

Lodge-ical News – July 2009

New Feature: Discount Calculator

Many of you give discounts to your guests. You might choose to create a set of rates within Lodge-ical to reflect these discounted rates. However, you probably also have cases where you give a discount “on the fly”. We have added a menu pick under the Utilities menu called Discount Calculator. Simply enter a price and a discount percentage and the Discount Amount and Discounted Price will be displayed. This will save you from having to rely on a nearby calculator.

User Tip: Advertising (Maintenance/Referral Sources)

Now more than ever, you are paying close attention to every dollar you are spending. Please remember that you can track your advertising expenses in Lodge-ical. We covered this topic in our October 2008 newsletter but it is worth repeating once again.

All referral sources are maintained via Maintenance/Referral Sources form. For each referral source entered into Lodge-ical you can record all expenses associated with the source.

We have two reports which use this information. Select Reporting/Income Reports/Income by Referral Source. This report is sorted and subtotaled by Referral Source. For a particular time frame which coincides to a reservation arrival date, you can see a) how much income you have generated, b) how many reservations were made based upon an inquiry in the current year, c) how many reservations were made based upon an inquiry in a previous year, and d) how much income comes from repeat business. Letters c and d tell you the turnaround time it takes for a prospect to actually book a trip.

Now select Reporting/Managerial Reports/Referral Source Analysis. This report shows you the relationship between the number of inquiries vs. the number of reservations vs. the amount of reservation income vs. the dollars spent on each referral source.

Data Entry Tips and Tricks: Double-click within the Arrivals/Departures Calendar

Similar to the Room Calendar, you can navigate directly to a reservation via the Arrivals and Departures calendar (Calendars/Arrivals and Departures). Simply double-click on a reservation time bar and the reservation will open. Add money received, room assignments, activities, and once you close the reservation, the calendar will automatically be updated.