

15 Most Important KPIs for the Hotel Industry

Hotel KPIs are vital signs for your property's overall health, offering clear insights into performance and helping identify areas needing improvement.

Why Hotels Should Monitor KPIs



SEE WHAT'S WORKING

Track performance on everything from occupancy rates to revenue growth — identifying operational successes worth repeating.



SPOT WEAKNESSES

Pinpoint areas of improvement and operational shortfalls that have a negative impact on your hotel's bottom line.



MAKE SMART DECISIONS

Leverage a spectrum of performance KPIs, empowering you to make data-informed decisions that will shape your hotel's future.



STAY COMPETITIVE

Compare and contrast your hotel's KPIs against the rest of the hospitality industry so you can make a plan to stay ahead of the competition.

Top KPIs Hotels Should Track

Revenue & Profitability KPIs

- ▶ Occupancy Rate
- ▶ Average Daily Rate
- ▶ Average Room Rate
- ▶ Revenue Per Available Rooms (RevPAR)
- ▶ Gross Operating Profit (GOP)



Market, Guest & ESG KPIs



- ▶ RevPAR Room Type Index (ReRTI)
- ▶ Revenue Generation Index (RGI)
- ▶ Market Penetration Index (MPI)
- ▶ ESG Score
- ▶ Sentiment Score

Operational & Efficiency KPIs

- ▶ Gross Operating Profit Per Available Room
- ▶ Cost Per Occupied Room (CPOR)
- ▶ Average Length of Stay (ALOS)
- ▶ Marketing Cost Per Booking (MCPB)
- ▶ Direct Booking Ratio



Keep Track of Your Hotel Performance with Technology from Blueprint RF

A holistic approach to hotel management that uses data-driven insights is key. Leverage your technology stack to automate data collection and analysis with the help of Blueprint RF.