

## OUTSOURCED REVENUE MANAGEMENT OFFERS

INCLUDED SERVICES	DELUXE	STANDARD	ECONOMY
<b>berner+becker onboarding process</b>			
Face-to-face kick off meeting at the hotel with your revenue manager	✓	✓	✓
Potential analysis and strategic positioning of the hotel	✓	✓	✓
Review and update tools, systems and processes	✓	✓	✓
<b>Forecasting and Budgeting</b>			
Writing a rooms revenue budget	✓	✓	✓
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	✗
Forecast Dashboard with comments on performance	✓	✓	✗
<b>Meetings and Communication</b>			
Ad-hoc communication	✓	✓	✓
Revenue strategy webinar with key management team	bi-weekly	monthly	monthly
On site face-to-face strategy meeting	quarterly	twice a year	yearly
<b>Pricing and Yield Management</b>			
Daily pick-up analysis and public BAR pricing	✓	✓	✓
Active yield management of segments, rates, room types and entire hotel	✓	✓	✓
Continuous optimization of segmentation strategy	✓	✓	✓
Corporate and tour operator pricing and availability strategy	✓	✓	✓
Quoting of business and leisure group requests	✓	✓	✓
Competitor and market share analysis	✓	✓	✓
Price and Yield System changes done by berner+becker in the systems	✓	✗	✗
<b>Distribution</b>			
Regular promotional planning for all distribution platforms	✓	✓	✓
Recommendation for OTA optimization and selection of right partners	✓	✓	✓
Optimization of direct bookings and distribution costs	✓	✓	✓
Maintenance of content, rate codes and policies on OTA platforms	✓	✓	✗
Communication and contracting of distribution partners from our network	✓	✗	✗
<b>Tools and Revenue Management Technology</b>			
Full utilisation of existing berner+becker tools	✓	✓	✓
Implementation and full utilisation of Profit Intelligence BI-Tool (if possible)	✓	✓	✓
Use of rate shopper, market share and Revenue Management System (if applicable)	✓	✓	✓
<b>ADDITIONAL SERVICES</b>			
Meeting and Events revenue management	OPTIONAL		
Total Hotel Revenue Management	OPTIONAL		
External rate shopper and market share included in package	OPTIONAL		
Price and Yield System changes done by berner+becker	OPTIONAL		
Maintenance of content, rate codes and policies on OTA platforms	OPTIONAL		
Communication and contracting of distribution partners from our network	OPTIONAL		