

## Lodge-ical News – June 2011

If you are starting your summer season with new office personnel, we recommend that you take advantage of this training opportunity. There are still a few spaces available.

### Internet Training: CLASS SCHEDULE

Class Title: **Lodge-ical From A-Z**

Date and Time: **Monday, June 13, 2011.** 10am – 12pm Mountain Time.

Cost per Student: \$65 (if you are not keeping current with your annual maintenance/support agreement, please call for pricing).

Course Overview: This crash course is primarily geared towards those people who are working at your business for the summer season. Little to no experience with Lodge-ical is required. We will instruct you on how to use Lodge-ical as a day-to-day software application. Certain topics such as Maintenance will not be covered as this topic is generally reserved for management.

Contact us now to make a reservation. We require a minimum of 5 students but will not exceed 10 students.

Course fees are non-refundable, non-transferrable, and are required prior to the class date

### User Tip: Tracking your Advertising Expenses

You want to make sure that every dollar you spend today will help you maintain and grow your business. Marketing your business in this economy is probably foremost on your mind. There are so many places to advertise, how do you measure the payoff?

All referral sources are maintained via Maintenance/Referral Sources form. For each referral source entered into Lodge-ical you can record all expenses associated with the source.

We have two reports which use this information. 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.