Snapshot – your one stop shop for Hotel Analytics

David Turnbull is the founder of Snapshot, software which will be useful for any hotel manager no matter what size their hotel is.

Sales or marketing managers, general managers or anyone with access to the dashboard will no longer have to think about how to log in, what their password is or any of the other technical stuff that could get in the way.

This is really a one stop shop for all the number crunching that a hotel of any size wants and needs to do. It literally takes a snapshot of the hotel's position at any point in the day.

The Edinburgh Reporter met with David Turnbull this morning at the Scotsman Hotel where he was talking to a group of potential clients about all the possibilities that this software can offer them.

He told us: "One of the first questions we asked ourselves was who is this for? We wanted it to be unifying tool available for anyone from the smallest independent hotel to the biggest chain. The way that we have built Snapshot Analytics is that it is built for the hotel itself. It is the single version of the truth, so that any manager at any level or in any area can go to one location and get a 'snapshot' of how the hotel is performing.

"So much time is spent collecting and preparing the information that hotels need to make smarter decisions about how to sell more rooms and how to make more money. We think

that Snapshot Analytics significantly saves time for hotels every day.

"The way in which many businesses work is to make decisions with the help of very complex spreadsheets. As we know more humans are likely to pay attention to data if it is presented in a very visual way. So for that reason we have invested a lot of money in our user experience."

Turnbull started his hotel career at Malmaison in Glasgow and has been a specialist in the area of commercial strategy, sales, reservations and revenue management which led him to live in Germany.

You can meet David Turnbull today and tomorrow in Edinburgh to find out more about the product.