

BENCHMARK

Where you stand — not just how you're doing.

Benchmark sets your monthly performance against an anonymous pool of hotels like yours — average, median, and exactly where you rank. Occupancy, ADR, RevPAR, plus the industry-standard MPI, ARI and RGI indexes, three months ahead. Anonymous by design, opt-in, and included with every plan.

Your numbers → Hotels like yours → Where you stand →
Where to act

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THE CONTEXT PROBLEM

Your report says **–5%**. **Good, or bad?**

A number on its own has no context. Occupancy down 5% reads like a bad month — until you learn the whole market fell 7%, and you actually gained share. Or the market grew 3%, and a "small" dip is the first sign of a real problem. Same number, opposite meaning.

Independent hotels rarely get to find out. Market benchmarking has traditionally meant an expensive, enterprise-grade subscription — so most properties read their own numbers in a vacuum, month after month, never knowing whether they're winning or losing the room next door.

A 5% dip is a crisis if the market grew.
A win if it fell further.

THE PEAQPLUS APPROACH

An anonymous pool of hotels like yours.

Benchmark builds a peer group from hotels that match yours — same country, star rating, property type — and shows your performance against the pool average, median, and rank. There's no new data to collect: it runs on the same numbers your reports already use. Anonymous on both sides — you never see a named hotel, and you're never named in anyone else's pool.

WHAT YOU SEE

Your value, the pool, and where you rank.

Five metrics, each one "higher is better." For every one, Benchmark shows six things — so a single number becomes a position you can act on.

FIVE METRICS

What's measured

Occupancy. ADR. RevPAR. Plus **7-day pickup** on both occupancy and rate — the speed of bookings, not just the level.

All converted to a common currency, so a multi-market group compares cleanly across the pool — never an apples-to-oranges rate comparison.

SIX READINGS

How each one is shown

Your own value · the pool average and median · your gap in % · your rank (e.g. **2nd of 7**) · your percentile · and your marker on the pool's min–median–max spread.

Rank and percentile are more honest than a raw average, which a single outlier can distort. "2nd of 7" is unambiguous.

This month, plus the next two.
A benchmark that looks forward.

Most benchmarks look backward — last month, last year. Benchmark is built from confirmed forward bookings: this month and the next two, side by side, so you see the trajectory while you can still change it.

WHY IT'S DIFFERENT

Not a backward report. A forward position.

Four choices set Benchmark apart from the spreadsheet-and-guesswork way most independents read the market.

01 – MARKET INDEXES

The language owners speak

The industry measures market position with three indexes: MPI for occupancy, ARI for rate, RGI for the two combined. 100 is par; above it, you're ahead of the field. Benchmark gives you all three every month — the industry-standard indexes, without the enterprise price tag.

02 – ANONYMOUS & OPT-IN

Your choice, only ever aggregates

You decide whether to take part, and can change that decision every 30 days. A pool only appears when at least three comparable hotels match — so no single property can be singled out. You never see a named hotel; you're never named in anyone else's pool.

03 – HOTELS LIKE YOURS

You pick who you're measured against

The peer group is built from your own tags — country, star rating, property type. Start with the closest match for the tightest pool; loosen a tag to widen it. Always like-for-like — you can't benchmark against a segment you're not in.

04 – RANK, NOT JUST AVERAGE

A position you can defend

"2nd of 7" is unambiguous; "+3% vs average" can mislead when one outlier skews the pool. Rank, percentile and the min–median–max spread give an owner-ready position — exactly the kind of line that lands in a quarterly review.

AVAILABILITY

Included with every Peaqplus plan.

Benchmark isn't an add-on — it ships with every bundle, from the entry tier up, at no extra cost. Opt in when you're ready, choose your peer tags, and the dashboard fills in. Two things make it work: fresh data, and at least three comparable hotels in your chosen pool.

Honest about what it needs — and what it won't do.

- → **It needs at least three comparable peers.** Below that, the pool stays hidden — deliberately, so no single hotel's numbers can be backed out.
- → **It needs fresh data.** A recent upload keeps your position current; a stale one drops you from the pool until you're back.
- → **It won't name a competitor.** Only anonymous aggregates — average, median, spread. Never a hotel by name, yours or anyone else's.
- → **It won't compare you to a segment you're not in.** The pool is always built from hotels genuinely like yours.
- → **It uses commercial metrics only.** Occupancy, rate, revenue — no guest data, no personal data.

See where you'd stand.

A 45-minute walkthrough on our live demo environment — we build a peer pool from tags and read the rank, the MPI/ARI/RGI trio, the spread, and the owner summary together, all live.

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