



PACKAGES    EXCELLENCE    STANDARD    ECONOMY

### DEMAND FORECAST AND BUDGET

Audit: Hotel situation analysis.	✓	✓	✓
Demand analysis (Forecast).	✓	✓	✓
Rooms Revenue Forecast per day and segment (+3 months).	WEEKLY	BI-WEEKLY	MONTHLY
Rooms Revenue Forecast per day and segment (+6 months).	BI-WEEKLY	MONTHLY	X
Rooms Revenue Forecast per day and segment (+12 months).	MONTHLY	X	X
Annual budget preparation.	✓	✓	X

### MEETINGS & COMMUNICATION

Revenue strategy with key heads management team.	BI-WEEKLY	MONTHLY	MONTHLY
Periodical support (via phone & videocall).	✓	✓	✓
On site face-to-face strategic meetings.	BI-ANNUAL	ANNUAL	ANNUAL

### SALES STRATEGY & SEGMENTATION

Daily public rates update	✓	✓	✓
Rate strategy definition per segment.	✓	✓	✓
Rate strategy implementation.	✓	✓	✓
Compset and market share analysis.	✓	✓	✓
Rate strategy optimization per season.	✓	✓	✓
Business strategy implementation.	✓	✓	✓
Availability and rates optimization - corporative and TT.OO.	✓	✓	✓

### YIELD MANAGEMENT

Active Yield management of segments, rates and departments.	✓	✓	✓
Room type yield management.	✓	✓	✓

### BUSINESS & LEISURE GROUPS STRATEGY

Implementation of group quotation guidelines.	✓	✓	✓
Individual quotations for groups out of the defined in the guidelines.	✓	✓	✓

### DISTRIBUTION

Distribution channels optimization.	✓	✓	✓
Distribution updates through Channel Manager.	✓	✓	✓
Costs analysis per channel.	✓	✓	X

### TRAINING

1 day of 'Revenue Management Introduction'.	✓	✓	✓
1 day of 'Groups Management'.	✓	✓	X
Operational protocols focused on Online reputation.	✓	X	X

**Economy:** is the best choice for those accommodations interested in implementing Revenue Management strategies for the first time, or small / familiar businesses that are not up to speed with RM techniques. **Standard:** is ideal once the revenue management concept is already in place (the different departments understand when and how sales are affected). This service will help hotels to take their business to the next level. **Excellence:** this all-inclusive package means MAXIMIZATION. Revenue mindset is crucial to fully take advantage of this service. This service will focus on Ways Of Working and ecommerce excellence.