

OPERA Cloud Sales & Event Management

Oracle Hospitality OPERA Cloud Sales and Event Management is a comprehensive, cloud-based application that brings together room, meeting, and event management within the OPERA Cloud platform. By centralizing operations in a single database and user interface, it enables seamless collaboration across departments. Its mobile capabilities untether staff from their desks, allowing for real-time inventory checks, on-the-go booking changes, and efficient customer site visits, helping staff stay responsive while optimizing revenue opportunities.

Integrated sales for greater agility

OPERA Cloud Sales and Event Management eliminates the need for separate, interfaced systems by integrating sales and property management into a single, unified platform. This not only reduces complexity but also improves data accuracy, streamlines group booking workflows, and strengthens sales and revenue alignment. With shared inventory access and customizable interfaces, sales and catering efforts can be strategically aligned. Standard and custom reports provide comprehensive insights, supporting data-driven decisions and long-term planning.

Quick and easy customer relationship management

Sales and Event Management allows the management of accounts, contacts, and activities. You can classify accounts to target large-volume producers and leverage account forecasting to project potential revenue and prioritize high-value opportunities. Sales can exchange key information across properties to ensure first-class customer service. The system also enables tracking of key activities such as site inspections, appointments, and follow-ups, with the ability to automate future tasks based on customized preferences.

Sales & Event Management is part of the OPERA Cloud Platform and is available as an add-on to the OPERA Cloud Foundation subscription.

Key capabilities

- Single and multi-property
- Multi-language, multi-currency
- Highly customizable
- Account and contact management
- Activity management
- Event and group management
- Menu and item management
- Catering packages
- Event templates
- Event forecasting and actualization
- Customizable proposals, contracts, and banquet event orders
- Intuitive, industry-standard reports

Effective group management

Sales and Event Management allows management of corporate, social, and tour groups quickly and easily. You can effectively manage revenue strategy and inventory control within one application for maximum visibility and productivity. Eliminate double entry of groups in your property management system, thanks to the system approach, and group data is accessible to all at any time of the booking cycle. Pickup and actualization information are available in real time for your sales team, even after they hand over to the group reservation department.

Figure 1. Personalized dashboard with sales & event related tiles

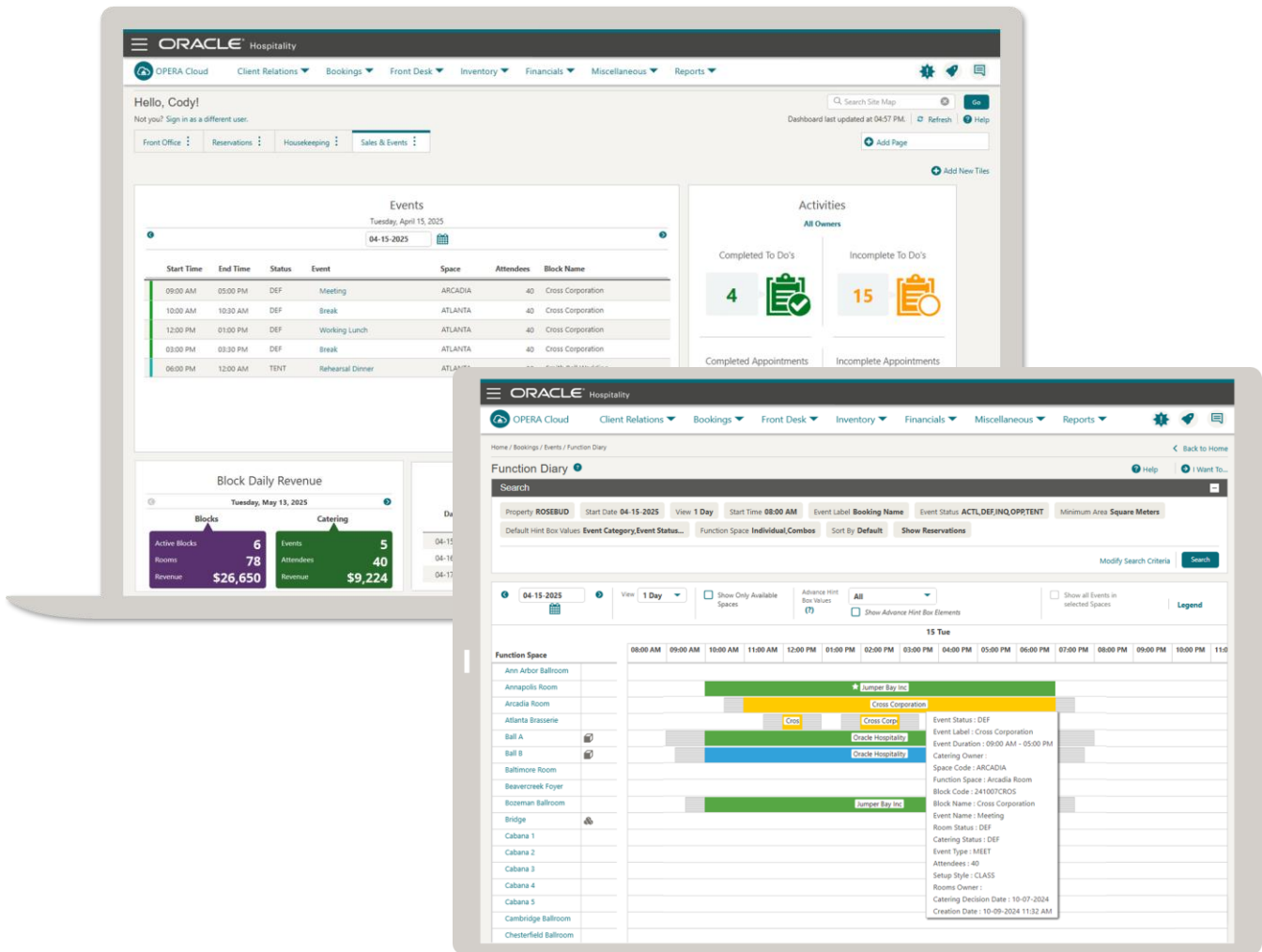


Figure 2. One day view of meeting rooms and reserved functions (Function Diary) view

Tailored event management with visual planning tools

OPERA Cloud Sales and Event Management delivers a flexible, comprehensive event management module designed for banquet and catering operations. Whether booking corporate meetings or specialized events, users can easily create, update, and manage menus, items, and room requirements. Catering packages streamline the planning of conference and meeting services, whether priced per person or as a bundled offering, while reusable event templates simplify repeat bookings and enhance productivity.

The solution includes a powerful function diary with multifunction space configurations to suit any event setup. Users can quickly create, copy, move, and organize events across properties using multiple view options. Enhanced forecasting and actualization features support accurate pre-event projections and insightful post-event analysis, making it easy to plan smarter and deliver exceptional event experiences.

Sales & Event Management Editions

The following functionality is available based on the Edition subscribed to:

Feature	Description	Essentials	Standard	Premium
Business Blocks	Business block management - multiple date and room type allocations	✓	✓	✓
Sales Allowance	Create blocks from inventory allowance allocated to sales agents		✓	✓
Add'l Block Fields	Quick Room Grid, Ranking, Lowest Guaranteed Rate, Non-Compete, Conversion			✓
Add'l GRC Fields	Sell Messages, Non-Compete, Rate Protect displayed on Group Rooms Control			✓
Sales Owner	Track the assigned Sales Agent for Accounts and Contacts	✓	✓	✓
Opportunities	Manage blocks and events opportunities and track the business lost and won			✓
Relationships	Define associations for individuals, contacts, companies, travel agents, sources.	✓	✓	✓
Contacts	Manage Contact profiles, and associate to Sales Accounts	✓	✓	✓
Sales Accounts Mgmt.	Account attributes such as Business Potential, Scope, Influence, Competition	✓	✓	✓
Account Forecast	Define the expected revenue and room nights on sales accounts for specific periods of time			✓
Sales Manager Goals	Sales Manager Goals for Group Rooms & Catering, Transient Rooms, Activities			✓
Activities	Sales activity management for Contacts and Sales Accounts	✓	✓	✓
Activity Auto Traces	Rule-based activity generation for Contacts, Sales Accounts, Blocks and Activities		✓	✓
Tour Series	Create tour series that plan to revisit for future dates		✓	✓
Catering Events	Advanced Event Management, including Sub Events	✓	✓	✓
Advanced Event Forecast	Allows forecast by date, revenue types, market code and/or booking type			✓
Event Diary	Graphical view of availability for function spaces and scheduled events	✓	✓	✓
Advanced Function Spaces	Create combo-rooms and shareable spaces		✓	✓
Quick Event	Create a new event via functions diary and auto-create the required block			✓
Import Events	Create events for a specific block from an imported CSV file			✓
Alternate Space	Nominate an alternate event space as backup			✓
Guest Rooms as Meeting Rooms	Ability to setup inventory rooms as event space and select for events			✓
Event Resources	Ability to manage resources (menus, decorations, audio visual equipment, etc.)	✓	✓	✓
Resource Cost	Enables a cost field for catering resources		✓	✓
Custom Resources	Ability to create custom menu items and items			✓
Quick Insert	Ability to add menus and items via a quick insert code			✓
Catering Packages	Collection of events and associated menus, inventory items, and function space		✓	✓
Event Templates	Collection of events and defaulted resources		✓	✓
Item Templates	Groupings of items commonly sold together. When an item template is selected for an event, all items are added along with their respective pricing			✓
Event Wait List	Place an event on wait list for a specific function space and date		✓	✓
Forecast Event Revenue	Default revenue forecasts by date and revenue types		✓	✓
Multi Choice Menus	Choose from several options which menu items will be included in the menu			✓
Inventory Warning	Show inventory warnings for items		✓	✓
Menu Item Demand Factor	Setup demand factor on menu items when configuring menus		✓	✓
Multi Edit Events	Select and edit multiple events in a single process			✓
Event Posting	Post event charges directly to a posting master reservation account		✓	✓
Resource Discount	Apply a discount to all menus and any items marked as discountable			✓

Built-in tools for insight and innovation

Gain actionable Insights with powerful reporting and analytics

OPERA Cloud Sales and Event Management empowers users with robust reporting and analytics tools to drive smarter business decisions. With access to over 50 standard reports, including group forecasts, event pacing, and booking trends, plus the ability to create custom dashboards, reports, and visualizations, users can easily track performance, identify opportunities, and optimize future strategies. The intuitive interface simplifies complex reporting, allowing users to explore KPIs, spot trends, and measure outcomes in real time. Whether tracking guest behaviour, revenue performance, or operational efficiency, the solution delivers clear, timely insights to support strategic goals and day-to-day decisions.

Flexible integration for evolving sales and event needs

The Oracle Hospitality Integration Platform (OHIP) simplifies the connection between OPERA Cloud Sales and Event Management and third-party systems, whether CRM, sales enablement tools, or specialized event technologies. With a centralized library of REST APIs and a self-service model, OHIP allows quick, secure integrations that support seamless data flow and real-time updates. Through the Oracle Cloud Marketplace, customers can discover and integrate with innovative technology partners to enhance guest engagement, streamline event execution, and support evolving operational needs.

Related products

Oracle Hospitality OPERA Cloud Sales & Event Management compliments additional solutions on the OPERA Cloud platform, including:

- OPERA Cloud Property Management System
- OPERA Cloud Loyalty
- OPERA Cloud Guest Engagement and Merchandising
- OPERA Cloud Distribution
- OPERA Cloud Central

Connect with us

Call **+1.800.ORACLE1** or visit **oracle.com**. Outside North America, find your local office at: **oracle.com/contact**.

Copyright © 2025, Oracle and/or its affiliates. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, Java, MySQL, and NetSuite are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.