FOR IMMEDIATE RELEASE

The MAPP Report, by myDigitalOffice Gains Momentum
Helps Hotels Accelerate Recovery from COVID-19 with forward-looking data
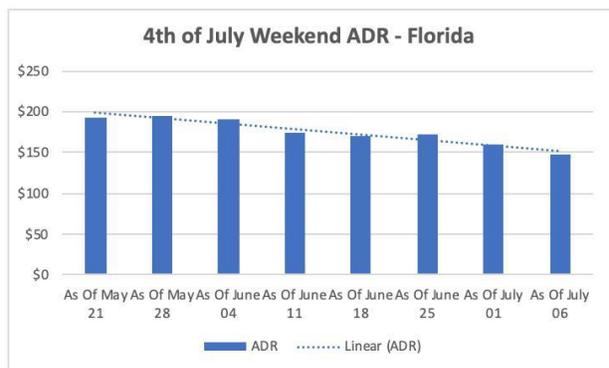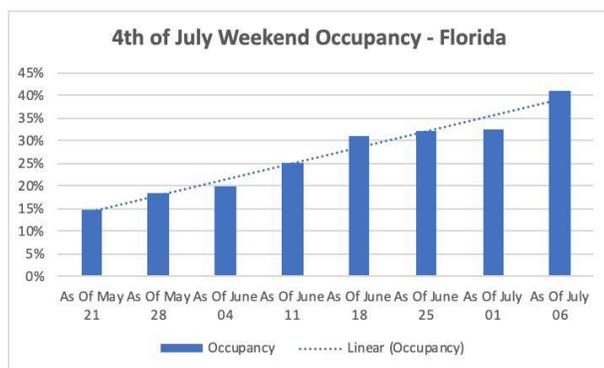
Washington, DC - July 9, 2020 - myDigitalOffice, the information management and back-office automation platform for hotels, recently launched **the MAPP report** (Market Analytics, Pace, and Performance), a free data analytics tool that enables hoteliers to identify forward-looking bookings pace and performance trends across their hotels and their respective markets, and visualize market recovery in real-time. In a matter of weeks, this free resource has garnered the attention of nearly 200 groups, representing over 15,000 hotels worldwide.

"The speed at which our industry is adopting this tool has far exceeded our expectations," said Ali Moloo, founder and CEO of myDigitalOffice. "It validates our own, and our customers' beliefs in the value and mission of the MAPP report."

Since the fallout from COVID-19 began to unfold in North America, myDigitalOffice's globally dispersed team collaborated to develop and deliver these reporting capabilities to help accelerate market recovery and support the continuity of the hospitality industry.

Leveraging data from the MAPP report, in the following charts, myDigitalOffice reported occupancy and ADR for the July 4th holiday weekend, as of each week dating back to 5/21. Then, as of Monday July 6, the report shows what actually happened.

This data further illustrates the recent phenomenon in our industry of shorter-than-normal booking windows. The data below shows that in the final few days leading up to the weekend, hotel occupancy in the state of Florida jumped by nearly 10%. Additionally, while occupancy steadily climbed each week, rates slowly decreased.

4th of July Weekend Occupancy - US

Legend: As Of June 04 | As Of June 11 | As Of June 18 | As Of June 25 | As Of July 01 | As Of July 06

Categories: Economy Class, Midscale Class, Upper Midscale Class, Upscale Class, Upper Upscale Class, Luxury Class

4th of July Weekend ADR - US

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The MAPP report provides a guide to help hoteliers navigate today's uncharted landscape. By leveraging forward-looking, aggregated, and anonymized hotel and market-level bookings pace and performance metrics, hoteliers are enabled to make more strategic, data-driven business decisions much sooner. Powerful integrations also allow users to access their own portfolio data instantly, eliminating hours of manual data manipulation and analysis. With the combination of hoteliers' own portfolio data and broader market business on the books, the MAPP report provides critical information for benchmarking and identifying future demand trends to visualize market recovery in real-time.

The more hotels that participate in this report, the richer and more valuable the data set becomes to hoteliers and to the broader industry, especially in times of recovery. To do your part in helping our industry during such challenging times, while setting yourself up for success in the meantime with future business on the books data, opt-in your hotels to the MAPP report today via the following link**.**

About myDigitalOffice
myDigitalOffice is an end-to-end hospitality information management platform for sourcing, processing, and storing hotel data in the cloud. Founded in 2016, our solutions are now used across thousands of hotels to help hotel owners/operators, hotel management companies, franchisees, and hospitality REITs automate the hotel back-office and manage property portfolio performance to a tee. The visibility, connectivity, and control delivered by our award-winning cloud-based dashboards, document management software, and integrated data feeds allow teams to reach greater levels of productivity, ensure regulatory compliance, and reduce environmental impact while optimizing profitability. Learn more at mydigitaloffice.com.

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