

Reporting & Analysing Information at Leisure

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Mike Gorrie – Financial Controller & Company Secretary, Couran Cove Resort

As a new resort that had installed several new IT systems, one of Couran Cove’s major challenges was the need for a common method of reporting that could access data from multiple disparate systems, installed across its financial, point of sale, reservations and human resources areas.

The need for a better analysis tool was vital in maintaining a competitive advantage. Additionally, the management team felt it was essential to improve the resort’s business practices in the areas of:

- forecasting the availability of rooms;
- analysing food and beverage revenue;
- analysing the productivity of different cost centres; and
- increasing customer service by understanding customer’s needs.

Senior management at Couran Cove were aware of the need to have greater access to their data and believed that understanding their data would help them make more informed business decisions, and provide them with a competitive edge in the marketplace.

To get the results they were after, Couran Cove engaged Bistech, the Performance Management experts to transfer all resort data contained within multiple systems into a single reporting system.

The overall aim of the project was to provide Couran Cove with a competitive advantage by turning their data into available, easily accessible knowledge

Mike Gorrie, Financial Controller & Company Secretary for Couran Cove, explains: ***“We have great interest, for example, in the effectiveness of our sales and advertising campaigns. By matching the source data with bookings we are able to track total spend / revenue achieved from groups or advertising campaigns that have come through on specified bookings, so our advertising, in turn, is able to be better targeted.”***

“We also use the data to begin to understand the preferred patterns for guests as to where and when they prefer to eat as related to the types of groups or guests in-house. For example, months where we have predominantly conference groups in house impact differently on operations of months for normal domestic holiday makers.”

The solution has given employees and management at Couran Cove the ability to generate requested reports quickly and easily. The management team are now able to understand their business better – increasing both profitability and better targeted decisions as an enterprise.

“Improvements in revenues have varied from five per cent to a maximum of around seven per cent, improvements to cost management have been as high as 12 per cent in such things as variations in guest consumption patterns for Cost of Sales,” surmised Gorrie.

The Problem

A common method of reporting across multiple disparate data sources

The Solution

Bistech architected Business Intelligence solution

The Benefits

Easier, more efficient reporting and analysis solution that has increased profits and reduced expenses



Couran Cove is one of Australia’s most environmentally friendly island resorts. Located on South Stradbroke Island, Couran Cove was developed for the Interpacific Group which has developed and operated resorts and hotels in the Pacific Basin for over 25 years.

“Bistech is always focused on providing us with the best and fastest solution they can and we have always been happy with the quality of work they have provided. Bistech are a company I really enjoy working with because of their friendly and helpful nature.”

Lee Johnston – IT Manager, Couran Cove Resort