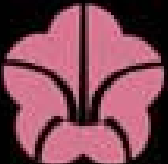
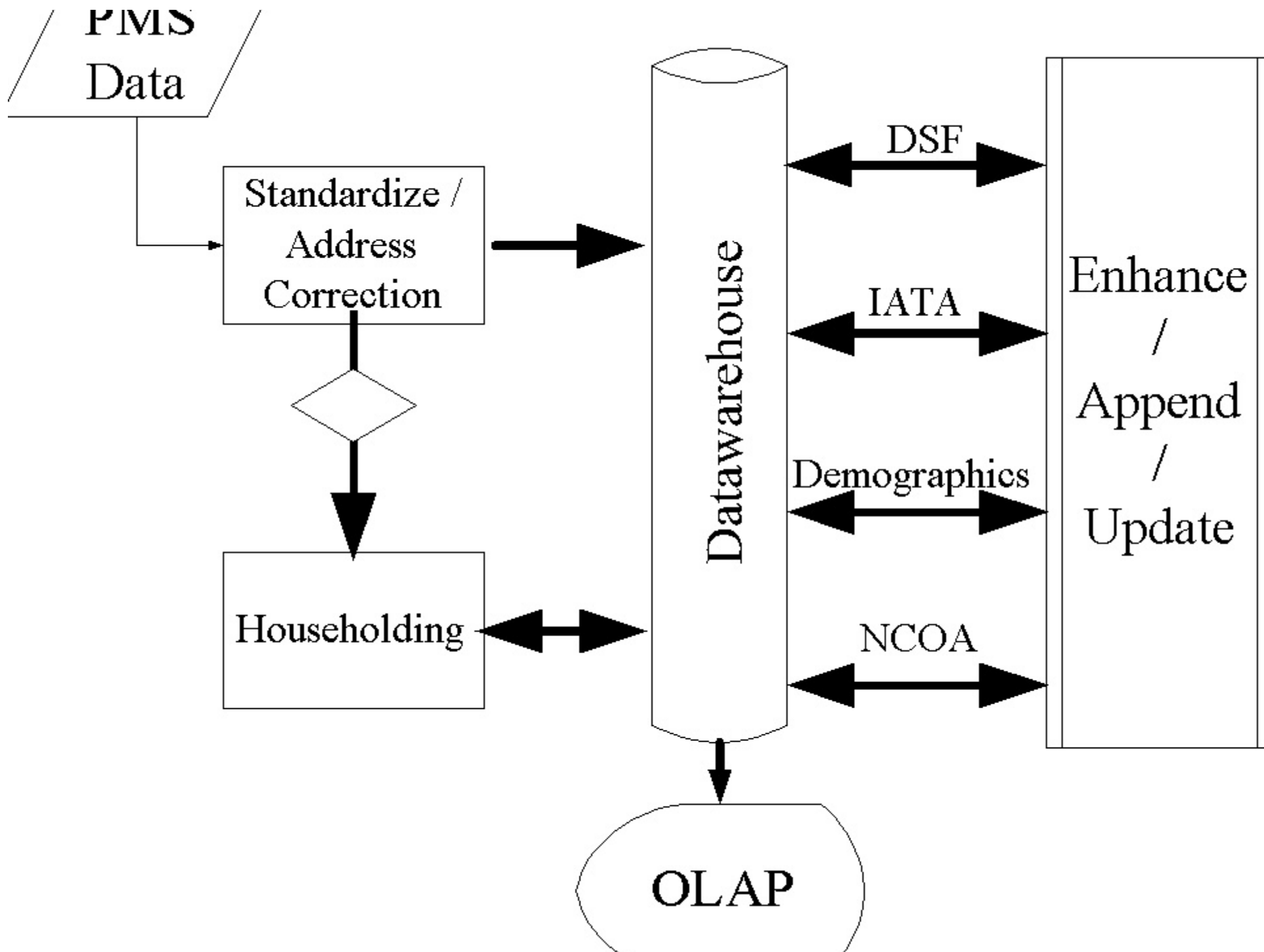


# Omni Hotels Fast Facts

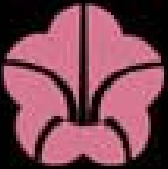
- Omni Hotels is a privately owned company headquartered in Irving, Texas, operating 40 first-class and luxury hotels and resorts throughout the United States, Canada and Mexico. The company's portfolio is comprised of 32 owned and managed properties and 8 franchised properties.
- The typical Omni Hotel is a 350 - 500 room, upscale hotel.
- In 2000, Omni Hotels was ranked "Highest in Guest Satisfaction Among Upscale Hotel Chains" by J.D. Power and Associates.

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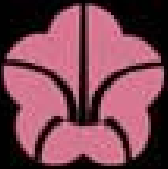
# Achieving Better Data

- Having Standards
  - Street Names (i.e. 219 Pine Dr)
  - Names (i.e. First - Spell out, no initials)
- Training (Collection of Data)
  - Reservations
  - Front Desk
- Data Integrity
  - Publish Results / Contests

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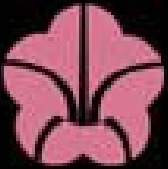
# Address Correction / Standardization

- NCOA (National Change of Address)
- DSF (Delivery Sequence File)
- IATA (International Air Transport Association) Codes

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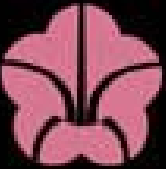
# Demographic Appending Vendors

- Claritas (Microvision – Prizm)
- Mosaic
- Donnelly Marketing
- Experian
- Acorn
- Psyte

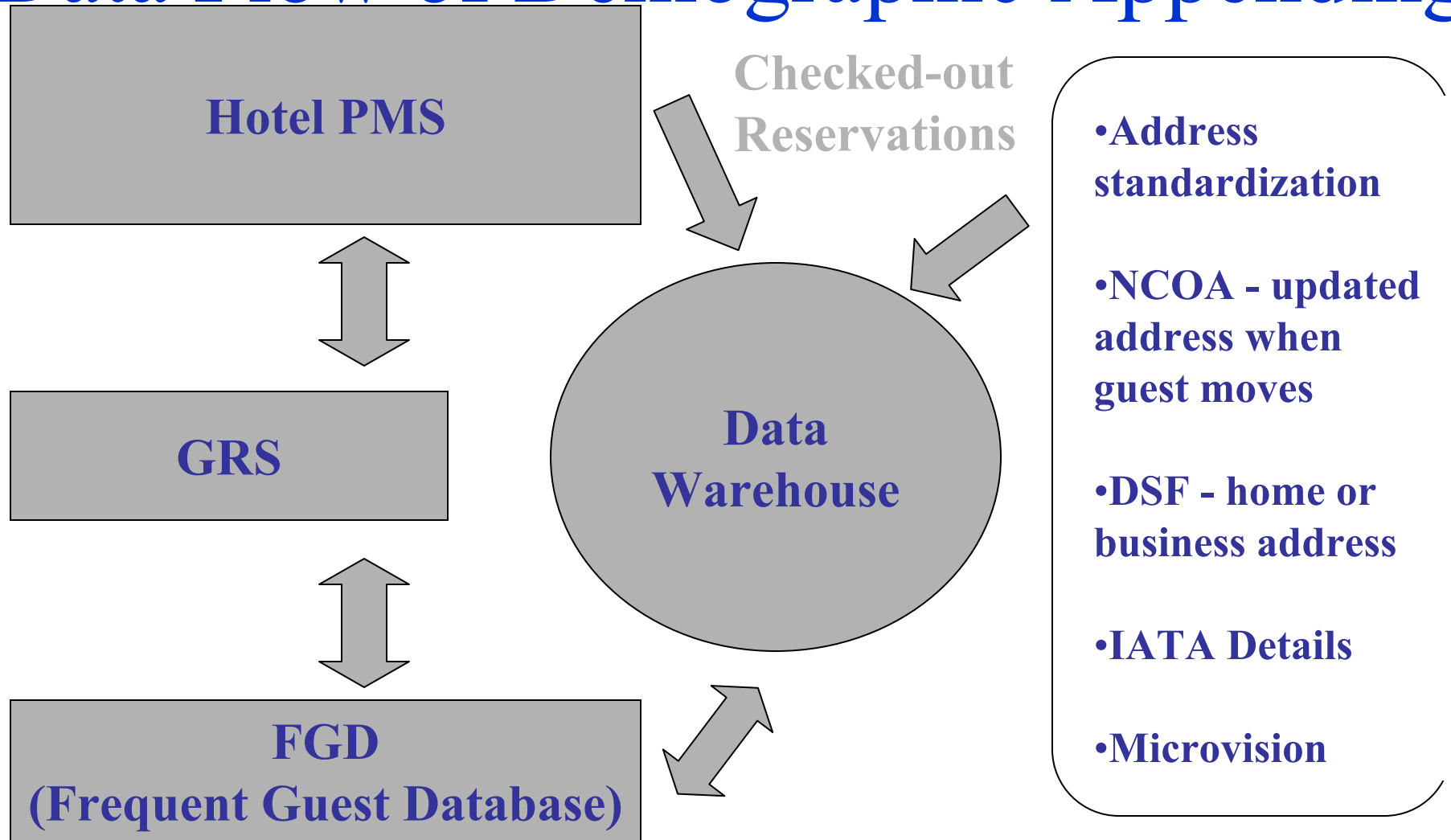
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# Demographic Appending Data

- Income Level
- Age Bracket
- Lifestyle Groups
- Number of Vehicles
- Boat Owner
- Number of Children
- Media Delivered

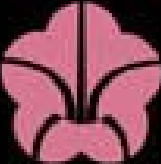
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# Data Flow of Demographic Appending



# Householding

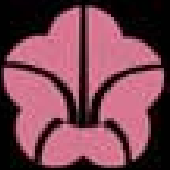
- Matching of Guests or Addresses
- Business Rules
  - Why?
  - Roof Top Level vs. Individual Level
  - ETL Tool vs. OLAP Tool
- Check end results to raw data
  - Number of Stays
  - Revenue Generated
  - Execution of Flags

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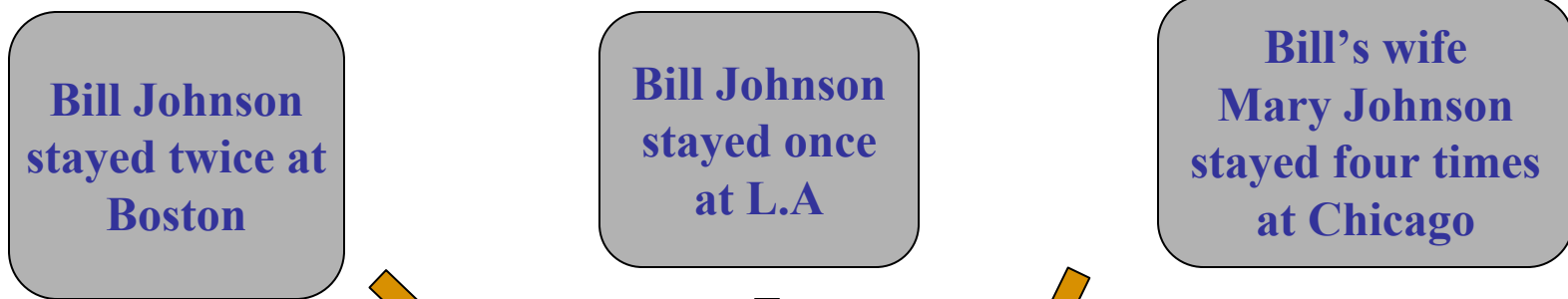


# What to Match for Householding

- Last Name & Address
- Frequent Guest Number & Name
- Full Name & Credit Card Number
- Full Name & Phone Number
- Problems associated with Above
  - Loss of Data
  - Too Tight or Loose Rule Set

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# Sample Result of Householding



Bill Johnson  
3 stays  
Boston and L.A.

Mary Johnson  
4 stays  
Chicago

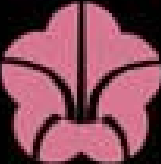
\*Johnson Household - 7 stays

\*Microvision code indicates household income, professions, hobbies in the Johnson's immediate neighborhood.

\*When the Johnson's moved and gave forwarding address to post office, NCOA obtained the new address and updated Data Warehouse.

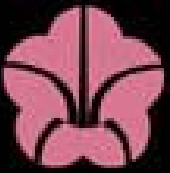
# Calculated Fields

- Revenue Buckets
- Week Parts / Seasons
- Share Widths
- Room Nights / Person Nights
- Average Length of Stay
- Average Revenue per Stay
- Total Stays YTD
- Total Room Revenue

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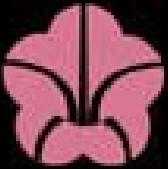
# Flags

- VIP (Triggered by number of stays)
- Mail (Mailable, Residence, No Mail)
- Last Mailed Date
- Total Mailings
- Turned Down Frequent Guest Program

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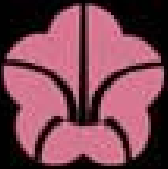
# Choosing a OLAP Tool

- Data Warehouse design drives OLAP selection
  - Database
  - Internet Access
  - Security
- Home Grown vs. Third Party
- Difference between Database and Data Warehouse
  - Creating Cubes of Data
  - Strong Metadata for slicing and dicing of data

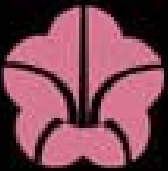
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# Third Party OLAP Tools

- Microstrategy
- Cognos
- Brio
- Microsoft
- Oracle
- Business Objects

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*Thank you for attending our presentation this morning. We would be happy to answer any questions you may have for us.*

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**HITEC® 2003**

*Produced by Hospitality Financial and Technology Professionals*

# CRM Data Warehousing In the Hospitality Industry

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