



Hotels in crisis:

Integrated budgeting and forecasting tools are needed!

Guaranteed data parity with PMS and accounting systems

With the goal of providing simplified and standardised budgeting and forecasting in hotel businesses, Fairmas has analysed these processes in a variety of companies. It has detected improvement potentials and created software that guarantees a uniform reporting system, constant processes, and data parity at all levels.

Reliable forecasts are needed

For years, the entire market and customer situation has represented a challenge to any manager wanting to determine the utilisation, turnover and costs of a hotel in advance – with spot-on precision if possible. But just as before, many of the people with budget responsibility face the problem that internal systems are insufficiently interlinked and that data is too heterogeneous. So most of the time is spent collecting data - and not analysing it for strategic evaluation.

Revenue management made easy (FairBudget)

Accommodation data can be imported into the budget system every day, 365 days in advance, system-supported. Known factors such as capacities, prices, and capacity utilisation data are compared with past and future bookings data and evaluated. Revenue management is reliably supported by the clearly displayed information, thanks to exact analysis of the accommodation data. Freely definable pick-up scenarios reliably display and effects on budgeting and planning. The stored data calendar can be updated at any time, and trade fair and event reports can be called up whenever desired. Current and future excess cover (or shortage of cover) is shown transparently. A solid planning basis for organising revenue activities has been created. Scenarios can be played through and sounded out.



Other revenues and costs (FairPlanner)

Besides the budget and forecasting processes for the accommodation data, it was important to find a solution for the food and beverage sector, to determine all the other revenues - and naturally the costs. In addition, F&B sales, other proceeds, together with the costs of the building are imported into FairPlanner, then analysed and used in budgeting and forecasting. The standardised recording of all costs and revenues (Uniformed System of Account) enables comparisons, both within a hotel operation, and between the various consolidation stages. Using linked bookkeeping software (such as DATEV) the planning data is continuously compared every month with actual hotel results, so ensuring a solid basis for strategic action, both within the hotel and in the marketplace.

Consolidation of group figures (FairChain)

At the same time, the company is now already offering system-supported consolidation of the individual hotel results at higher levels (e.g. by regions and brands, etc.). Here the focus is on the uniform consolidation of the budget and forecasting data at different structural levels, appropriate opportunities for displaying the results, together with a system-supported e-mail reporting system. By combining existing software modules, integrated hotel system solutions can be generated that link heterogeneous system environments to one another, ensuring system compatibility and data parity.



Fairmas

Fairmas Gesellschaft für Marktanalysen mbH was founded in 2003. By 2008 it had installed its software in more than 1000 hotels all over the world. Fairmas has enjoyed continuous growth and has seen a constant expansion of its own product range. The company is also represented by cooperation partners in London and Atlanta. Alongside its extensive range of system and web-based planning tools, the company also offers the implementation of individual process solutions.

At the beginning of the year, Fairmas introduced a cross-destination benchmarking application for holiday and resort hotel industry. The company's aim is to become one of the leading hotel software vendors in Europe.

Information: Tanja Gerhard, Public Relations, Fairmas Gesellschaft für Marktanalysen mbH, Meinekestrasse 24, D-10719 Berlin, Phone: +49 (0) 30 322 940 520, Fax: +49 (0) 30 322 940 521, Mail: office@fairmas.com, Web: <http://www.fairmas.com>