



Lynn Jones Research (LJR) is the only company to provide hotels & local tourism agencies with sales on the books & pickup reports looking forward one year, and have been market leaders in the provision of occupancy and revenue reports for the past 9 years.

At LJR, we have the latest web based tools and know-how, enabling us to provide robust reliable data to meet your business information needs. We work closely with hotels and local destination management organisations (**DMO's**). Our aim is to provide accurate snapshots which show the next 365 days of business for the region and hotels. LJR is helping to eliminate guesswork and enabling hotels and regions to be **proactive** in their pricing, promotions and conference event tenders. By using the unique **LJForecaster** forward looking reports, you **can** prepare for the future.

**LJ Forecaster® Forward Bookings Report**  
**Metroville Area**  
 Analysis of forward bookings ('sales on the books') for the next 12 months as

Day	Available Rooms	Jun 07	Jul 07	Aug 07	Sep 07
1	5,094	89%	40%	46%	39%
2	5,094	92%	53%	50%	39%
3	5,094	67%	57%	75%	43%
4	5,094	91%	55%	81%	48%
5	5,094	92%	50%	61%	53%
6	5,094	90%	61%	62%	62%
7	5,094	81%	62%	61%	59%
8	5,094	80%	49%	62%	51%
9	5,094	85%	58%	67%	41%
10	5,094	64%	55%	79%	49%

### Hotels

- Create promotions and special offers for projected quiet periods.
- Benchmark performance against the aggregated performance of all hotels in their comparative set.
- Look at how sales for the area are building month-on-month.
- Use the information to manage inventory more efficiently.
- Monitor the affect of events on your occupancy and rates.
- **LJForecaster** reports help DMO's to better co-ordinate conference bids and to develop strategies to promote the area and attract additional overnight business.

**LJ Forecaster® Pickup From Last Month Report**  
**Metroville Area**  
 Analysis of the uptake in bookings (actual and forward) from the

Day	Pickup of Actual Bookings			
	May 07	Jun 07	Jul 07	Aug 07
1	2%	16%	-1%	3%
2	1%	22%	8%	3%
3	0%	20%	9%	3%
4	3%	30%	8%	4%
5	5%	35%	8%	2%
6	5%	34%	10%	2%
7	4%	29%	12%	6%
8	15%	20%	6%	6%
9	18%	25%	5%	5%
10	14%	13%	7%	5%

### Additional Reports by LJForecaster include:

- Day-by-day revenue
- Events listing
- Occupancy
- Pickup from previous month
- Individual occupancy and ranking
- Summary revenue analysis
- Sales on the books for the next 365 days
- Year-to-year
- Sleepers
- Summary report

**LJ Forecaster® Events Listing Report**  
Edinburgh Area

List of major events which have occurred in the last month or are scheduled

Event Starts/On	Event Ends	Event Description
Thu 27 Sep 2007	Sun 30 Sep 2007	East Lothian Food and Drink Festival
Mon 15 Oct 2007		EICC - RADAR 2007
Thu 22 Nov 2007	Mon 24 Dec 2007	Edinburgh's Christmas
Tue 25 Dec 2007		Christmas Day
Wed 26 Dec 2007		Boxing Day
Sat 29 Dec 2007	Tue 01 Jan 2008	Edinburgh's Hogmanay
Tue 01 Jan 2008		New Year's Day
Wed 02 Jan 2008		Scottish Public Holiday
Thu 14 Feb 2008		Valentine's Day

### LJForecaster Events Calendar

- The calendar lists future regional events which may have an effect on occupancy levels; this can help to ensure hotels do not miss out on maximizing occupancy and revenue.
- Built in functionality enables hotels to enter private events which are only viewable by the hotel that entered the events.
- Add events as far into the future as you want. (e.g. Olympics 2012)

*"The LJF© forward looking data shows trends, plus we can see performance year on year. It helps in my financial planning and forecasting. I need to look at daily revenues three months out and then further forward, so the LJF reports are a key part of my financial planning."*

*Stewart Lorimer, Chair, The North East Hotels Association*

LJForecaster is an online tool that has been developed to provide **"robust management information for effective business planning"**

It provides the most comprehensive set of **destination** occupancy reports available.

LJR is the **only** company to report on **sales achieved** on the books – confirmed and tentative, for the next 365 days as well as monthly pickup

We also report on **achieved sales** and **average room rates** [ARR and RevPar] for the past month.

The reports provided are broken down into: whole area, zone and star rating.

Reports are updated monthly and made available via email and the web. You will be able to look back at individual reports for as long as you have been involved with **LJForecaster**, and you will be able to see whole area reports as far back as the area has been involved with **LJForecaster**.

### **Cost**

LJR works closely with DMO's, hotelier groups and regional development agencies, costs are worked out on group membership size.

### **More Information Needed?**

Should you require more information regarding the Lynn Jones Forecaster, please contact us for a discussion to see how best we can help your business to accurately **plan** for the future and how you can join a **LJForecaster** in your area.