berner + becker
revenue management

OUTSOURCED REVENUE MANAGEMENT OFFERS

INCLUDED SERVICES	DELUXE	STANDARD	ECONOMY
berner+becker onboarding process			
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	✔	✔	✔
Forecasting and Budgeting			
Writing a rooms revenue budget	✔	✔	✔
Rooms revenue forecast per day and segment, current +3 months	bi-weekly	monthly	monthly
Rooms revenue forecast per day and segment, current +6 months	monthly	bi-monthly	✖
Forecast Dashboard with comments on performance	✔	✔	✖
Meetings and Communication			
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
Pricing and Yield Management			
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	✔	✔	✔
Distribution			
OTA optimisation & promotion planning	✔	✔	recommendation only
Price & Yield-system changes done by berner+becker	✔	✖	✖
System support package	2h per month	✖	✖
Optimization of direct bookings and distribution costs	✔	✔	✔
Communication and contracting of distribution partners from our network	✔	✖	✖
Tools and Revenue Management Technology			
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)	✔	✔	✔

ADDITIONAL SERVICES			
Price & Yield-system changes done by berner+becker	OPTIONAL		
System support package	OPTIONAL 5h, 3h or 2h per month		
Total hotel Revenue Management	OPTIONAL		
External rate shopper	OPTIONAL		
Communication and contracting of distribution partners from our network	OPTIONAL		