

# OUTSOURCED REVENUE MANAGEMENT OFFERS

INCLUDED SERVICES	DELUXE	STANDARD	ECONOMY
<b>Forecasting and Budgeting</b>			
Rooms revenue forecast per day and segment, current +3 months	Weekly	Bi-weekly	Monthly
Rooms revenue forecast per day and segment, current +6 months	Monthly	Bi-monthly	✗
Support with meeting and breakfast forecast	Monthly	✗	✗
Completion of rooms revenue budget	✓	✓	✗
<b>Meetings and Communication</b>			
Revenue strategy webinar with key management team	Bi-weekly	Monthly	Monthly
On site face-to-face strategy meeting	Quarterly	Twice a year	Yearly
Ad-hoc communication	✓	✓	✓
<b>Segmentation Strategy and Strategic Pricing of all Segments</b>			
Daily public BAR pricing	✓	✓	✓
Optimization of public rate strategy	✓	✓	✓
Competitor and market share analysis	✓	✓	✓
Definition of optimal segmentation strategy per season	✓	✓	✓
Strategy optimization of fairs and high demand days	✓	✓	✓
Corporate and tour operator pricing and availability strategy	✓	✓	✓
<b>Yield management</b>			
Active yield management of segments, rates and entire hotel	✓	✓	✓
Room type yield management	✓	✓	✓
<b>Business and Leisure Group Strategy</b>			
Implementation of group quotation guidelines	✓	✓	✓
Individual quotations of all groups outside of the defined group ceiling	✓	✓	✓
<b>Distribution</b>			
OTA optimization, selection of right partners, content, specials, packages	✓	✓	✓
GDS optimization, preferred placement, GDS Marketing	✓	✓	✗
Cost analysis per channel and optimization of distribution costs	✓	✓	✗
Selection of right wholesaler and tour operator partners	✓	✓	✗
Advice on MICE portals	✓	✗	✗
<b>Training</b>			
One day basic revenue training	✓	✗	✗
One strategic group reservation training	✓	✗	✗
<b>Tools and Systems</b>			
Full utilisation of existing berner+becker tools	✓	✓	✓
Active use of Revenue Management System (if available)	✓	✓	✓