

Lodge-ical News – October 2008

I am fairly confident that everyone reading this newsletter is thinking about the current economy and its impact on your business in the upcoming year. I encourage you to read the User Tip below to learn one way in which using Lodge-ical can help gauge your business.

Data Entry Tips and Tricks: Printing

All reports in Lodge-ical go to a Preview mode first. If you select the Print icon or Print menu choice, the report will automatically be directed to your default printer. While in Preview mode, you can select Ctrl P. This brings up the “normal” Windows print menu. You can use this to redirect to another printer or even print to a .PDF format.

Printing a document to a .PDF format can be achieved using a third party product. Search the internet for “PDF Creation” and you will find many products that are affordable and easy to use. The product that we use is called PDF Creator. Their website is <http://www-pdfcreator.com/>. However, we do not endorse any one product over the other.

Using a PDF creation tool, you will print the report to the PDF printer, save the file to your computer, and attach it to an email. A big advantage of this is that you are now emailing your client a confirmation that cannot be touched or modified.

User Tip: Using Lodge-ical to CRUNCH the numbers

If you are not using the Referral Source field in Lodge-ical you are missing out on a tremendous opportunity. This is probably one of the best indicators that tell you where your clients are coming from and whether or not it is wise to continue your advertising. For each client entered into Lodge-ical, make sure you note the Referral Source.

You can add new referral sources via the Maintenance/Referral Source form (Maintenance/Ad Source if you are using version 6.0 or below). Version 7.0 has the added advantage of keeping track of your advertising expenses. For each referral source entered into Lodge-ical you can record all expenses associated with the source.

Once you have established this and are consistently using the field, we have two reports which help you analyze your business. 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. So if you are spending \$6,000 a year on a particular ad, and you are generating \$3,000 of income a year in revenue, you have to ask yourself is the advertising worth it?

Lodge-ical Training

We are currently planning our fall/winter training schedule. If you are a Lodge-ical user who is interested in becoming a super-user, please contact us to arrange onsite training. Our format is custom to your environment. We will work with as many (or as few) people as required. We will work one-on-one or with the entire group, or even a combination of both. Clients who have taken advantage of the onsite training have experienced positive results and start to look at Lodge-ical in a whole different perspective.