

Hotel data made snappy with Snapshot



SnapShot GmbH, the hotel data and analytics company, has planned a series of roadshows to demonstrate SnapShot Analytics to hoteliers and they are coming to Edinburgh this week.

In the coming months, teams of experts from SnapShot GmbH will conduct a series of briefings on hotel analytics and hotel data usage in key cities in Germany, Austria, the UK, and Belgium.

The company will also demonstrate the full capabilities of its flagship product, SnapShot Analytics, and will offer a series of one-on-one demo sessions.

Dr. Stefan Tweraser, CEO said: “The presentation part will give valuable insights on how hotels are impacted by big data and how they can use it to benefit their operation. Hoteliers will then have the chance to experience the functionalities and benefits of SnapShot Analytics first-hand in one-on-one demo sessions. “

SnapShot Analytics, the highly anticipated, flagship product of the company, is a cloud-based hotel analytics tool that presents a comprehensive overview of a specific's hotel data on a powerful yet intuitive dashboard.

The product was publicly introduced for the first time at ITB Berlin 2016, the global travel's industry leading trade show, where it was received with great interest by hoteliers and data experts. The upcoming roadshows are part of SnapShot GmbH's strategy of growth, and aim to raise awareness among hoteliers on the key features and benefits of SnapShot

Analytics, a new, essential tool for any hotel management team.

Dr Tweraser continued: "Access to SnapShot Analytics offers new, previously unavailable ways for hotel management teams to unlock new potential for any hotel."

SnapShot will be in Edinburgh on 12 April 12th, Vienna and Glasgow on April 13th, Liverpool on May 11th, Manchester and Brussels on May 12th and in Hamburg on May 24th.