

EPISODE 1

E-Commerce Reports

PRESENTED BY

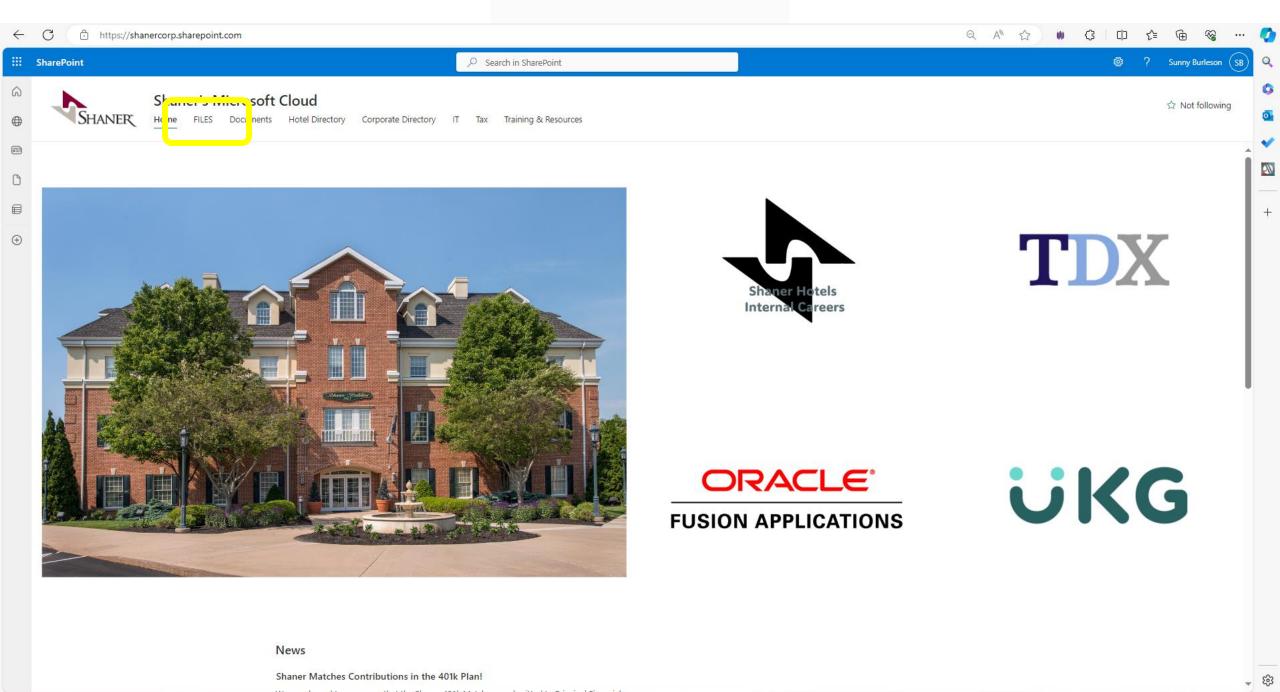
BRITTANY BIDDLE & SUNNY BURLESON, ECOMMERCE MANAGERS

Agenda

- Where to Find Your Reports
- Online Reputation Management
 - Revinate Reports
- Performance Media
 - Expedia TravelAds Reports
 - Hilton Amplify + Elevate Report
 - IHG Boost Report
 - Marriott PLUS Reports
- Social Media
 - Shaner In-House Overview Reports
 - Fyve Reports

Where to Find Your Reports

- Shaner's Microsoft Cloud
 - FILES > Corporate > Sales & Marketing > E-Commerce > Reporting



FILES IN V

Ď	Name ~		Modified \vee	Modified By $^{\vee}$	File Size ∨	Folder Child Co ∨	Item Child Count ∨	Created By \vee
	Augusta Fairfield 0141	×	January 19, 2022	Steve 365Admin	13 items	13	0	Steve 365Admin
	Aventura Hilton 0474	×	January 19, 2022	Steve 365Admin	13 items	13	0	Steve 365Admin
	Baltimore Courtyard 0490	×	January 19, 2022	Steve 365Admin	12 items	12	0	Steve 365Admin
	Buffalo Marriott 0318	×	August 20, 2022	Steve 365Admin	13 items	13	0	Steve 365Admin
	Carnegie House 0644	×	December 14, 2023	Vicki Summers	13 items	13	0	Vicki Summers
	Charleston Holiday Inn Express 0084	×	January 19, 2022	Steve 365Admin	12 items	12	0	Steve 365Admin
	Cincinnati Hotel Celare 0637	×	October 3, 2023	Vicki Summers	13 items	13	0	Vicki Summers
	Columbus Moxy 0475	×	December 12, 2022	Steve 365Admin	11 items	11	0	Steve 365Admin
	Corporate	×	December 8, 2022	Steve 365Admin	15 items	14	1	Steve 365Admin
	Danville Pine Barn Inn 0153	×	January 12, 2023	Vicki Summers	17 items	17	0	Vicki Summers
	Dayton AC 0542	×	January 19, 2022	Steve 365Admin	11 items	11	0	Steve 365Admin
	Dayton Fairfield Inn 0437	×	January 19, 2022	Steve 365Admin	12 items	12	0	Steve 365Admin
	Daytona Speedway Autograph 0431	×	January 19, 2022	Steve 365Admin	15 items	15	0	Steve 365Admin
	Daytona Speedway Fairfield 0430	×	January 19, 2022	Steve 365Admin	15 items	15	0	Steve 365Admin
	Daytona Speedway Homewood Suites 05	. ×	February 15	Vicki Summers	12 items	12	0	Vicki Summers
	Delray Fairfield Inn 0345	×	January 19, 2022	Steve 365Admin	11 items	11	0	Steve 365Admin

FILES > Corporate

□ Name ∨	Modified ∨	Modified By ∨	File Size ∨	Folder Child Co 🗸	Item Child Count 🗸	Created By V
Sales & Marketing	X May 22, 2023	Vicki Summers	5 items	5	0	Vicki Summers
Snareu	January 13, 2022	Steve Josephini	oo items	00	L	Sieve Josephinin
Tax	➤ February 6	SharePoint App	1 item	1	0	SharePoint App
test to tetra.url	➤ February 13	Vicki Summers	119 bytes	0	0	Vicki Summers

Count

Δ

FILES > Corporate > Sales & Marketing

	Name ∨	Modified ∨	Modified By $^{\vee}$	File Size ∨	Folder Child Co $$	Item Child Count $^{\vee}$	Created By \vee
	2024 Sales and Marketing Plans	December 19, 2023	Vicki Summers	4 items	0	4	Vicki Summers
	E-Commerce	May 22, 2023	Vicki Summers	54 items	47	7	Vicki Summers
	Promotions	August 22, 2023	Vicki Summers	0 items	0	0	Vicki Summers
	Sales - Corporate	May 22, 2023	Vicki Summers	25 items	24	1	Vicki Summers
	Sales - Hotels	May 22, 2023	Vicki Summers	5 items	5	0	Vicki Summers

Count

FILES > Corporate > Sales & Marketing > E-Commerce

\circ		Name ∨	Modified \vee	Modified By $^{\vee}$	File Size ∨	Folder Child Co $$	Item Child Count $^{\vee}$	Created By $^{\vee}$
		Monthly Reports	May 22, 2023	Vicki Summers	6 items	6	0	Kelly Campbell
		Performance Notes - Pat Landy Report	May 22, 2023	Vicki Summers	15 items	0	15	David Kopac
		Photography	May 22, 2023	Vicki Summers	3 items	2	1	Kelly Campbell
		Press Releases	May 22, 2023	Vicki Summers	24 items	1	23	David Kopac
		Quarterly Conference Calls	May 22, 2023	Vicki Summers	15 items	0	15	David Kopac
		Quarterly Property E-Commerce Calls	May 22, 2023	Vicki Summers	39 items	28	11	David Kopac
		Quarterly Webinars	May 22, 2023	Vicki Summers	17 items	0	17	BUILTIN\Administrators
		Reporting	February 23	Brittany Biddle	3 items	3	0	Brittany Biddle
	_					-		
		Revinate	May 22, 2023	Vicki Summers	13 items	1	12	David Kopac
		Shaner Photography Procedures Guide Pho	May 22, 2023	Vicki Summers	82 items	2	80	System Account
		SMA Program	May 22, 2023	Vicki Summers	8 items	1	7	David Kopac
		Social Media Best Practices	May 22, 2023	Vicki Summers	2 items	0	2	System Account
		Social Media Graphics	May 22, 2023	Vicki Summers	8 items	8	0	David Kopac
		SOP's	May 22, 2023	Vicki Summers	17 items	0	17	David Kopac
		Sunny Folders	October 10, 2023	Sunny Burleson	2 items	2	0	Sunny Burleson
		Trip Advisor	May 22, 2023	Vicki Summers	20 items	2	18	David Kopac
		Veln	May 22, 2023	Vicki Summers	4 items	0	4	David Kopac

FILES > Corporate > Sales & Marketing > E-Commerce > **Reporting**

Name ∨	Modified \vee	Modified By $^{\vee}$	File Size 🗡	Folder Child Co $$	Item Child Count $^{\vee}$	Created By $^{\vee}$
Online Reputation Management	February 23	Brittany Biddle	3 items	3	0	Brittany Biddle
Performance Media	February 23	Brittany Biddle	4 items	4	0	Brittany Biddle
Social Media	February 23	Brittany Biddle	7 items	3	4	Brittany Biddle

Count

Subject: December Ecommerce Reports

Hi all,

I hope everyone's 2024 is off to a great start!

Attached is the link to becomber's Ecommerce Reports including Revinate, Performance Media (Marriott PLUS, Hilton Amplify, IHG Boost, Expedia TravelAds), and social media reporting. Please access your reports he re: Reporting

A few reports are being finalized so if you are missing one, please let us know and we will get it entered shortly. Marriott PLUS reports have not been released yet – those will be added soon.

A few notes from December's reports:

In 2023, Expedia TravelAds generated \$15,643,094.91 in revenue, booking a total of 64,708 room nights across the portfolio.

• Pine Barn Inn ranked #1 on our response review ranking, with a 100% response rate. Awesome job!

Feel free to reach out with any questions. Have a great evening!

Brittany Biddle

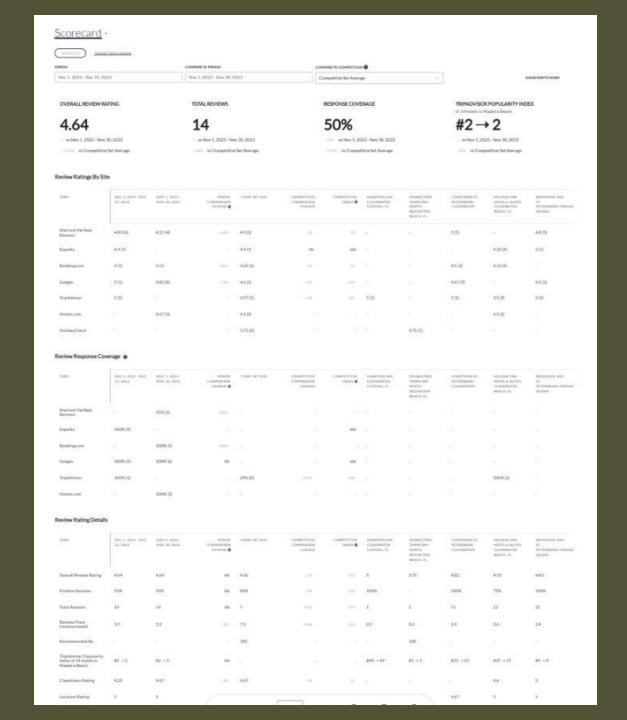
E-Commerce Manager Shaner Hotels P: 814-502-2914 bbiddle@shanercorp.com

Online Reputation Management

FILES > Corporate > Sales & Marketing > E-Commerce > Reporting

Online Reputation Management February 23 Brittany Biddle 3 items 3 0 Brittany Biddle Performance Media February 23 Brittany Biddle 4 items 4 0 Brittany Biddle Social Media February 23 Brittany Biddle 7 items 3 4 Brittany Biddle	Ď	Name 🗸	Modified 🗸	Modified By \vee	File Size 🗸	Folder Child Co 🗸	Item Child Count 🗸	Created By ∨
		Online Reputation Management	February 23	Brittany Biddle	3 items	3	0	Brittany Biddle
Social Media February 23 Brittany Biddle 7 items 3 4 Brittany Biddle		Performance Media	February 23	Brittany Biddle	4 items	4	0	Brittany Biddle
		Social Media	February 23	Brittany Biddle	7 items	3	4	Brittany Biddle

Count



*TPAMB

OVERVIEW

MARKET BENCHMARK

PERIOD

COMPARE TO PERIOD

COMPARE TO COMPETITION 3

Dec 1, 2023 - Dec 31, 2023

Nov 1, 2023 - Nov 30, 2023

Competitive Set Average

SHOW EMPTY ROWS

OVERALL REVIEW RATING

4.64

vs Nov 1, 2023 - Nov 30, 2023

+1.76% vs Competitive Set Average

TOTAL REVIEWS

14

- vs Nov 1, 2023 - Nov 30, 2023

+94% vs Competitive Set Average

RESPONSE COVERAGE

50%

-37% vs Nov 1, 2023 - Nov 30, 2023

+775% vs Competitive Set Average

TRIPADVISOR POPULARITY INDEX

of 14 hotels in Madeira Beach

 $#2 \rightarrow 2$

vs Nov 1, 2023 - Nov 30, 2023

-92% vs Competitive Set Average

Review Ratings By Site

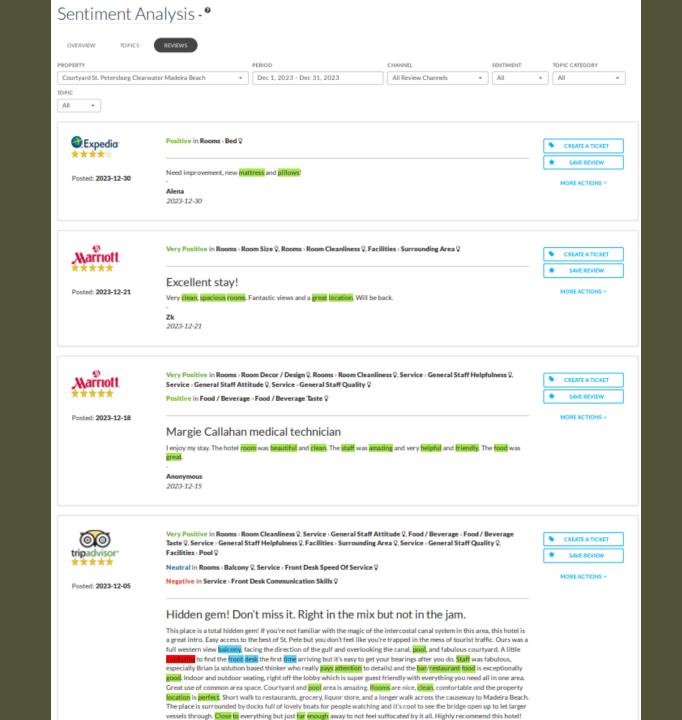
ТОРІС	DEC 1, 2023 - DEC 31, 2023	NOV 1, 2023 - NOV 30, 2023	PERIOD COMPARISON CHANGE •	COMP. SET AVG.	COMPARISON CHANGE	COMPETITIVE INDEX •	HAMPTON INN CLEARWATER CENTRAL, FL	DOUBLETREE TAMPA BAY NORTH REDINGTON BEACH, FL	COURTYARD ST. PETERSBURG CLEARWATER	HOLIDAY INN HOTEL & SUITES CLEARWATER BEACH, FL	RESIDENCE INN ST. PETERSBURG/TREASUR ISLAND
Marriott Verified Reviews	4.83 (6)	4.25 (4)	+14%	4.9 (2)	-1%	99	-	-	5 (5)		4.8 (5)
Expedia	4.4 (5)	-	-	4.4 (1)	0%	100	-	-	-	4.25 (4)	5 (1)
Booking.com	4 (1)	5 (1)	-20%	4.25 (1)	-6%	94	-	-	4.5 (2)	4.13 (4)	-
Google	5 (1)	4.83 (6)	+3%	4.6 (1)	+9%	109	-	-	4.67 (3)	-	4.5 (2)
TripAdvisor	5 (1)	-		4.57 (1)	+9%	109	5 (1)	-	5 (1)	3.5 (2)	5 (3)
Hotels.com	-	4.67 (3)	-	4.5 (0)	-		-	-	-	4.5 (2)	-
HolidayCheck	-	-		3.75 (0)			-	3.75 (1)	-	-	

Review Response Coverage o

TOPIC	DEC 1, 2023 - DEC 31, 3033	NOV 1, 2023 - NOV 30, 3023	PERIOD LUMWAKISUN CHANGE	COMP. SET AVG.	COMPETITIVE COMMUNISON CHANGE	COMPETITIVE INDEX 6	HAMPTON INN CLEARWATER CENTRAL, FL	DOUBLETREE IAMMA MAY NORTH REDINGTON BEACH, FL	COURTYARD ST. PE I ENDEMUNG CLEARWATER	HOLIDAY INN MOI EL E BUIT EE CLEARWATER BEACH, FL	RESIDENCE INN %1. PETERSBURG/TREASUF ISLAND
Marriott Verified Reviews	-	25% (1)	-100%	-	-	-	-	-	-	-	-
Expedia	100% (5)	-	-	-	-	100	-	-	-	-	-
Booking.com	-	100% (1)	-100%	-	-	-	-	-	-	-	-
Google	100% (1)	100% (6)	0%	-	-	100	-	-	-	-	-
TripAdvisor	100% (1)	-		29% (0)	+250%	350	-	-	-	100% (2)	-
Hotels.com		100% (3)		-	-	-	-		-		-

Review Rating Details

торіс	DEC 1, 2023 - DEC 31, 2023	NOV 1, 2023 - NOV 30, 2023	PERIOD COMPARISON CHANGE •	COMP. SET AVG.	COMPETITIVE COMPARISON CHANGE	COMPETITIVE INDEX 9	HAMPTON INN CLEARWATER CENTRAL, FL	DOUBLETREE TAMPA BAY NORTH REDINGTON BEACH, FL	COURTYARD ST. PETERSBURG CLEARWATER	HOLIDAY INN HOTEL & SUITES CLEARWATER BEACH, FL	RESIDENCE INN ST. PETERSBURG/TREASUR ISLAND
Overall Review Rating	4.64	4.64	0%	4.56	+2%	102	5	3.75	4.82	4.13	4.82
Positive Reviews	93%	93%	0%	89%	+4%	104	100%	-	100%	75%	100%
Total Reviews	14	14	0%	7	+94%	194	1	1	11	12	11
Reviews Pace (reviews/week)	3.1	3.2	-3%	7.2	+94%	194	0.2	0.2	2.4	2.6	2.4
Recommended By	-	-		100	-		-	100	-	-	-
TripAdvisor Popularity Index of 14 hotels in Madeira Beach	#2→2	#2 → 2	0%	-	-	-	#44 -> 44	#1 →1	#31 → 31	#37 → 37	#9 → 9
Cleanliness Rating	4.25	4.67	-9%	4.67	-9%	9i	-	-	-	4.6	5
Location Rating	5	5	0%	4.86	+3%	103	-	-	4.67	5	5
Room Rating	s	4.71	±676	4.4	+1476	114	-	-	4.5	4.5	4
Value Rating	5	-	-	4.25	+18%	118	-	-	5	3.5	5





Posted: 2023-12-04

Very Positive in Service > General Staff Quality \Im , Rooms > Room Cleanliness \Im , Food / Beverage > Food / Beverage Taste \Im , Service > General Staff Attitude \Im , Facilities > Pool \Im , Facilities > Surrounding Area \Im , Service > General Staff Helpfulness \Im

CREATE A TICKET

*

SAVE REVIEW

MORE ACTIONS ~

Positive in Value > Cost & Value ?

Neutral in Service → Front Desk Speed Of Service ♥, Rooms → Balcony ♥

Negative in Service → Front Desk Communication Skills ♀

This place is a total hidden gem! If you're not familiar with the magic of the intercostal canal system in this area, this hotel is a great intro. Easy access to the best of St. Pete but you don't feel like you're trapped in the mess of tourist traffic. Ours was a full western view balcony, facing the direction of the gulf and overlooking the canal, pool, and fabulous courtyard. A little to find the front desk the first time arriving but it's easy to get your bearings after you do. Staff was fabulous, especially Brian (a solution based thinker who really pays attention to details) and the bar/restaurant food is exceptionally good. Indoor and outdoor seating, right off the lobby which is super guest friendly with everything you need all in one area. Great use of common area space. Courtyard and pool area is amazing. Rooms are nice, clean, comfortable and the property location is perfect. Short walk to restaurants, grocery, liquor store, and a longer walk across the causeway to Madeira Beach. The place is surrounded by docks full of lovely boats for people watching and it's cool to see the bridge open up to let larger vessels through. Close to everything but just far enough away to not feel suffocated by it all. Highly recommend this hotel! Hotel highlights: Great view, Great value

Sherry Emerson

2023-12-03

Performance Media

FILES > Corporate > Sales & Marketing > E-Commerce > Reporting

	Name ∨	Modified \vee	Modified By \vee	File Size ∨	Folder Child Co $$	Item Child Count $^{\vee}$	Created By $^{\vee}$	
	Online Reputation Management	February 23	Brittany Biddle	3 items	3	0	Brittany Biddle	
	Performance Media	February 23	Brittany Biddle	4 items	4	0	Brittany Biddle	
	Social Media	February 23	Brittany Biddle	7 items	3	4	Brittany Biddle	

Count

Marriott PLUS

FILES > Corporate > Sales & Marketing > E-Commerce > Reporting > Performance Media

	Name Y	Modified ~	Modified By $^{\checkmark}$	File Size ∨	Folder Child Co ∨	Item Child Count $^{\vee}$	Created By 🗸
-	Expedia TravelAds Reports	February 26	Sunny Burleson	12 items	0	12	Sunny Burleson
-	Hilton Amplify + Elevate Report	February 26	Sunny Burleson	2 items	0	2	Sunny Burleson
in in	IHG Boost Report	February 26	Sunny Burleson	2 items	0	2	Sunny Burleson
	Marriott PLUS Reports	February 26	Sunny Burleson	3 items	3	0	Sunny Burleson

Count

Janua	ary 2024								
January Reporting (F	Market Avg.)'	Clicks	Spend	CPC	Bookings	RNs	Revenue	ADR	GRE
Luxury	1	3,075	\$5,811	\$1.89	42	139	\$130,124	\$936	21.4
Premium	2	1,616	\$3,928	\$2.43	66	121	\$36,910	\$305	8.4
Select	9	337	\$558	\$1.66	17	30	\$6,471	\$213	10.6
All	12	1,676	\$3,432	\$2.05	41	97	\$57,835	\$597	15.9

	Clicks	Spend	CPC	Bookings	RNs	Revenue	ADR	GRE
ALL	433	\$825	\$1.91	23	54	\$17,341	\$321	20.0
OTA	178	\$149	\$0.84	4	4	\$1,086	\$272	6.3
Expedia TravelAds	0	\$0	\$0.00	0	0	\$0	\$0	0.0
		55.5					5000	
Booking Network Sponsored Ads	178	\$149	\$0.84	4	4	\$1,086	\$272	6.3
Metasearch	182	\$454	\$2.50	15	41	\$13,287	\$324	28.2
Google Hotel Ads	161	\$423	\$2.63	12	32	\$7,944	\$248	17.8
Kayak	8	\$9	\$1.15	1	2	\$426	\$213	45.2
Trivago	1	\$1	\$1.28	0	0	\$0	\$0	-1.0
TripAdvisor	12	\$21	\$1.72	2	7	\$4,918	\$703	237.2
Sponsored Ads	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Google Property Promotion Ads	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Kayak Sponsored Listing	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Trivago Sponsored Listings	0	\$0	\$0.00	0	0	\$0	\$0	0.0
TripAdvisor Sponsored Placements	0	\$0	\$0.00	0	0	\$0	\$0	0.0
Social	33	\$105	\$3.17	3	3	\$618	\$206	4.9
Paid Search	40	\$117	\$2.93	1	6	\$2,349	\$392	19.1

Hilton Amplify / IHG Boost

FILES > Corporate > Sales & Marketing > E-Commerce > Reporting > Performance Media

	Name Y	Modified \vee	Modified By 🗸	File Size 🗸	Folder Child Co ∨	Item Child Count $^{\vee}$	Created By 🗸
lis	Expedia TravelAds Reports	February 26	Sunny Burleson	12 items	0	12	Sunny Burleson
	Hilton Amplify + Elevate Report	February 26	Sunny Burleson	2 items	0	2	Sunny Burleson
	IHG Boost Report	February 26	Sunny Burleson	2 items	0	2	Sunny Burleson
	Marriott PLUS Reports	February 26	Sunny Burleson	3 items	3	0	Sunny Burleson

Count

Hilto	on Amplify/	Elevate									
Feb-24											
Year	Month	Hotel Cod	Hotel Name	Impressio	Clicks	Avg CPC	Spend	Bookings	RN	Revenue	ROAS
2024	Feb		Hampton Inn & Suites Hershey Near The Park	8820	296	\$1.00	\$295.88	8	14	\$2393.33	
2024	Feb	SCEHSHX	Hampton Inn & Suites State College at Williamsburg Square	11160	426	\$0.76	\$322.64	10	14	\$3172.65	9.8:1
2024	Feb	TAONMH)	Hampton Inn Taos	3327	145	\$1.13	\$163.43	4	7	\$1422.73	8.7:1
2024	Feb	HSTFLHX	Hampton Inn & Suites Homestead Miami South	14092	741	\$0.82	\$607.66	16	25	\$4161.51	6.8:1
2024	Feb	CMHLAH	Homewood Suites by Hilton Columbus/OSU OH	12486	433	\$1.05	\$453.97	17	39	\$6391.76	14.1:1
2024	Feb	CMHDBH.	Home2 Suites by Hilton Columbus Dublin	9914	388	\$1.37	\$530.45	22	33	\$4459.01	8.4:1
2024	Feb	FLLAVHH	Hilton Miami Aventura	23128	1123	\$1.15	\$1294.52	29	73	\$21053.78	16.3:1
2024	Feb	HTSDTDT	DoubleTree by Hilton Huntington	5311	359	\$0.60	\$214.80	11	16	\$1991.43	9.3:1
2024	Feb	OSHNEDT	DoubleTree by Hilton Neenah	9866	283	\$0.60	\$168.89	8	20	\$2524.22	14.9:1
2024	Feb	TSMTMUI	Hotel Don Fernando de Taos Tapestry Collection by Hilton	4378	221	\$0.71	\$156.21	7	7	\$1634.00	10.5:1

	Boost b-24													
Year	Month	Hotel Cod	Hotel Name	Clicks	Avg CPC	Spend	Bookings	RN	Revenue	ROAS	Total Bool	Total RN	Total Rev	Total ROAS
2024	Feb	SCEWR	Holiday Inn Express State College @Williamsburg Sq	177	\$0.81	\$143.12	10	13	\$1538.30	10.7:1	12	16	\$2235.57	15.6:1
2024	Feb	CRWCC	Holiday Inn Express Charleston-Civic Center	195	\$0.92	\$180.20	29	38	\$4806.62	26.7:1	33	47	\$6004.57	33.3:1
2024	Feb	JAXES	Holiday Inn Jacksonville E 295 Baymeadows	322	\$0.81	\$261.14	10	20	\$3506.41	13.4:1	10	20	\$3506.41	13.4:1

Expedia TravelAds

FILES > Corporate > Sales & Marketing > E-Commerce > Reporting > Performance Media

D	Name Y	Modified >	Modified By ∨	File Size ∨	Folder Child Co ∨	Item Child Count ∨	Created By ∨
	Expedia TravelAds Reports	February 26	Sunny Burleson	12 items	0	12	Sunny Burleson
Dia .	Hilton Amplify + Elevate Report	February 26	Sunny Burleson	2 items	0	2	Sunny Burleson
	IHG Boost Report	February 26	Sunny Burleson	2 items	0	2	Sunny Burleson
	Marriott PLUS Reports	February 26	Sunny Burleson	3 items	3	0	Sunny Burleson

Count

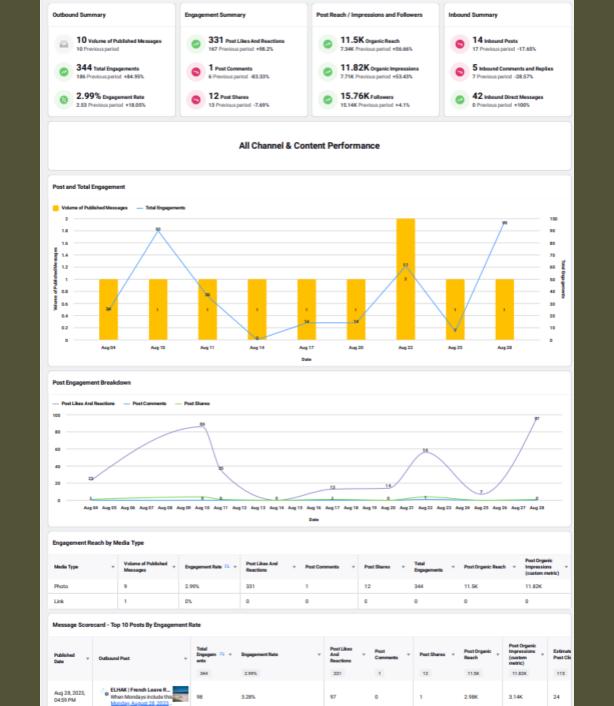
1 Property name	Average ra	mpressior C	TR	Clicks C	PC	Spend	Room nigh R	evenue exposed	ROAS expo	Bookings ε (Conversion rate
2 Inn at Bellefield / Hyde Park	3.56	11,348	7.18%	815	1.23	1,000.25	159	30,537.77	30.53	93	8.96%
3 Springhill Suites By Marriott Jacksonville Beach Oceanfront	2.38	33,718	4.78%	1,613	1.1	1,771.96	110	46,777.86	26.399	56	2.79%
4 Carnegie House	3.21	2,983	3.12%	93	1.63	151.14	9	2,199.47	14.553	7	5.38%
5 Fairfield Inn & Suites by Marriott Lewisburg	2	7,739	4.47%	346	1.08	374.55	69	14,170.51	37.833	45	11.85%
6 Fairfield Inn & Suites by Marriott Harrisburg West/Mechanicsburg	3.15	11,960	5.33%	637	1.28	817.22	102	12,446.08	15.23	78	11.15%
7 Residence Inn by Marriott Norwalk	2.95	21,101	2.15%	454	1.71	775.41	89	21,873.98	28.21	50	7.71%
8 The Daytona, Autograph Collection	3.07	44,106	2.92%	1,286	1.45	1,870.08	65	18,508.92	9.897	38	2.64%
9 Hotel Don Fernando de Taos, Tapestry Collection by Hilton	3.59	4,406	3.59%	158	0.82	129.87	39	10,035.76	77.275	16	4.43%
10 Courtyard by Marriott Hershey Chocolate Avenue	1.44	29,363	5.77%	1,694	0.88	1,489.14	125	33,872.26	22.746	71	3.72%
11 SpringHill Suites Philadelphia Airport Ridley Park	5	9,330	6.07%	566	1.41	799.53	140	23,584.51	29.498	104	15.37%
12 Courtyard by Marriott Jacksonville I-295/East Beltway	5	16,677	3.03%	505	1.51	762.24	57	11,254.92	14.766	28	5.15%
13 Fairfield Inn & Suites by Marriott Lakeland Plant City	1.82	9,908	3.47%	344	1.47	505.13	36	7,876.96	15.594	16	4.65%
14 Holiday Inn Jacksonville E 295 Baymeadows	5	9,963	5.27%	525	1.52	800.24	131	19,247.43	24.052	60	10.10%
15 Fairfield Inn & Suites by Marriott State College	2.96	11,983	4.85%	581	1.38	799.03	94	14,736.93	18.444	65	9.47%
16 Hampton Inn Taos	2.99	4,541	2.86%	130	1.07	139.53	58	11,556.98	82.828	27	14.62%
17 DoubleTree by Hilton Huntington	1.41	3,021	9.76%	295	0.59	172.98	89	15,004.46	86.741	53	15.25%
18 AC Hotel Dayton	5	12,072	3.40%	410	1.18	484.05	78	20,901.72	43.181	49	9.76%
19 Fairfield Inn & Suites by Marriott Lebanon Near Expo Center	1.25	3,427	5.84%	200	1.15	229.6	76	16,505.70	71.889	37	15%
20 SpringHill Suites by Marriott Columbus Dublin	4.49	9,740	3.46%	337	1.52	512.02	56	12,264.29	23.953	42	9.50%
21 Hilton Aventura Miami	4.74	25,538	3.44%	878	1.21	1,064.12	183	64,374.09	60.495	66	4.56%
22 Moxy Columbus Short North	5	13,786	2.79%	385	1.32	506.75	56	12,909.50	25.475	23	4.68%
23 Fairfield Inn & Suites by Marriott Harrisburg International Airport	3.03	11,198	3.31%	371	1.28	475.02	87	15,265.35	32.136	73	17.52%
24 AC Hotel by Marriott Columbus Dublin	5	11,074	3.31%	367	1.41	516.7	42	11,594.71	22.44	32	8.17%
25 Playa Largo Resort & Spa, Autograph Collection	3.7	131,998	4.03%	5,319	0.7	3,710.32	220	174,961.25	47.155	83	1.26%
26 Courtyard by Marriott Marathon Florida Keys	4.79	62,735	6.77%	4,245	0.61	2,584.06	181	86,919.70	33.637	54	1.08%
27 Buffalo Marriott at LECOM HARBORCENTER	5	33,665	2.63%	887	0.82	724.07	79	35,238.27	48.667	53	4.74%
28 Courtyard St. Petersburg Clearwater/Madeira Beach	3.29	18,651	3.51%	654	1.09	715.88	39	17,118.36	23.912	19	2.45%
29 Courtyard Glassboro Rowan University	2.5	11,966	3.93%	470	1.49	701.12	110	22,984.76	32.783	62	11.70%

Social Media Reports

FILES > Corporate > Sales & Marketing > E-Commerce > Reporting

	Name ∨	Modified \vee	Modified By $^{\vee}$	File Size $^{\vee}$	Folder Child Co $$	Item Child Count $^{\vee}$	Created By \vee
	Online Reputation Management	February 23	Brittany Biddle	3 items	3	0	Brittany Biddle
	Performance Media	February 23	Brittany Biddle	4 items	4	0	Brittany Biddle
	Social Media	February 23	Brittany Biddle	7 items	3	4	Brittany Biddle

Count



Outbound Summary



10 Volume of Published Messages 10 Previous period



344 Total Engagements 186 Previous period +84.95%



2.99% Engagement Rate 2.53 Previous period +18.05%

Engagement Summary



331 Post Likes And Reactions 167 Previous period +98.2%



1 Post Comments 6 Previous period -83.33%



12 Post Shares

13 Previous period -7.69%

Post Reach / Impressions and Followers



11.5K Organic Reach 7.34K Previous period +56.66%



11.82K Organic Impressions 7.71K Previous period +53.43%



15.76K Followers 15.14K Previous period +4.1%

Inbound Summary



14 Inbound Posts 17 Previous period -17.65%



5 Inbound Comments and Replies 7 Previous period -28.57%



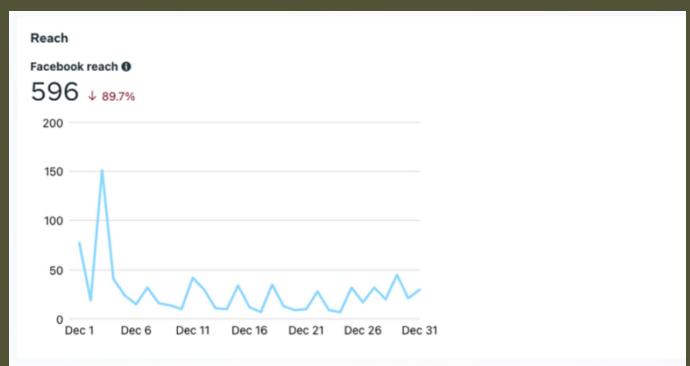
42 Inbound Direct Messages

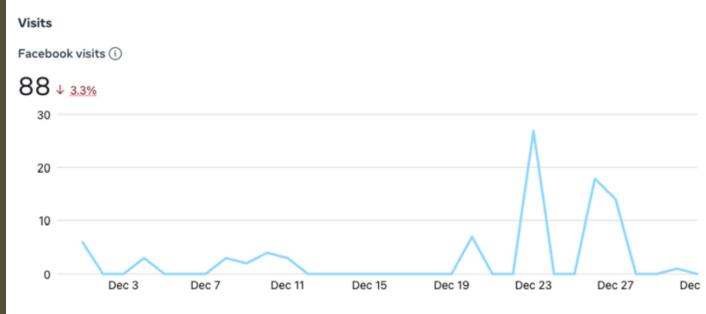
0 Previous period +100%

Message Scorecard - Top 10 Posts By Engagement Rate

Published Date	Outbound Post	Total Engagem ∓↓ ₩ ents	Engagement Rate v	Post Likes And w Reactions	Post Comments	Post Shares v	Post Organic Reach	Post Organic Impressions (custom metric)	Estimate Post Clic
		344	2.99%	331	1	12	11.5K	11.82K	115
Aug 10, 2023, 08:55 AM	ELHAK French Leave R Eleuthera is famed for its n Thursday, August 10, 202	90	3.14%	86	0	4	2.87K	2.89K	22
Aug 22, 2023, 05:04 PM	ELHAK French Leave R Evenings full of bliss. Tuesday, August 22, 2023	49	4.54%	45	1	3	1.08K	1.1K	20
Aug 11, 2023, 04:13 PM	Paradise awaits this weeke Friday, August 11, 2023 4:	36	4.16%	35	0	1	866	912	13
Aug 04, 2023, 04:44 PM	ELHAK French Leave R Crack open a cold one and Friday, August 4, 2023 4:4	24	3.14%	23	0	1	764	776	6
Aug 17, 2023, 10:00 AM	ELHAK French Leave R A look into the horizon. * E Thursday, August 17, 202	14	1.54%	13	0	1	907	936	10
Aug 20, 2023, 10:25 AM	ELHAK French Leave R Seaside brunch tastes bett Sunday, August 20, 2023	14	1.65%	14	0	0	846	846	5
Aug 22, 2023, 07:27 PM	ELHAK French Leave R Sunkissed days & salty nig Tuesday, August 22, 2023	12	1.78%	11	0	1	675	711	9
Aug 25, 2023, 04:44 PM	ELHAK French Leave R Cheers to Friday in paradis Friday, August 25, 2023 4:	7	1.38%	7	0	0	508	516	6
Aug 14, 2023, 04:42 PM	ELHAK French Leave Resort, Adventure awaits in Eleuthera. Monday, August 14, 2023 4:42	0	0%	0	0	0	0	0	0







Questions

Subject: December Ecommerce Reports

Hi all,

I hope everyone's 2024 is off to a great start!

Attached is the link to becomber's Ecommerce Reports including Revinate, Performance Media (Marriott PLUS, Hilton Amplify, IHG Boost, Expedia TravelAds), and social media reporting. Please access your reports here: Reporting

A few reports are being finalized so if you are missing one, please let us know and we will get it entered shortly. Marriott PLUS reports have not been released yet – those will be added soon.

A few notes from December's reports:

In 2023, Expedia TravelAds generated \$15,643,094.91 in revenue, booking a total of 64,708 room nights across the portfolio.

• Pine Barn Inn ranked #1 on our response review ranking, with a 100% response rate. Awesome job!

Feel free to reach out with any questions. Have a great evening!

Brittany Biddle

E-Commerce Manager Shaner Hotels P: 814-502-2914 bbiddle@shanercorp.com