

LEVERAGE ONESTREAM TO POWER FULLY INTEGRATED HOSPITALITY CPM



Modern CPM Planning should strive to eliminate the traditional static approach to Budgeting by leveraging a thorough Forecasting methodology

The Four Key Items for Hospitality CPM

1

Line of Business Model

Hospitality businesses will consist of multiple business models including Hotel, Food & Beverage, Gaming, Recreational, and Retail

Multi-Line of Business Dashboards

Occupancy (Hotel)	Jan 2021	Feb 2021	Mar 2021	Apr 2021	Apr 2021	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11	D12	D13	D14	D15	D16	D17		
Key Rooms	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Days Open	31	28	31	30	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Rooms Available	3,100	2,800	3,100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Rooms Independent Traveler	197	202	203	207	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
Rooms Group	2,198	2,340	1,999	2,367	80	85	85	82	74	76	76	85	85	85	82	74	76	77	80	82	81	81	81	
Rooms Loyalty Program																								
Total Occupied Rooms	2,395	2,542	2,202	2,574	87	92	92	89	81	83	92	92	92	92	89	81	83	86	89	89	89	91	91	

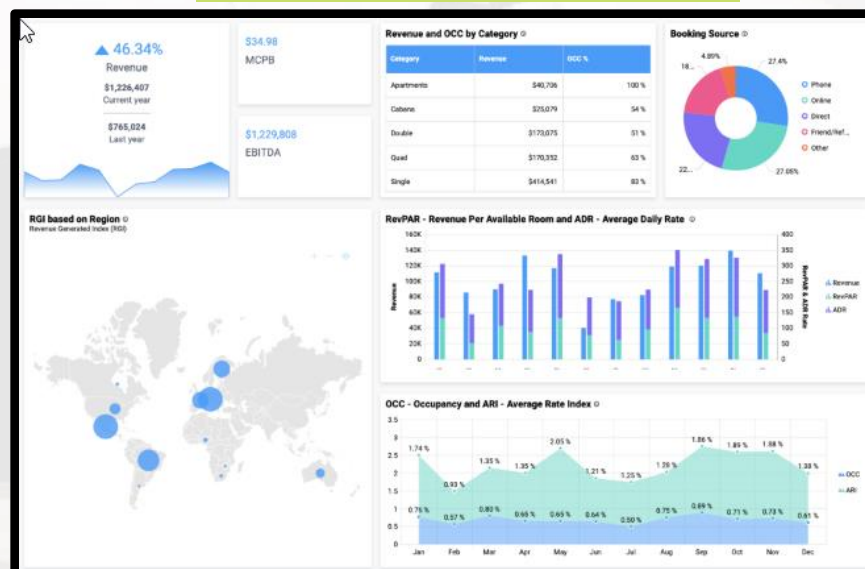
Interconnectivity

2

Interconnectivity

Everything about the Hospitality businesses is interconnected. Key drivers impact the entire business model and OneStream can support tremendous connection of your businesses.

Hotel Occupancy Drivers



LEVERAGE ONESTREAM ANALYTICAL BLENDING FOR DETAILED SIGNALING

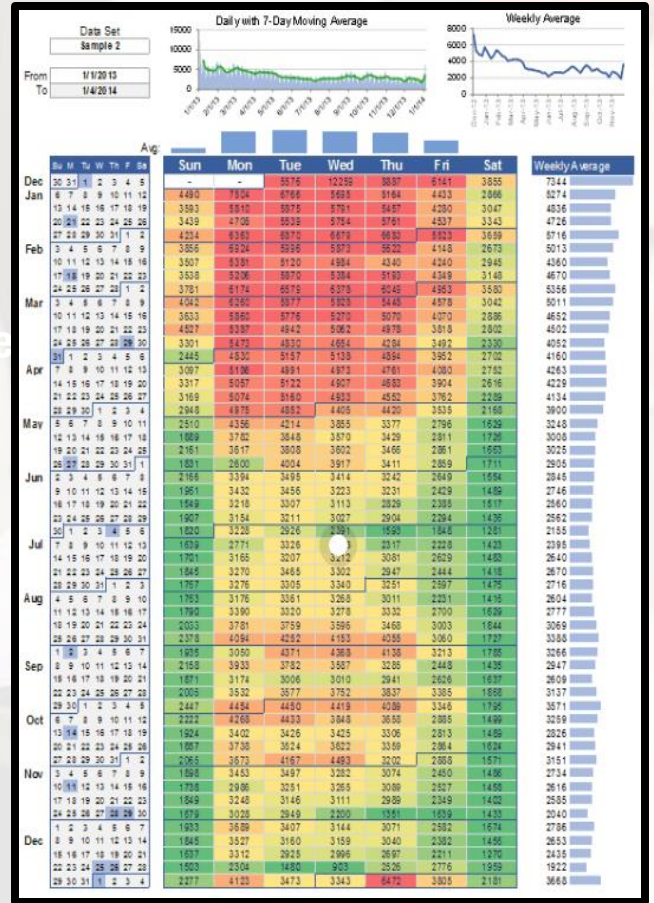
3

Actionable Signaling
The hospitality industry requires real time analysis and constant signaling for improvement and operational shifts.

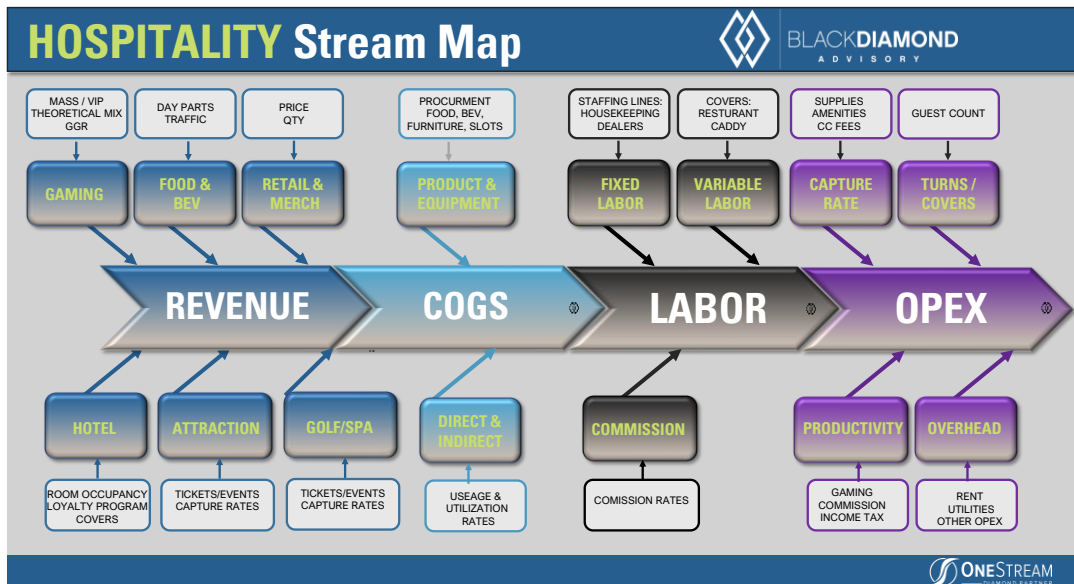
4

Price & Promotion
Cannibalization impact, value proposition analysis, DMA Heat Map, Segment/Channel Optimization

Daily Restaurant Heat Maps



Mix and Price Sensitivity Analysis



Black Diamond Proprietary Hospitality Stream Map