

# SABRE HOSPITALITY STUDY FINDS RELATIONSHIP BETWEEN CENTRAL RESERVATION SYSTEM TRAINING AND HOTEL PRODUCTION

A Sabre Hospitality Solutions research found a significant relationship between Central Reservation System (CRS) training consumption and hotel performance. The study reveals several key findings which hoteliers must embrace to increase production through CRS training.

## FINDING #1: FOR ALL SYNXIS CRS CUSTOMERS, "TOTAL TRAINING VOLUME" CORRELATES TO POSITIVE PRODUCTION.

Analysis of the customer population showed that hoteliers who participated in more training on the CRS functionality enjoyed higher performance in total bookings, revenue and room nights than those with lower training consumption.

## FINDING #2: INCREASED TRAINING AT THE CUSTOMER GROUP LEVEL STRONGLY CORRELATES TO HIGHER TRANSACTIONS AND REVENUE.

Sabre Hospitality found that customers whose CRS users cumulatively consumed over 1,000 training courses had higher bookings, revenue and room nights than customers whose users consumed less than 1,000 courses.

It is important to note that the size of the chain did not have a correlation to the number of training courses consumed, so even if a small chain consumed over 1,000 training courses, production results were equally impressive.

When comparing performance between both groups, the group consuming more training shows an increase in key performance indicators (KPI's).

**% increase in KPI's for hotels and chains consuming 1,000+ courses versus those consuming <1,000 courses**

<b>Average Daily Rate</b>	+ 26%
<b>Total RevPAR</b>	+ 38%
<b>Bookings</b>	+ 32%

## FINDING #3: INCREASED TRAINING AT THE INDIVIDUAL USER LEVEL STRONGLY CORRELATED WITH HIGHER TRANSACTIONS AND REVENUE.

The study reviewed findings based on the average number of training seats consumed by each individual user, and found that chains and hotels whose users consumed over 15 training courses also had significantly higher production:

This finding demonstrates that total training consumption throughout the organization is not the only predictor of high performance, but training consumed by each individual also plays a significant role in production.

**% of increase in KPI's for hotels and chains whose users consumed 15+ training courses versus those consuming < 15 courses**

<b>Average Daily Rate</b>	+ 13%
<b>Total RevPAR</b>	+ 33%
<b>Bookings</b>	+ 32%

#### **FINDING #4: PROPERTIES AND CHAINS WHOSE INDIVIDUAL USERS CONSUME MORE TRAINING ARE ALSO MORE ENGAGED WITH NEW CRS RELEASE TRAINING**

While training engagement for all users tends to increase during CRS releases, customers whose users average 15+ courses have more significant participation during release training timeframes. This increased engagement could be a significant factor in effective use of the CRS and, ultimately, in the increased production seen in this customer group.

#### **FINDING #5: FOR ALL CUSTOMERS, 40% OF ALL TRAINING CONSUMPTION OCCURS IN THE FIRST 3 MONTHS FOLLOWING THE CRS "GO-LIVE" DATE**

The first three months after a hotel "goes live" are when training participation is highest and arguably most important for new CRS users (releases notwithstanding). Any prescribed training plan must take advantage of this 3-month "sweet spot" for trainee engagement.

#### **THE BOTTOM LINE**

We've all been aware that training is a foundational part of success. This study validates the real value provided to your hotel by engaging in Sabre Hospitality Solutions' CRS training. Through Sabre Hospitality University our customers enjoy a wide variety of training opportunities and options customized to their needs and roles.

For more information on training and the Sabre Hospitality University contact your account manager or visit our [website](#).

*For more information, please contact your Sabre Hospitality Account Manager or visit the Sabre Hospitality University*

[www.sabrehospitalityuniversity.com](http://www.sabrehospitalityuniversity.com)