+ Identify market opportunities

- Define compset, market share and revpar targets
- + Public pricing products
- Corporate and leisure strategy

٠

Understand hotel's processes and needs

Market positioning, pricing & segmentation

••••

IMPLEMENTATION MODEL





•••••

Implement processes, tools & technology

••••

+

EXAMPLES:

- + Distribution strategy
- + Channel Manager
- + Rate loading tool
- + Group quotation process
 - Inventory + management

Use forecast + outcome to make the right decisions

Optimise segmentation mix and price points

+ Implement forecast

Forecast with the + right segmentation and frequency

> Include appropriate amount of data

Build the revenue team

Educate and create a revenue culture

+ Assign responsibility and accountability

+ Empower

Forecasting & yield management

Team up, educate & execute

•••••

••••

•

berner becker

revenue management

IMPLEMENTATION SUCCESSFUL

Follow up on defined targets and objectives