

Tech Matters:

Hoteliers Increasingly Rely on Revenue Management Tactics to Drive Profitability

Revenue management technology is an important tool for hotel success. It helps hoteliers:





Make informed decisions



Improve ROI





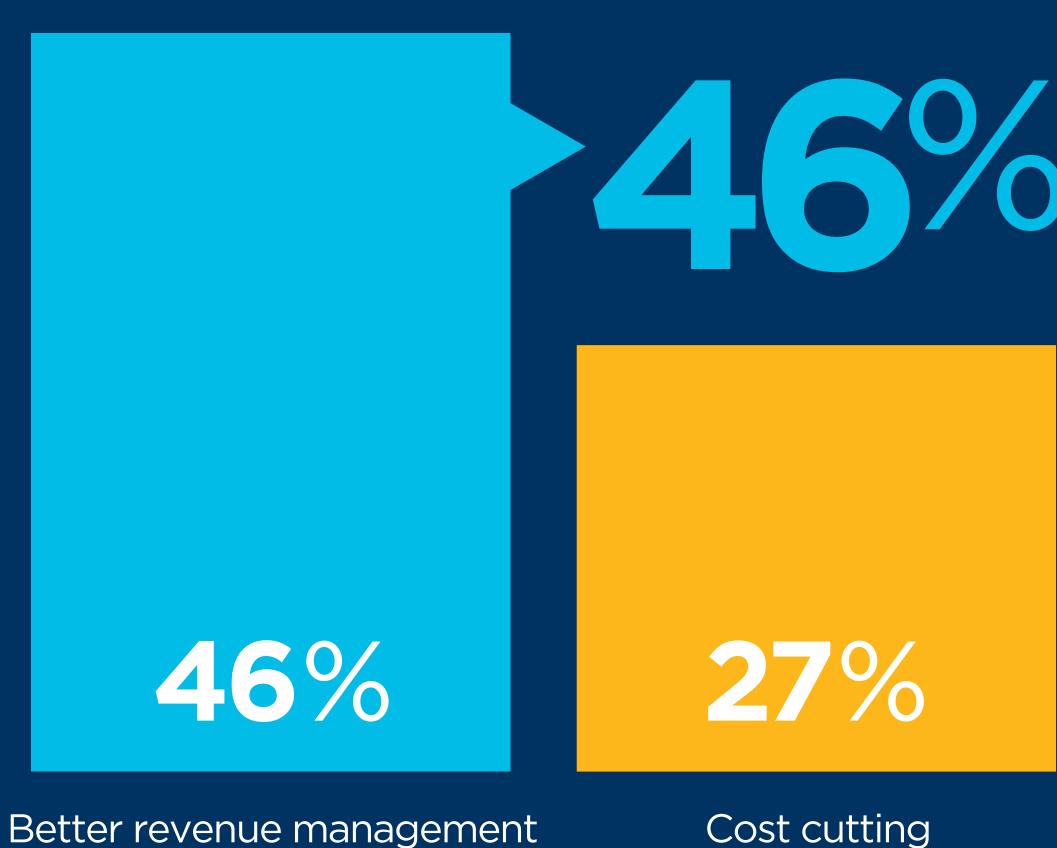
Stay competitive in a fast-changing industry

ADR HO%

Steep ADR Shifts:

49% said ADR has increased by +10% over the last 12 months.

Boost Your Bottom Line Sooner Than Later



management" tops the list of fastest ways to increase net operating income (NOI)

agreed that "better revenue

17%

10%

etter revenue management C to grow top-line revenue Better marketing to attract guests

Renovations & property improvement

Adoption of Revenue Management Approaches Varies



have a dedicated team and use different approaches to manage revenue strategy: Benchmarking Data

Dedicated Revenue Managers

Competitor Rate Shopping

Revenue Management Systems

Business Intelligence (BI) Systems

A Worthwhile Investment:

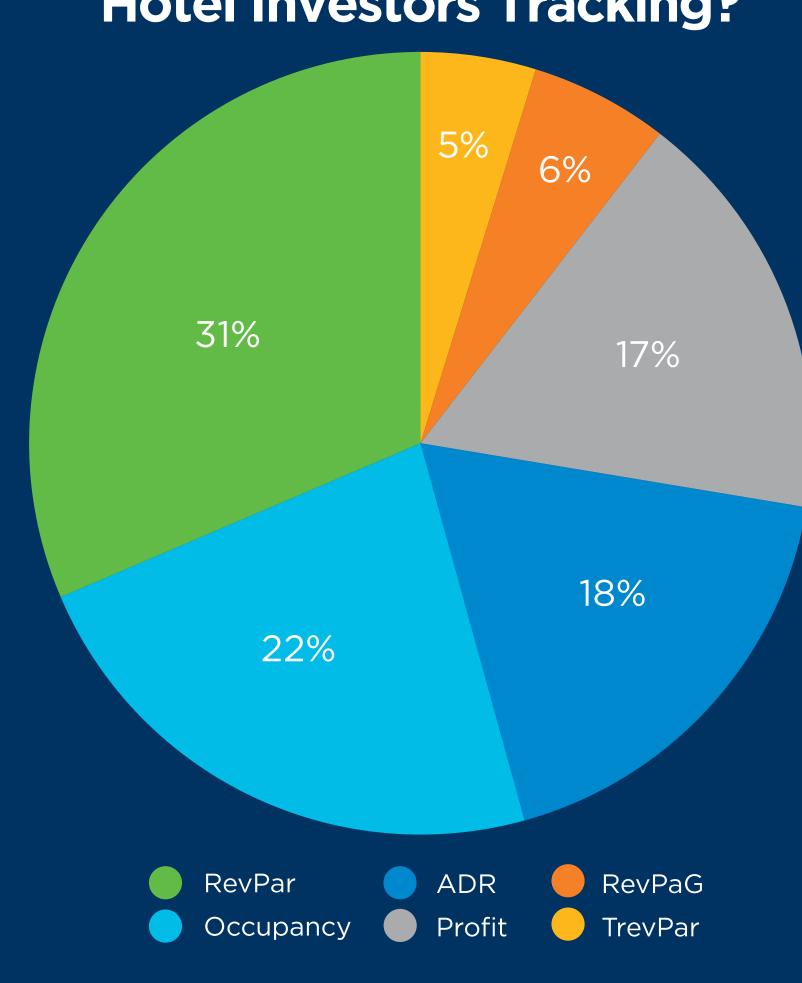


of those using revenue management technology describe the ROI as "high" or "very high"



Full report results can be found here

Which Revenue KPIs Are Hotel Investors Tracking?



Results **delivered**. Revenue **transformed**. Discover greater profitability at **ideas.com**.

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