**Standard Operating Procedure**

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| **DEPARTMENT:** | Sales & Marketing |
| **TOPIC:** | **Hotel Sales & Marketing Reports** |
| **ORIGIN DATE:** | November 2011 |
| **SECTION:** | S&M100 |

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| **Policy:** |
| All Hotel Properties must be knowledgeable about all brand sales reports. |

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| **Objective:** |
| To be familiar with all brand Marketing Reports through each brands intranet sites. This will help identify the top accounts, top feeder cities, as well as the Top Travel Agencies booking the property. |

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| **Minimum Standard:** | **Accountability:** |
| HILTON:   * Reports can be generated through OnQ at <https://onqinsider.hilton.com/> , then link on Key Marketing Reports. * Each month a report should be generated on top 50 accounts to ensure the CNR accounts are producing and to determine if there are any new accounts that show up. * Each month a Top 50 travel agency report should be generated and called on monthly. This is to determine any new accounts booking at the hotel.   MARRIOTT:   * Reports can be generated through “The Marriott Global Source” <https://mgs.marriott.com> * MRDW Reports   CHOICE:   * The source business reports can be generated through “Choice Central” at <https://choicecentral.com>   Holiday Inn:  [www.ihgmerlin.com](http://www.ihgmerlin.com)  Under the Teamspaces tab you’ll find:   * Welcome to IHG Sales * Global Sales & Marketing * EasyMeetings * Sales Council * Lead Share * Many others   Under the Applications tab you’ll find:   * The Sales Source\*\*\*\*\*(this area is managed by the IHG Sales Directors/Managers and is strictly for sales.  Key account information is located here.  It includes IHG Way of Sales, Key Accounts, RFP Central & Meeting Broker) * IHG Reporting * Hotel Content Manager (HCM) \*\*\*(this is another very important area for any new DOS to learn) * My Learning * iRFP * URL Toolkit * Manual PCMR Submissions * Many other links/applications   Perform also has some sales reports – specifically the Account Review Tool.  This is located in the Reports tab.  <https://perform.ichotelsgroup.com/performWebApp/index.html>  Very important to note: you can’t mess anything up in Merlin.  Merlin is just their primary reference website.  You can mess a lot up in Perform.  If they are not familiar with Perform, please contact the Revenue Manager prior to going into the program.  Starwood:   * The Source Business reports are generated through <https://starwoodone.hotel.com> | General Manager, Director of Sales, Sales Manager |