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Emaar?s lifestyle hotel Vida Downtown leverages InnSpire.AI for enhanced revenue-generation and better decision-making

Dubai, UAE (2018-06-19) ?For any quality business decision making, correct and transparent data is key. While hotels often have very powerful data on their guests' pre-stay, it's often more difficult to actually understand guests' behaviours and motivators, during their stay.

Now Vida Downtown in Dubai is one of the first hotels in the world to trial and help advance the benefits of InnSpire.AI - the most comprehensive guest behaviour data capturing and analysis tool for the leading hospitality industry. As an addition to InnSpire's award-winning Sales & Entertainment Engine already in use, Vida Downtown is upgraded to a full near real-time view of guests behaviours and key drivers.

Daniel Kingston, GM of Vida downtown says of the cooperation:

?InnSpire's Analytics has been known to be world-class, but now with InnSpire.AI, the data comes alive in new ways. With the introduction of near real time dashboards, each department or stakeholder in the hotel, can actively monitor and drive their key KPIs, and we can run our business more efficiently and more profitably.?

InnSpire.AI is a non-intrusive solution, built on the powerful backbone of Google Analytics. It only stores macro-data and usage, and not on an individual level. The key is to understand the major drivers and influencing factors around the guests stay, rather than a single guest's behaviour (InnSpire has other tools to instantly receive guest feedback and react to that when needed).

The various dashboards that InnSpire.AI presents, are tailored to give each decision-making group or department their needed data in a snapshot. While data can be combined and presented in a multitude of ways, there are currently seven predefined dashboards, with the three main dashboards being for the Management (to track occupancy, spend, guest satisfaction etc), Sales & Marketing (to track campaigns, clicks, revenue generation, room-service behaviours etc) and for IT & Engineering (to track uptime, battery-levels,

potential re-boots, etc). All data and dashboards are of course also available through any laptop or computer, using the InnSpire CMS on any web browser.

Martin Chevalley, InnSpire's CEO and co-founder elaborates:

?We believe InnSpire.AI is the market's most versatile and advanced data capturing and analytics tool. We're excited about the power in combining a world class guest-engagement tool ? that guests actually use constantly, thus creating real, tangible guest data - with the power of analytics and AI. With customisable dashboards that in near real-time can present and explain the business and the key drivers, our aim is to closely integrate InnSpire into the daily business and help drive the success of the hotel and its teams.?