+ Identify market opportunities

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

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Understand hotel's processes and needs

Market positioning, pricing & segmentation

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## IMPLEMENTATION MODEL





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Implement processes, tools & technology

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## **EXAMPLES:**

- + Distribution strategy
- + Channel Manager
- + Rate loading tool
- + Revenue Management System
- Group quotation + process

Use forecast + outcome to make the right decisions

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+ 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

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**Optimise segmentation** mix and price points

## berner becker

revenue management

## IMPLEMENTATION SUCCESSFUL

Follow up on defined targets and objectives