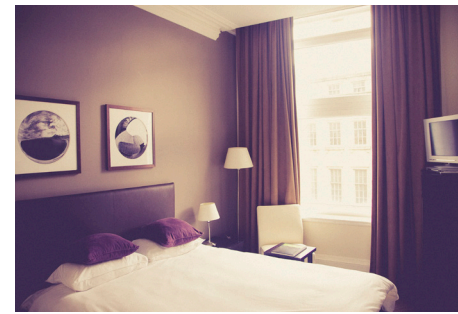




**Room Nights: Monthly Pace Target Variance**

shaded areas represent negative variances, darker the shade the more negative the variance is. Click on any cell to navigate to the data behind the variance or scroll down to view more data.

|         | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 18,828  | -14,304 | -13,509 | -15,806 | -16,714 | -12,645 | -14,895 | -10,718 | -11,818 | -12,818 | -13,818 | -14,818 | -15,818 |
| -12,853 | -9,966  | 4,744   | -1,773  | -16,716 | 13      | -6,536  |         |         |         |         |         |         |
| 572     | -15,773 | -15,047 | 313     | -4,355  | -13,786 | 6,337   |         |         |         |         |         |         |
| 218     | -16,714 | 3,679   | 3,429   | 4,618   | -4,617  | -8,998  | -4,548  |         |         |         |         |         |
| 9,631   | -7,922  | -12,396 | 3,666   | -14,751 | 7,612   | -11,942 |         |         |         |         |         |         |
| 523     | -1,321  | 11,667  | -2,824  | 2,648   | -1,968  | 116     |         |         |         |         |         |         |
| -9,426  | 5,351   | -3,348  | 16,933  | -1,763  | 799     | 12,741  |         |         |         |         |         |         |
| 676     | 3,344   | 1,128   | 15,223  | 2,862   | 4,106   | 1,962   | -6,022  |         |         |         |         |         |



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**FuturePace**  
 powered by Simpleview

**THE FUTURE OF PACE REPORTING IS HERE**

FuturePace delivers enhanced pace reporting for DMOs, helping sales leaders and business analysts make more informed decisions based on accurate forecasting data. Created in partnership with George Fenich, father of the TAP report, FuturePace was designed with improved data processing for greater accuracy in the calculation of pace targets.

Pace reporting enables your destination to identify and solve problems before they arise. By setting short-term and long-term goals and measuring your pace targets years in advance, you get a more accurate view of your team's production and how it aligns with data from your hotel stakeholders.

**IMPROVED PACE REPORTING**

**SECURE 24/7 ACCESS**

**DEDICATED SUPPORT**

**2 synergize**  
 a Simpleview Company

**PACE REPORTING TRIFECTA**

With FuturePace, users are promised the pace reporting trifecta: The power of Simpleview's business intelligence team, full dynamic integration with your own CRM data, and access to the 2Synergize team for troubleshooting and support of data interpretation.

## PRODUCT FEATURES



24/7 access to dynamic data, updated daily



Secure portal access for multiple users



3-year average and custom goal setting



Hotel style pace reporting



Data analysis by industry experts



Detailed charts with yearly, quarterly and monthly data



Filterable comparisons by room nights, events and attendees



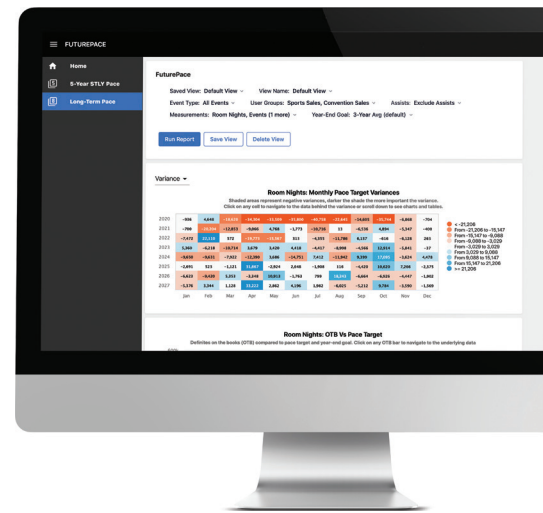
Enhanced views for on-the-books, left-to-book and more

## CRM INTEGRATION OFFERS REAL-TIME DATA

Through its integration with the Simpleview CRM, FuturePace gives subscribers real-time access to two types of reporting:

- The Long-Term Pace Report reflects a view of future years which allows destinations to identify “when you are in trouble, before you are in trouble,” giving you the opportunity to implement a more proactive and aligned booking strategy with your stakeholders.
- The Five-Year STYL Pace (same time last year) Report reflects a view of short-term events, which enables destinations to determine if they are ahead of the previous year’s production. This report emulates the report formatting and terminology most commonly used by hotels, allowing them to easily understand your DMO’s production in relation to their own pace production.

Users also have the ability to drill down on specific information such as losses and cancellations, intended to help you immediately understand variances or areas of concern. No more waiting days for additional reports to be pulled when your pace report interpretation indicates further investigation is necessary.



**QUESTIONS?** Contact Terri Roberts, Program Manager, 2Synergize, a Simpleview Company at **858-335-9446** or [troberts@2synergize.com](mailto:troberts@2synergize.com).

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