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Tech Outlook

**REVENUE
MANAGEMENT**
E D I T I O N



**TOP
REVENUE
MANAGEMENT
SOLUTIONS
PROVIDER
2023**

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**Travel & Hospitality
Tech Outlook**



Meisel Holdings Managed Services

Elevating the Art of Hotel Revenue Management

Today, there is an endless amount of data available at independent hoteliers' fingertips.

Nevertheless, some owners and operators are unaware of the available data and how to obtain it. Others have difficulties decimating what is useful and what is not. They are lost in the maze of endless data and fail to organize it in a beneficial way.

That's where Meisel Holdings Managed Services comes in.

Meisel Holdings Managed Services leverages technology and data analytics and leans on seasoned professionals to analyze that data to optimize both pricing and distribution strategies. It sources data from numerous outlets to gather insights about guest behavior, booking patterns, market trends, and competitive rates. By analyzing this data, Meisel Holdings Managed Services can make informed decisions about pricing, inventory allocation, and marketing campaigns to maximize revenue. Further, it takes time to understand the competitive landscape in the markets they operate. This evaluation process provides vital insight into how a consumer values one hotel over other and provides them with the competitive advantage that they seek.

"We produce the highest RevPAR for our hotels," says Marc L. Meisel, the CEO of Meisel Holdings Managed Services. "We deploy dynamic pricing strategies to adjust room rates in real-time based on supply and demand to optimize occupancy levels and RevPAR while remaining competitive in the market."

Meisel Holdings Managed Services puts prime attention to detail. While this is a catchphrase to many, it is the foundation of everything the company



Marc L. Meisel,
CEO



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does. The specifics serve as the driving force for them, as they meticulously

scrutinize every detail to enhance the performance of marketing, rate management, budgeting, employee training, and customer service. This enables Meisel Holdings Managed Services to understand what needs to be done and what they should and should not be spending money on to provide 5-star operations while maximizing profitability.

In an instance, Meisel Holdings Managed Services was hired to replace a management company at a boutique hotel in the Miami market. This hotel was a good asset in a great location but was performing poorly. The competition exceeded the numbers it generated. The hotel management failed to pay attention or did not want to put forth the effort to understand the hotel and the market's needs. Meisel Holdings Managed Services' approach involved completely rebranding the hotel, retraining the staff, and conducting extensive market research to analyze trends and competition. They developed and implemented a comprehensive marketing and revenue management strategy plan. The results were significant; within six months of the rebrand, Meisel Holdings Managed Services increased the hotel's GOP by over 130 percent.

As Meisel Holdings Managed Services started out being hotel owners working with many hotel management companies, it has lived through the frustrations of dealing with typical hotel management companies. The company understands the pain hotel owners go through to maintain a property's operations. It respects a hotel's owners' perspective, goals, and investment and developed Meisel Holdings Managed Services to be a different hotel management company. III

Meisel Holdings Managed Services



**TOP 10
REVENUE
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2023**

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*The annual listing of 10 companies that are at the forefront of providing
Revenue Management solutions and transforming businesses*

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