



SUTTON'S
ADVENTURES

KPI DASHBOARD FRAMEWORK

Operational visibility designed to support stronger hospitality experiences, healthier team culture, and long-term asset performance.

Lizzy Sutton

Founder

Sutton's Adventures

Outdoor Hospitality Consulting & Asset Management

WWW.SUTTONSADVENTURES.COM

LIZZY@SUTTONSADVENTURES.COM

REPORTING PHILOSOPHY



What Gets Measured Gets Improved

The ***KPI Dashboard Framework*** is designed to provide visibility into the operational health of a property and support more informed decision-making.

The framework focuses on:

- Operational performance
- Guest experience
- Team culture
- Responsiveness
- Financial health
- Long-term asset sustainability

The goal is not simply to track numbers, but to create visibility, accountability, and continuous improvement.

Successful KPI systems help:

- Improve accountability
- Identify operational friction early
- Strengthen guest experience
- Create operational consistency
- Support long-term profitability



CORE DASHBOARD OVERVIEW

The Operational Pulse of the Property

The dashboard framework is designed to provide quick visibility into:

Operational Health

- Occupancy trends
- Booking conversion
- Maintenance responsiveness
- SOP completion and compliance
- Operational bottlenecks

Guest Experience

- Guest satisfaction
- Reviews and reputation
- Guest complaints and resolution
- Repeat guest activity
- Referral activity

Team & Culture

- Employee retention
- Responsiveness
- Initiative and accountability
- Communication consistency
- Task completion reliability

Financial Visibility

- Revenue trends
- Occupancy-driven performance
- Expense allocation
- Operational ROI opportunities
- Cost-saving opportunities

OPERATIONAL KPIS

Operational Performance Metrics

Occupancy Metrics

- Occupancy %
- Weekly/monthly occupancy trends
- Seasonal occupancy performance
- Long-term vs short-term stay mix

Booking Metrics

- Booking conversion rate
- Direct bookings vs third-party
- Online booking completion rate
- Website inquiry conversion

Maintenance & Responsiveness

- Maintenance ticket response time
- Maintenance completion time
- Outstanding issue count
- Emergency issue resolution time

Systems & SOPs

- SOP implementation completion
- Staff training completion
- Operational compliance checks
- Workflow efficiency tracking

GUEST EXPERIENCE KPIs

Guest Experience & Retention Metrics

Guest Satisfaction

- Guest feedback trends
- Review ratings
- Review volume
- Guest sentiment analysis

Retention Metrics

- Repeat guest rate
- Length of stay trends
- Return booking activity
- Referral activity

Guest Responsiveness

- Response time to guest inquiries
- Resolution speed for guest concerns
- Guest follow-up completion
- Post-resolution satisfaction

Hospitality Experience Metrics

- Amenity usage trends
- Guest engagement participation
- Community/event participation
- Experience enhancement feedback

TEAM & CULTURE KPIS

Team Performance & Culture Metrics

Team Stability

- Employee retention
- Staff turnover
- Training completion
- Schedule reliability

Responsiveness & Accountability

- Task completion timeliness
- Communication responsiveness
- Initiative and improvement participation
- Leadership follow-through

Guest Relations

- Guest interaction quality
- Hospitality standards adherence
- Conflict resolution effectiveness
- Service consistency

Culture Indicators

Early warning signs of operational culture decline may include:

- delayed communication
- incomplete tasks
- low initiative
- disengagement
- reactive problem solving
- increased guest complaints
- inconsistent standards



FINANCIAL KPIS

Financial Performance Visibility

Revenue Metrics

- Monthly revenue trends
- Occupancy-driven revenue growth
- ADR (Average Daily Rate)
- RevPAR (Revenue Per Available Site)

Expense Visibility

- Overhead allocation analysis
- Maintenance cost trends
- Labor efficiency
- Vendor performance review

Profitability Indicators

- NOI trends
- Operational margin improvements
- ROI on property improvements
- Ancillary revenue opportunities

Financial Strategy Focus

The goal is not simply reducing costs, but intentionally allocating resources toward areas that:

- Improve guest experience
- Support operational efficiency
- Strengthen retention
- Create stronger long-term returns

REPORTING STRUCTURE

Communication & Accountability Cadence

During Stabilization Consulting

- Weekly owner and management calls
- KPI tracking and progress monitoring
- Real-time issue escalation as needed
- Implementation accountability reviews
- Ongoing operational communication

During Asset Management

- Weekly strategy calls
- Monthly KPI reporting reviews
- Quarterly operational deep dives
- Long-term performance tracking
- Ongoing operational support and accountability

Quarterly Review Focus

Quarterly reviews evaluate:

- Operational trends
- Guest experience performance
- Staffing and culture
- Financial performance
- Long-term operational opportunities
- Capital improvement priorities

HOW KPIS SUPPORT SUCCESS

Creating Visibility, Accountability & Continuous Improvement

KPIs are more than numbers on a dashboard.

They provide visibility into the operational health of a property and help ownership identify opportunities before challenges become larger problems.

A strong KPI framework helps:

Owners

- Gain visibility into performance
- Make informed decisions
- Track progress toward goals

Teams

- Understand expectations
- Improve accountability
- Create operational consistency

Guests

- Experience better service
- Receive faster responses
- Enjoy a more consistent hospitality experience

Assets

- Improve operational efficiency
- Strengthen financial performance
- Support long-term value creation

The goal is not to collect data. The goal is to create better decisions.

OPERATIONAL WARNING SIGNS

Early Indicators of Operational Decline

Operational Warning Signs

- Declining occupancy
- Unresolved maintenance issues
- Increased guest complaints
- Slow response times
- Inconsistent operational standards

Team Warning Signs

- High staff turnover
- Disengagement
- Delayed communication
- Missed deadlines
- Reduced initiative

Guest Experience Warning Signs

- Declining reviews
- Increased complaints
- Lower retention
- Shorter stays
- Reduced referrals

Early identification creates the ability to address issues proactively before larger operational and financial decline occurs.

WHAT A HEALTHY PROPERTY LOOKS LIKE

Indicators of Strong Operational Health

Healthy outdoor hospitality assets typically demonstrate:

- stable or improving occupancy
- strong guest retention
- positive online reputation
- responsive operations
- consistent hospitality standards
- healthy team culture
- operational clarity
- strong communication
- visible property care
- long-term guest loyalty

The strongest properties create environments where:

- guests feel cared for
- employees feel empowered
- systems support efficiency
- leadership remains proactive
- operations feel intentional and consistent



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CONTACT

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Asset Management

lizzy@suttonsadventures.com

+817-907-7492

suttonsadventures.com

