

Portfolio Analysis Report

Simplified Group Meetings Performance Reports for Your Portfolio Properties

You can leverage a data-driven approach to group business across your portfolio by using the Knowland Portfolio Analysis Report to develop strategic plans for new business development or to evaluate properties in your portfolio.

The Report is a monthly subscription that includes four views of up to 10 portfolio hotels, and your self-selected comp set for those hotels.

COMPETITIVE SET MARKET SEGMENT VIEW

Understand the performance of market segments in your competitive set vs your target hotel during a specific period. See where you have opportunities to shift share and what specific accounts you can target

MY PORTFOLIO ANALYSIS VIEW

Explore how you are performing in comparison to your competitive set and your market

INDUSTRY SEGMENT VIEW

Understand industry segment trends in your competitive set. Identify which industries are the biggest players and where new opportunities exist

MONTHLY EVENT COUNT VS. AVERAGE VIEW

Visualize the ebbs and flows of your market or competitive set either as a whole, or for a particular industry segment across your portfolio



With the monthly Portfolio Analysis Report you can:

- Analyze the trends in group business in your target markets and competitive set
- Compare performance against the competitive set and market, by segment, and industry and identify high growth areas
- Strategize against the opportunity that might exist in that competitive set to shift share

Get the Portfolio Analysis Report today!

Our suite of hospitality solutions harnesses the power of data and analytics to help our customers know their buyers and win in the group and meetings marketplace. With the industry's largest historical database of actualized events, we deliver insights that win more share, optimize revenue strategies, and accelerate sales cycles. **That's the Knowland Advantage.**