

ADVISORY & OUTSOURCED REVENUE MANAGEMENT SERVICES

INCLUDED SERVICES	ESSENTIAL	PLUS	ULTIMATE
Onboarding			
Kick-off meeting*	✓	✓	✓
Basic Revenue Management Training	½ Day Webinar	1 Day Webinar	1 Day On-site*
Hotel Positioning Analysis	✗	✓	✓
Review of Current Systems, Tools and Practices	✓	✓	✓
Meetings & Communications			
Revenue Strategy Meeting / Webinar	Monthly	Bi-Weekly	Weekly
On-site Face-to-face meeting*	Yearly	Twice a year	Quarterly
Helpline / Support	Within 48 hours	Within 36 hours	Within 24 hours
Budgeting & Forecasting			
Room Revenue Forecast by day Current month + 2 months	Monthly	Bi-weekly	Weekly
Room Revenue Forecast by day Current month + 5 months	✗	Bi-monthly	Monthly
Completion of rooms revenue budget	Review Only	✓	✓
Pricing, Yield Management & Segmentation Strategy			
Daily Pricing Review (BAR)**	✓	✓	✓
Inventory Controls Recommendations**	✓	✓	✓
Continuous Business Mix Optimization	✓	✓	✓
High Demand Periods Optimization	✓	✓	✓
Implement and review packages and promotions on brand.com	✓ max 2 per month	✓ max 4 per month	✓
Active yield management of segments and rates**	✓	✓	✓
Room type yield management**	✓	✓	✓
Group Revenue Management			
(Advisory) Group quotation guidelines	✓	✓	✓
(Advisory) Recommended quotations on group requests	✓	✓	✓
Online Distribution			
(Advisory) OTA optimization and selection of right partners	✓	✓	✓
Cost analysis per channel and optimization of channel costs	✗	✗	✓
(Advisory) Selection of right wholesaler partners	✗	✓	✓
Optional / Additional Service			
Systems RFP and Implementation	Optional		
Maintenance of OTA sites: content, policies, rate codes and inventory	Optional		
Total Hotel Revenue Management	Optional		

* On-site face-to-face visits are optional, and travel and accommodation cost are paid for by client.

** Daily updates next 30 days / Weekly updates next 90 days / Monthly updates next 365 days.