

SOURCE TRACKING

KEY DATA POINTS THAT HELP YOU MONITOR & SPOT DISTRIBUTION ISSUES EARLIER RATHER THAN LATER

An analysis of the hotel's source configuration revealed that only a few channels were configured for tracking within the PMS. Although reporting is available via the Central Reservation System (CRS), the PMS serves as the foundational system of record, making accurate data capture within it essential. This becomes particularly critical should the property or Dovetail deploy automated business intelligence solutions or similar platforms.

Furthermore, this alignment is necessary as the data ties directly into Demand 360 reporting; a lack of one-to-one correlation increases maintenance overhead due to the granular exclusions required to reconcile unstructured designations.

Our review also identified incorrect interface configurations that caused reservations from wholesale channels and various OTAs to default to a PMS source of "direct," further compromising reporting accuracy.

The following table illustrates the extent of this reporting issue by comparing room night data between the PMS and CRS. A significant underlying discrepancy also exists from the period when SiteMinder was in use; during this time, source codes were not tracked properly, resulting in numerous "unknown" entries. Because SiteMinder did not provide this data and the PMS failed to record it, Sabre also reported these reservations as unknown, leaving no viable anchor point to recover the historical data.

During the audit, we collaborated with PAG to rectify these tracking issues. Following rigorous monitoring and testing, all sources are now populating correctly through the interface. PAG is currently finalizing the remapping of Demand 360 channels, which will provide the hotel with the essential metrics needed for effective future tracking and monitoring.

ALL RESERVATIONS

PMS SOURCE	CRS SOURCE	PMS ROOMS	CRS ROOMS	VAR
Agoda	Agoda.com	505	1,657	(1,152)
Booking.com	Booking.com	2,653	8,508	(5,855)
Expedia	Expedia	1,660	10,485	(8,825)
Hopper	Hopper	0	39	(39)
Hostelworld	Hostelworld CCX	51	647	(596)
Missing	Hotel Trader	0	346	(346)
Missing	OTS Globe	0	156	(156)
Missing	Rocketstay	0	1	(1)
Travel Funders Network	TFN	79	136	(57)
Trip.com	Trip.com	126	758	(632)
Missing	Webbeds	0	769	(769)
Missing	World2Meet	0	118	(118)
Missing	Dnata	0	7	(7)
Wholesale		2	0	2
Missing	Amadeus	0	35	(35)
Missing	Galileo	0	0	0
Missing	Sabre	0	39	(39)
Missing	Booking Engine	0	5,089	(5,089)
Missing	Mobile	0	3,237	(3,237)
Missing	PMS	0	5,076	(5,076)
Direct		1,476	0	1,476
Sales Team		2	0	2
No Code	Unknown	60,546	29,997	30,549
TOTAL ROOMS		67,100	67,100	

SOURCES MAPPING

SYNXIS MAPPING CODE	RECOMMENDED PMS SOURCE	CURRENT PMS SOURCE
HD	Hotel Direct	-
WI	Walk-In	-
XBE, ABE	Desktop Booking	Booking Engine
Mobile, MobileGC	Mobile Booking	Mobile **Interfaced as Direct*
SXCC	Central Reservations	-
IH	In-House Reservations	-
AA	Sabre	Sabre **Interfaced as Direct*
1G, UA	Galileo	Galileo **Interfaced as Direct**
1P	WorldSpan	-
1A	Amadeus	Amadeus **Interfaced as Direct*
bing	Bing Hotel Ads	-
goog, google	Google Hotel Ads	-
KAYA	Kayak	-
trivago	Trivago	-
trip	Trip Connect	-
BookingDC	Booking	Booking.com
AGODA	Agoda	Agoda.com
CTRIIP, TRIP	Trip	-
EXPDC	Expedia	Expedia
HotelTonight, HOT2N	Hotel Tonight	-

SYNXIS MAPPING CODE	RECOMMENDED PMS SOURCE	CURRENT PMS SOURCE
HOPPR	Hopper	Hopper
trader	Hotel Trader	-
Dnata	Dnata	Dnata
otb_globe	OTS Globe	OTS Globe
ROCKETSTAY	Rocketstay	Rocketstay
WEBBEDS	Webbeds	Webbeds
W2, World2Meet	World2Meet	-
TFN	Travel Funder Network	Travel Funder Network
	Hostelworld	Hostelworld CCX
PMS	PMS	PMS