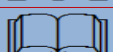












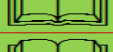
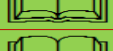
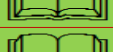
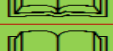


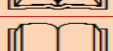

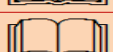
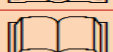
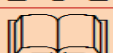
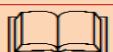


Platform: Windows 98 or later operating system
Microsoft Excel Version: 2007 or later
(You need a xls format (excel 2003) – send us a short information after you placed the order – support@magicworkbooks.com - we'll send you the ordered xls MagicWorkbook by email)

Product Survey

- You need a quick survey of your revenue development?
- An accurate analysis of your key account clients and booking channels?
- You don't want another costly software solution?

Then HotelRevenueController is the tool for you:

- You can analyze up to 50 different customers / booking channels monthly and year-to-date.
- The tool generates automatically from your data:
 - year-end projection of total revenue
 - by month and cumulative
 - last-year comparison of total revenue, rooms revenue, and other revenue,
 - comparison and development of rooms rates and rooms sold
 - by month and cumulative
 - TopTen-lists of clients / channels
 - by revenue, room rate and occupancy
 - plus a host of graphs for presentations
- and an Introduction to the Art of Revenue Management

Sheet	type	contains	click on book to get to page
WELCOME	Readme	Introduction / Manual	
DATA	spreadsheet	DATA INPUT	
DataRev	spreadsheet	DATA INPUT Customers / Channels ACTUAL YEAR	
DataRevLY	spreadsheet	DATA INPUT Customers / Channels LAST YEAR	
RevMan	Text	An Introduction to the Art of Revenue Management	
Survey	graph	SURVEY ACTUAL	
SurveyTotalRev	graph	Actual to Last Year Comparison Top Accounts Total revenue month	
SurveyRooms	graph	Actual to Last Year Comparison Top Accounts rooms sold month	
GprogTrevM	graph	Projection Total revenue month	
GprogTrev	graph	Projection Total revenue year	
ProgRevM	spreadsheet	Projection Total revenue month	
ProgRev	spreadsheet	Projection Total revenue year	
Svrooms	spreadsheet	Actual to Last Year Comparison rooms sold year	
SvroomsM	spreadsheet	Actual to Last Year Comparison rooms sold month	
Svrate	spreadsheet	Actual to Last Year Comparison Room Rate year	
SvrateM	spreadsheet	Actual to Last Year Comparison Room Rate month	
SVRev	spreadsheet	Actual to Last Year Comparison Total revenue year	
SVRevM	spreadsheet	Actual to Last Year Comparison Total revenue month	
SVRoomsRev	spreadsheet	Actual to Last Year Comparison Rooms revenue year	
SVRoomsRevM	spreadsheet	Actual to Last Year Comparison Rooms revenue month	
SVORev	spreadsheet	Actual to Last Year Comparison Other Revenue net Year	
SVORevM	spreadsheet	Actual to Last Year Comparison Other Revenue Month	
CheckTotalRev	interactive	Customer Check Total revenue year	
CheckTotalRevM	interactive	Customer Check Total revenue month	
CheckRoomsRev	interactive	Customer Check Rooms revenue year	
CheckRoomsRevM	interactive	Customer Check Rooms revenue month	
CheckOtherRev	interactive	Customer Check Other Revenue net Year	
CheckOtherRevM	interactive	Customer Check Other Revenue Month	
CheckRoomNights	interactive	Customer Check rooms sold year	
CheckRoomNightsM	interactive	Customer Check rooms sold month	
CheckRates	interactive	Customer Check Room Rate year	
CheckRatesM	interactive	Customer Check Room Rate month	
TopTenRev	spreadsheet	TOP TEN LIST Total revenue year	
TopTenRoomsRev	spreadsheet	TOP TEN LIST Rooms revenue year	
TopTenRate	spreadsheet	TOP TEN LIST Room Rate year	
TopTenRooms	spreadsheet	TOP TEN LIST rooms sold year	
TopTenORev	spreadsheet	TOP TEN LIST Other Revenue net	
REVY	spreadsheet	Net Revenues Actual	
REVYcum	spreadsheet	Net Revenues Actual Cumulative	
REVLY	spreadsheet	Net Revenues Last Year	
REVLYcum	spreadsheet	Net Revenues Last Year Cumulative	
stats	spreadsheet	Stats Actual	
statscum	spreadsheet	Stats Actual cumulative	
statsLY	spreadsheet	Stats Last Year	
statsLYcum	spreadsheet	Stats Last Year cumulative	

SURVEY ACTUAL

Hotel:

Asteroid Court

Currency: \$ HK

Last Data Input:		Feb-15	Feb-14	Var	Var %	Var
Total Revenue Net Year	Hotel Total	1,137,503	1,056,404	81,100	8%	😊
Rooms Revenue net Year	Hotel Total	933,423	826,362	107,062	13%	😊
Other Revenue net Year	Hotel Total	204,080	230,042	-25,962	-11%	😞
rooms sold year	Hotel Total	9,147	9,024	123	1%	😊

Total Revenue Net Year	Summe Top Account	207,280	359,842	-152,562	-42%	😞
Rooms Revenue net Year	Summe Top Account	154,473	231,457	-76,984	-33%	😞
Other Revenue net Year	Summe Top Account	52,807	128,385	-75,578	-59%	😞
rooms sold year	Summe Top Account	823	1,319	-496	-38%	😞

Total Revenue Net Year	Rest Hotel	930,224	696,562	233,662	34%	😊
Rooms Revenue net Year	Rest Hotel	778,951	594,905	184,046	31%	😊
Other Revenue net Year	Rest Hotel	151,273	101,657	49,616	49%	😊
rooms sold year	Rest Hotel	8,324	7,705	619	8%	😊

0065-01 HotelRevenueController

Actual to Last Year

Feb-15

Hotel:

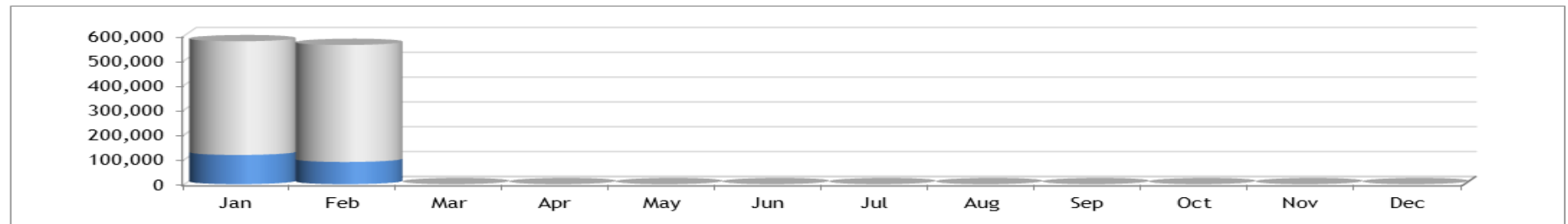
Asteroid Court

Currency:

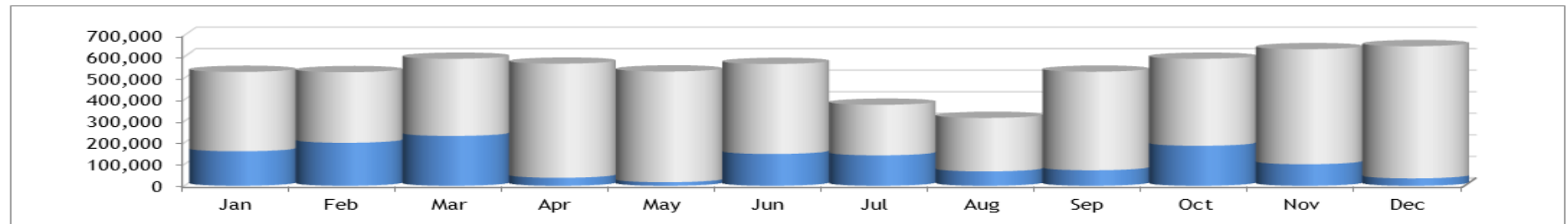
\$ HK

Total revenue month

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts	117,805	89,475										
Rest Hotel	458,439	471,785										
Top Accounts in %	20%	16%										



2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts	160,184	199,658	231,474	37,202	16,722	147,765	141,513	66,778	72,115	185,727	100,097	34,564
Rest Hotel	368,620	327,942	358,347	529,821	513,934	417,837	234,669	248,387	457,572	404,120	534,189	613,582
Top Accounts in %	30%	38%	39%	7%	3%	26%	38%	21%	14%	31%	16%	5%



2015 to 2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Var	-42,379	-110,183										
Var %	-10%	-22%										

0065-01 HotelRevenueController

Actual to Last Year
Currency:

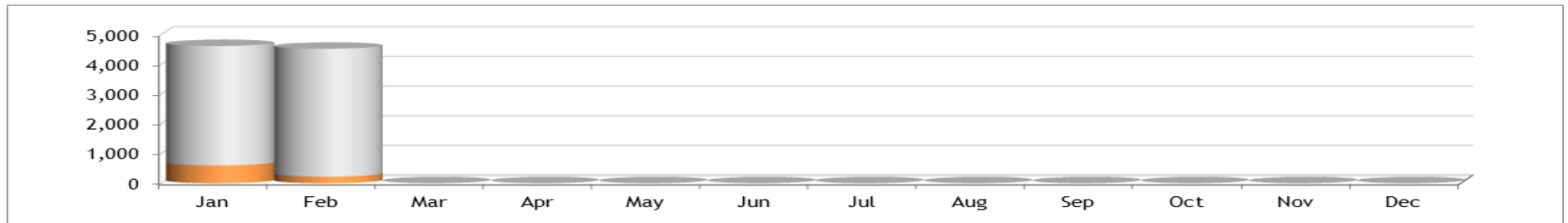
Feb-15
\$ HK

Hotel:

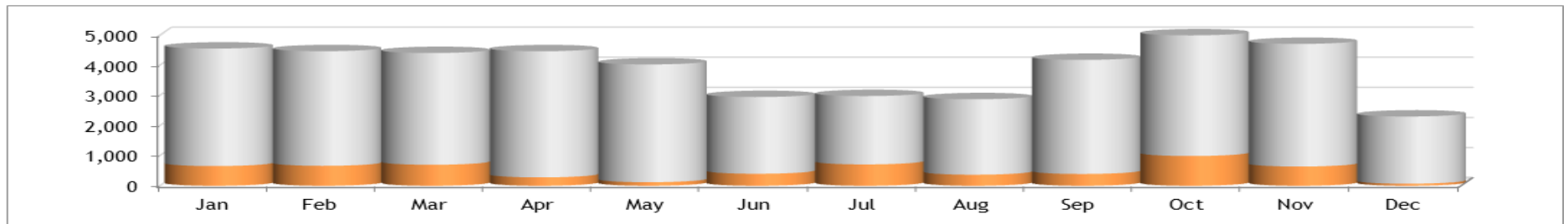
Asteroid Court

rooms sold month

2015		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts		600	223										
Rest Hotel		4,020	4,304										
Top Accounts in %		13%	5%										



2014		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts		656	663	698	280	120	400	710	368	393	990	640	70
Rest Hotel		3,900	3,805	3,710	4,186	3,908	2,547	2,269	2,506	3,786	4,004	4,071	2,230
Top Accounts in %		14%	15%	16%	6%	3%	14%	24%	13%	9%	20%	14%	3%



2015 to 2014		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Var		-56	-440										
Var %		-1%	-10%										

0065-01 HotelRevenueController

Projection

per Feb-15

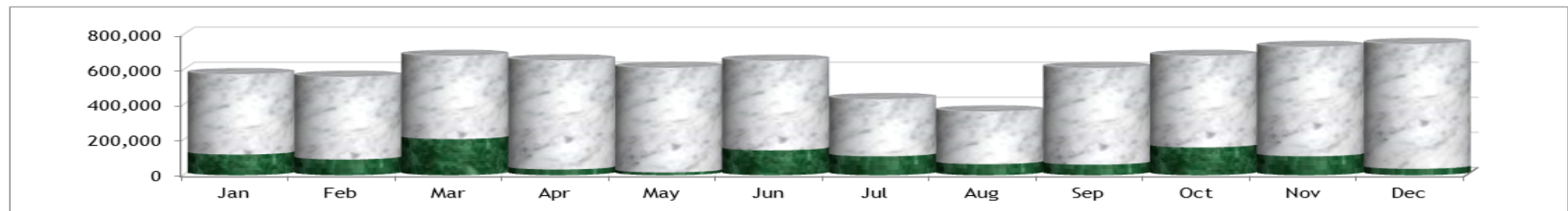
Hotel:

Asteroid Court

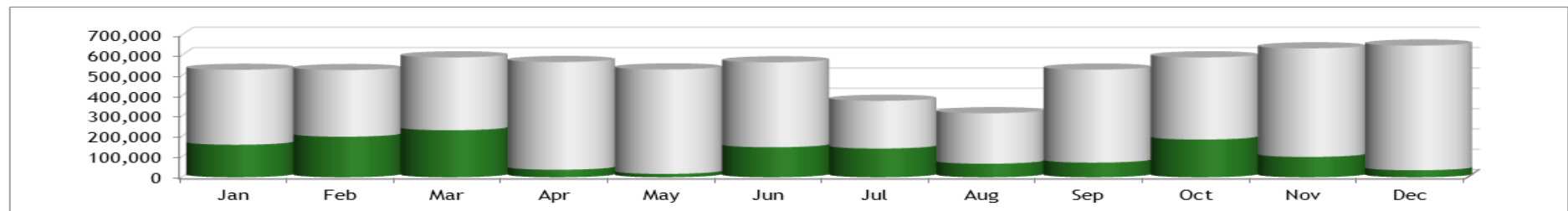
Currency: \$ HK

Total revenue month

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts	117,805	89,475	205,995	32,729	15,812	141,838	107,635	62,844	59,921	158,190	107,808	36,454
Rest Hotel	458,439	471,785	474,490	621,454	596,413	510,704	326,372	300,766	551,186	522,326	623,976	711,321
Hotel Total	576,243	561,260	680,486	654,183	612,225	652,543	434,006	363,611	611,107	680,515	731,784	747,775
Top Accounts in %	20%	16%	30%	5%	3%	22%	25%	17%	10%	23%	15%	5%



2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Top Accounts	160,184	199,658	231,474	37,202	16,722	147,765	141,513	66,778	72,115	185,727	100,097	34,564
Rest Hotel	368,620	327,942	358,347	529,821	513,934	417,837	234,669	248,387	457,572	404,120	534,189	613,582
Hotel Total	528,804	527,600	589,822	567,024	530,656	565,601	376,182	315,165	529,687	589,847	634,286	648,146
Top Accounts in %	30%	38%	39%	7%	3%	26%	38%	21%	14%	31%	16%	5%



2015 to 2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Var	-42,379	-110,183	-25,479	-4,473	-909	-5,927	-33,879	-3,934	-12,194	-27,538	7,711	1,891
Var %	-10%	-22%	-9%	-2%	-1%	-4%	-13%	-4%	-4%	-8%	-1%	0%

0065-01 HotelRevenueController

Select the month you want to see from the dropdown menu in the yellow cell

Jul-15

The projection calculates open months on the basis of the cumulative percentage of variance to last year.
The more data, the more accurate the projection grows.

Set Filter to "D" to hide empty rows!	Projection		Jul-15		Hotel:	Asteroid Court	
	Currency: \$ HK		Total revenue month				
			Jul-14	Jul-15	Var	Var Minus	Var Plus
D	<input type="checkbox"/>	Hotel	376,182	434,006	57,825		
D	<input type="checkbox"/>	Summe Top Accounts	141,513	107,635	-33,879		
		Rest Hotel	234,669	326,372	91,703		
D	<input type="checkbox"/>	1 HRS	14,049	17,864	3,815		
D	<input type="checkbox"/>	2 Mark Corp	41,753	32,985	-8,768		
D	<input type="checkbox"/>	3 Zuma Ltd.	41,753	12,827	-28,926		
D	<input type="checkbox"/>	4 Otana	41,753	41,753	0		
D	<input type="checkbox"/>	5 Lexx	1,103	1,103	0		
D	<input type="checkbox"/>	6 Bandos	1,103	1,103	0		
D	<input type="checkbox"/>	7 Customer 7	0	0	0		
D	<input type="checkbox"/>	8 Customer 8	0	0	0		
D	<input type="checkbox"/>	9 Customer 9	0	0	0		
D	<input type="checkbox"/>	10 Customer 10	0	0	0		
D	<input type="checkbox"/>	11 Customer 11	0	0	0		
D	<input type="checkbox"/>	12 Customer 12	0	0	0		
D	<input type="checkbox"/>	13 Customer 13	0	0	0		
D	<input type="checkbox"/>	14 Customer 14	0	0	0		
D	<input type="checkbox"/>	15 Customer 15	0	0	0		
D	<input type="checkbox"/>	16 Customer 16	0	0	0		
D	<input type="checkbox"/>	17 Customer 17	0	0	0		
D	<input type="checkbox"/>	18 Customer 18	0	0	0		
D	<input type="checkbox"/>	19 Customer 19	0	0	0		
D	<input type="checkbox"/>	20 Customer 20	0	0	0		

...

Select the month you want to see from the dropdown menu in the yellow cell

Jan-15

If the Top Ten List shows zero, there are either no values or more than one value for the same ranking.

TOP TEN LIST

Hotel:

Asteroid Court

Rooms
revenue
year

per

Jan-15

Rank	2014		2015	
	Top Accounts	Rooms revenue year	Top Accounts	Rooms revenue year
1	Mark Corp	32,710	HRS	32,583
2	HRS	31,911	Mark Corp	24,112
3	Zuma Ltd.	14,019	Zuma Ltd.	21,308
4	Otana	13,551	Otana	11,028
5	Lexx	13,084	Lexx	0
6	Bandos	7,009	0	0
7	Customer 7	0	0	0
8	0	0	0	0
9	0	0	0	0
10	0	0	0	0

Choose the customer you want to analyze from the dropdown menu in the yellow cell

[Back Home!](#)

Zuma Ltd.

Actual to Last Year
Currency:

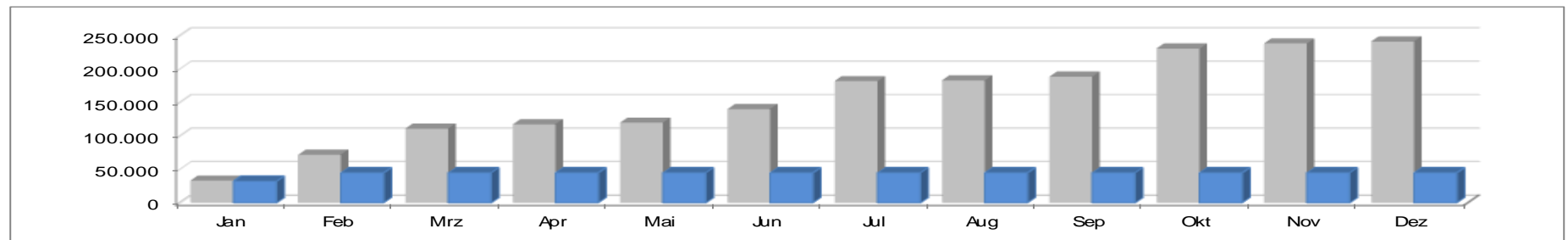
Feb 15
\$ HK

Hotel: **Asteroid Court**

Zuma Ltd.

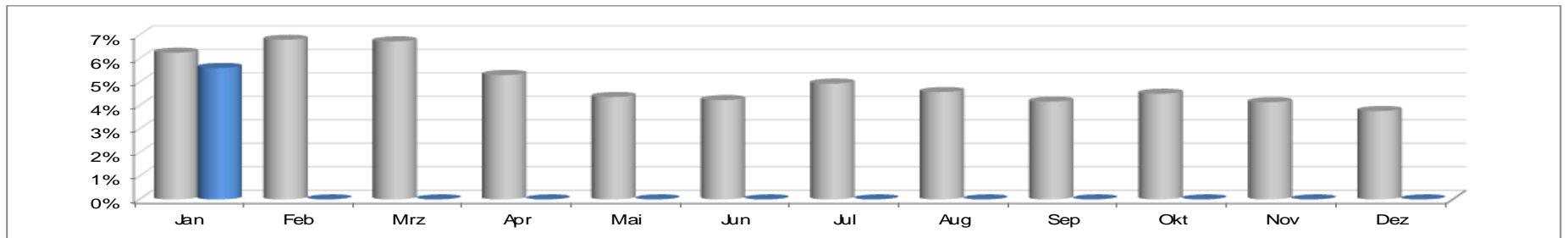
Total revenue year

	Jan	Feb	Mrz	Apr	Mai	Jun	Jul	Aug	Sep	Okt	Nov	Dez
2015	32.233	44.913	44.913	44.913	44.913	44.913	44.913	44.913	44.913	44.913	44.913	44.913
2014	33.010	71.755	110.689	117.137	119.548	139.920	181.673	182.775	188.467	230.220	237.909	240.869
Var	-778											



in % of Hotel

	Jan	Feb	Mrz	Apr	Mai	Jun	Jul	Aug	Sep	Okt	Nov	Dez
2015	6%											
2014	6%	7%	7%	5%	4%	4%	5%	5%	4%	4%	4%	4%
Var	-1%											



Choose the customer you want to analyze from the dropdown menu in the yellow cell

[Back Home!](#)

Mark Corp

Actual to Last Year
Currency:

Feb-15
\$ HK

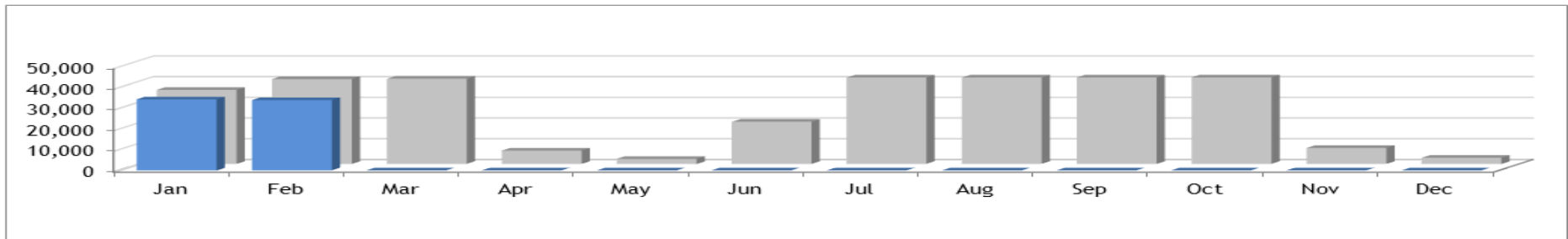
Hotel: **Asteroid Court**

Mark Corp

headquarters to be moved here in March! Plus 5,000 room nights!

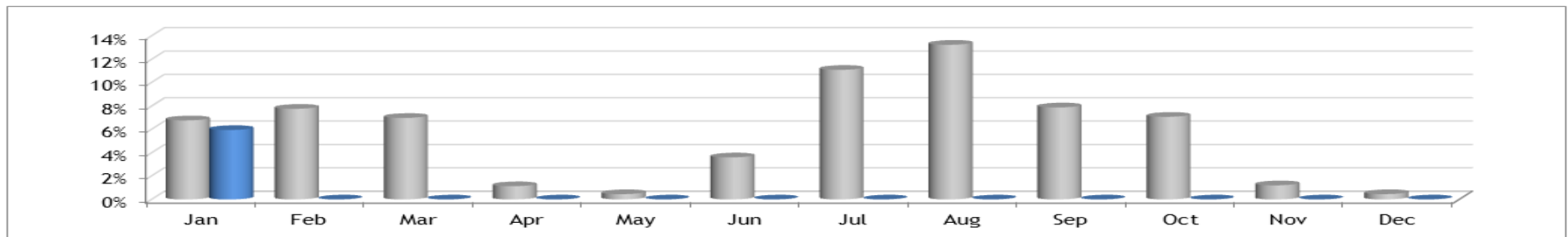
Total revenue month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	34,272	33,920										
2014	35,820	40,977	41,191	6,448	2,411	20,372	41,753	41,753	41,753	41,753	7,689	2,960
Var	-1,548											



in % of Hotel

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	6%											
2014	7%	8%	7%	1%	0%	4%	11%	13%	8%	7%	1%	0%
Var	-1%											



Choose the customer you want to analyze from the dropdown menu in the yellow cell

[Back Home!](#)

HRS

Actual to Last Year
Currency:

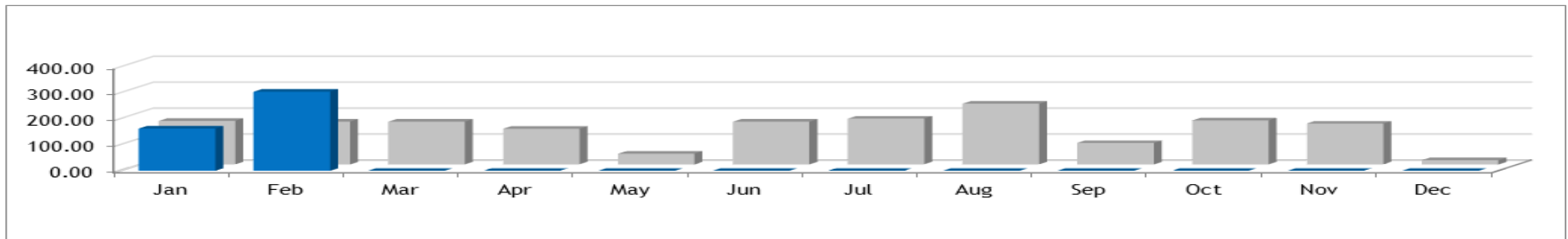
Feb-15
\$ HK

Hotel: **Asteroid Court**

HRS

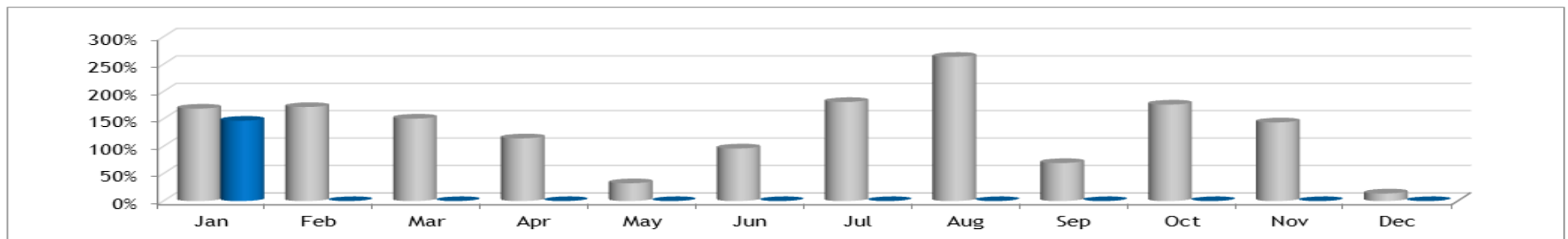
Room Rate month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	162.92	305.47										
2014	167.95	164.92	164.92	137.43	41.23	164.92	176.70	234.26	82.46	169.50	157.42	16.49
Var	-5.04											



in % of Hotel

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	147%											
2014	169%	172%	151%	115%	32%	96%	181%	263%	69%	176%	144%	14%
Var	-22%											



0065-01 HotelRevenueController

DATA INPUT

[Back Home!](#)

Please input your data only in the yellow cells!

Do not delete cells, rows, or columns! Do not use drag&drop! Both will destroy the functionality of this tool!

Demo data in the yellow cells are for your orientation. Overwrite them with your own data.

Hotel:

Year from:

No. of rooms:

Currency:

extract

Please input LAST YEAR's figures in the table below.

Month	days	Total revenue month	Total revenue year	Rooms revenue month	Rooms revenue year	rooms sold month	rooms sold year	Room Rate month	Room Rate year	available rooms month	available rooms year	Occupancy month	Occupancy year	RevPar month	RevPar year
Jan-14	31	556,636	556,636	452,982	452,982	4,556	4,556	99.43	99.43	6,820	6,820	66.80%	66.80%	66.42	66.42
Feb-14	28	555,368	1,112,004	428,980	881,962	4,468	9,024	96.01	97.74	6,160	12,980	72.53%	69.52%	69.64	67.95
Mar-14	31	620,865	1,732,869	482,571	1,364,533	4,408	13,432	109.48	101.59	6,820	19,800	64.63%	67.84%	70.76	68.92
Apr-14	30	596,867	2,329,736	535,865	1,900,398	4,466	17,898	119.99	106.18	6,600	26,400	67.67%	67.80%	81.19	71.98
May-14	31	558,585	2,888,321	511,057	2,411,455	4,028	21,926	126.88	109.98	6,820	33,220	59.06%	66.00%	74.94	72.59
Jun-14	30	595,370	3,483,691	505,917	2,917,372	2,947	24,873	171.67	117.29	6,600	39,820	44.65%	62.46%	76.65	73.26
Jul-14	31	395,981	3,879,672	290,802	3,208,174	2,979	27,852	97.62	115.19	6,820	46,640	43.68%	59.72%	42.64	68.79
Aug-14	31	331,753	4,211,425	255,572	3,463,746	2,874	30,726	88.93	112.73	6,820	53,460	42.14%	57.47%	37.47	64.79
Sep-14	30	557,565	4,768,990	496,105	3,959,851	4,179	34,905	118.71	113.45	6,600	60,060	63.32%	58.12%	75.17	65.93
Oct-14	31	620,892	5,389,882	480,157	4,440,008	4,994	39,899	96.15	111.28	6,820	66,880	73.23%	59.66%	70.40	66.39
Nov-14	30	667,669	6,057,551	515,856	4,955,864	4,711	44,610	109.50	111.09	6,600	73,480	71.38%	60.71%	78.16	67.45
Dec-14	31	682,259	6,739,810	275,687	5,231,551	2,300	46,910	119.86	111.52	6,820	80,300	33.72%	58.42%	40.42	65.15

DATA INPUT Customers / Channels ACTUAL YEAR

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		Jan-15	Jan-15	Jan-15	Jan-15	Jan-15	Jan-15	Jan-15
					7%	19%		Jan-15
Nr.	Top Accounts	rooms sold month	Rooms revenue month	Total revenue month	Other Revenue Month	Rooms Revenue net	Other Revenue net	Total Revenue Net
1	HRS	200	40,000	45,200	5,200	32,583	4,370	36,953
2	Mark Corp	175	25,800	37,890	12,090	24,112	10,160	34,272
3	Zuma Ltd.	150	22,800	35,800	13,000	21,308	10,924	32,233
4	Otana	75	11,800	15,750	3,950	11,028	3,319	14,347
5	Lexx				0	0	0	0
6	Bandos				0	0	0	0
7	Customer 7				0	0	0	0
8	Customer 8				0	0	0	0
9	Customer 9				0	0	0	0
10	Customer 10				0	0	0	0
11	Customer 11				0	0	0	0
12	Customer 12				0	0	0	0
13	Customer 13				0	0	0	0
14	Customer 14				0	0	0	0
15	Customer 15				0	0	0	0
16	Customer 16				0	0	0	0
17	Customer 17				0	0	0	0
18	Customer 18				0	0	0	0
19	Customer 19				0	0	0	0
20	Customer 20				0	0	0	0
21	Customer 21				0	0	0	0
22	Customer 22				0	0	0	0
23	Customer 23				0	0	0	0
24	Customer 24				0	0	0	0
25	Customer 25				0	0	0	0
26	Customer 26				0	0	0	0

		Feb-15	Feb-15	Feb-15	Feb-15	Feb-15	Feb-15	Feb-15
					7%	19%		Feb-15
		rooms sold month	Rooms revenue month	Total revenue month	Other Revenue Month	Rooms Revenue net	Other Revenue net	Total Revenue Net
		120	45,000	52,400	7,400	36,656	6,218	42,875
		93	30,000	37,000	7,000	28,037	5,882	33,920
		10	800	15,000	14,200	748	11,933	12,680
					0	0	0	0
					0	0	0	0
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		Mar-15	Mar-15
		rooms sold month	Rooms revenue month

...

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