

Lodge-ical News – October 2007

October – here in Montana we are enjoying a splendid autumn – the sky is blue, the mountains are white, the trees are yellow and orange and the alfalfa fields are green – it doesn't get much better than this!

Lodge-ical User Training – April 28 – May 1, 2008

By now, you should have received your invitation to the user training class, held in Illinois. This is an exciting opportunity that we are trying out but we do need your participation. Gary Harpole, of Harpole's Heartland Lodge has graciously offered us his lodge as the training site. Because we did not choose a standard hotel setting, we have a very short time period to RSVP so that we can afford Gary the time to book his rooms with other lodge guests if necessary. **Please call us before December 15, 2007** to reserve your seat in class. We will require a deposit and that deposit is refundable ONLY if we can fill the space with another student.

Your days will be filled with instruction, hands-on exercises, and valuable group discussion. Anyone who has worked with us before knows that we will be adding good humor and fun throughout the session. This includes games (prizes will be awarded!), entertainment, and much more.

Please visit our website for more information: <http://www.williamsonenterprises.com/training.htm>.

If you prefer, we will continue to offer onsite training at any client site. Call us with any questions that you may have.

User Tip: Analyzing your season

Many of you are finished with your peak season and although you might be taking a breath to relax, I know that most of you won't stray too far away. Now would be a good time to look at the managerial reports in Lodge-ical to assess your summer business.

The Activity Statistics report will show you all scheduled activities, the frequency of the activity each day and the number of guests who participated. If you offered a new activity this summer, this report will give you the numbers to determine whether or not it was a worthwhile endeavor. If this report is blank, you are not using Lodge-ical to create individual itineraries.

The Comparison report will compare key indicators from one season to the next. With version 7.0, you are prompted to enter a "from" and "to" date" for both your reservation booking date and your reservation arrival date. This allows the report to be flexible based upon your season.

The Employee Scheduling Statistics report shows you how often an employee was assigned to an activity. Additionally, the report will count the number of times the employee was requested. If this report is blank, you are not using Lodge-ical to assign employees to activities.

The Occupancy Statistics report shows you information based upon your room assignments. If this report is blank you are not assigning your rooms to your guests.

The Referral Source Analysis 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. Version 7.0 allows you to enter all of your advertising expenses (Maintenance/Referral Sources/COSTS button).

This is only a sample of the reports that you will find on the Managerial Reporting menu. If you have any questions about any of these reports, please call us anytime.