



Ocra 20-Minute Daily Operating Rhythm

In less than 20 minutes per day, you can accomplish everything you need to optimize your demand channel business with Ocra.



Morning

Review & make a plan.

Afternoon

Check in & optimize.

10 Minutes

10 Minutes

Check your advanced booking window

- See how far ahead customers are booking
- View occupancy mix for future dates
- Set future rates and Spot Rates

View today's activity

- See what's transpired so far
- Check transaction volume
- View performance by channel

Review yesterday's results

- Check number of bookings
- Check ADR (average daily rate)
- Use as basis for today's optimizations

Make micro-adjustments

- Add more inventory if sold out
- Increase rates on high-performing channels
- Drop rates with low bookings

Make a plan for today

- Adjust rates based on occupancy mix
- For airport business:** reference Arrivals report to make decisions on how to staff & valet, and schedule shuttles for peak periods

Set Spot Rates

- Set Spot Rates to increase yield during any unexpected spikes in demand