

Marketing Report

The Marketing report is located in Reports > End of Month. This report can be run for any date range either historically or as a forecast. Prior to printing this report click on the 'Next' option and select the required information required. Please note that you can run this report to show based on arrivals within the selected range or bookings made within the selected range. If you tick 'The Best on Top' the report will be sorted for you by the best percentage.

The screenshot shows the 'Marketing Reports' window with the following details:

- My Property:** HWIN 3.30
- Date Range:** 1/03/15 To 31/03/15
- Order:** Alphabetical
- Date:** 11/05/15
- Time:** 15:35
- Page:** 1

Code	Description	Bkgs	Rm Nts	Ad	Ch	Bed Nts	Rental Charges	Sundry Charges	Total Charges	%age
Guest Region Analysis										
Unknown										
	Unknown	1	3	1	0	3	1600.00	0.00	1600.00	12.23
		1	3	1	0	3	1600.00	0.00	1600.00	12.23
SEQ										
SC	Sunshine Coast	2	34	4	4	108	7937.50	0.00	7937.50	60.68
BRIS	Brisbane	1	31	1	0	31	1771.43	0.00	1771.43	13.54
GC	Gold Coast	1	31	1	0	31	1771.43	0.00	1771.43	13.54
Items:	7	5	99	7	4	173	13080.36	0.00	13080.36	100.00

Any description that has 'Unknown' indicates that the field has been left blank against that booking. A query can be run to locate these bookings so that the information can be updated. Using the control switches you can force these fields to be completed upon booking or check in.

The 'Control Switches' dialog box contains the following options:

- Do you require a warning if a Booking Conflict exists?
- Do you require a warning if Agent Allocations are exceeded?
- Do you prefer automatic scheduling of Guest HouseKeeper Servicing?
- Do you prefer a check of Archives be made when adding a new guest?
- Do you prefer that Permanent Units be displayed on Unit Vacancies?
- Do you prefer that Other Units be displayed on Unit Vacancies?
- Do you display Guest Charges as a Lump Sum on Account
- Do you want to apply Guest Charges on Transaction date?
- Do you prefer not to adjust in-house guest charges for the past?
- Do you allocate numbered Vehicle Parking spaces to your guests?
- Do you require Guest Region and Source to be filled in at Booking?
- Do you require Guest Source and Market to be filled in at Booking?
- Do you require Guest Source, Market and Origin to be filled in at Booking
- Do you require Guest Email and Mobile to be filled in at Booking?
- Do you require Guest Title to be filled in at Booking?
- Do you require Guest Post Code and Region to be filled in at Check In
- Do you require Guest Telephone Number to be filled in at Check In?
- Do you require Email Address to be filled in at check-in?
- Do you prefer Guest Screen to only show today's Arrivals & Departures?
- Do you require Hourly booking processing?
- Do you want to run Booking Ledger in safe mode?
- Do you prefer new style of Booking Ledger?
- Do you require number of Adults to be completed on booking?
- Do you want booking coming from Enquiry to be marked as Enquiry?
- Do you require Origin to be filled in at Booking and not changed later?
- Do you want "No mail outs" checkbox to be turned on by default?
- Do you want to Show Booking Text?
- Do you want to Sort Bookings by UnitNo on the Arrival/Departure Tabs?
- Do you allow zero night stays?
- Do you want to be alerted to Overdrawn Unit Ledgers?

There is also a Marketing MTD-YTD. This is the same report that will list the figures by Today, Month to Date and Year to Date.