

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:

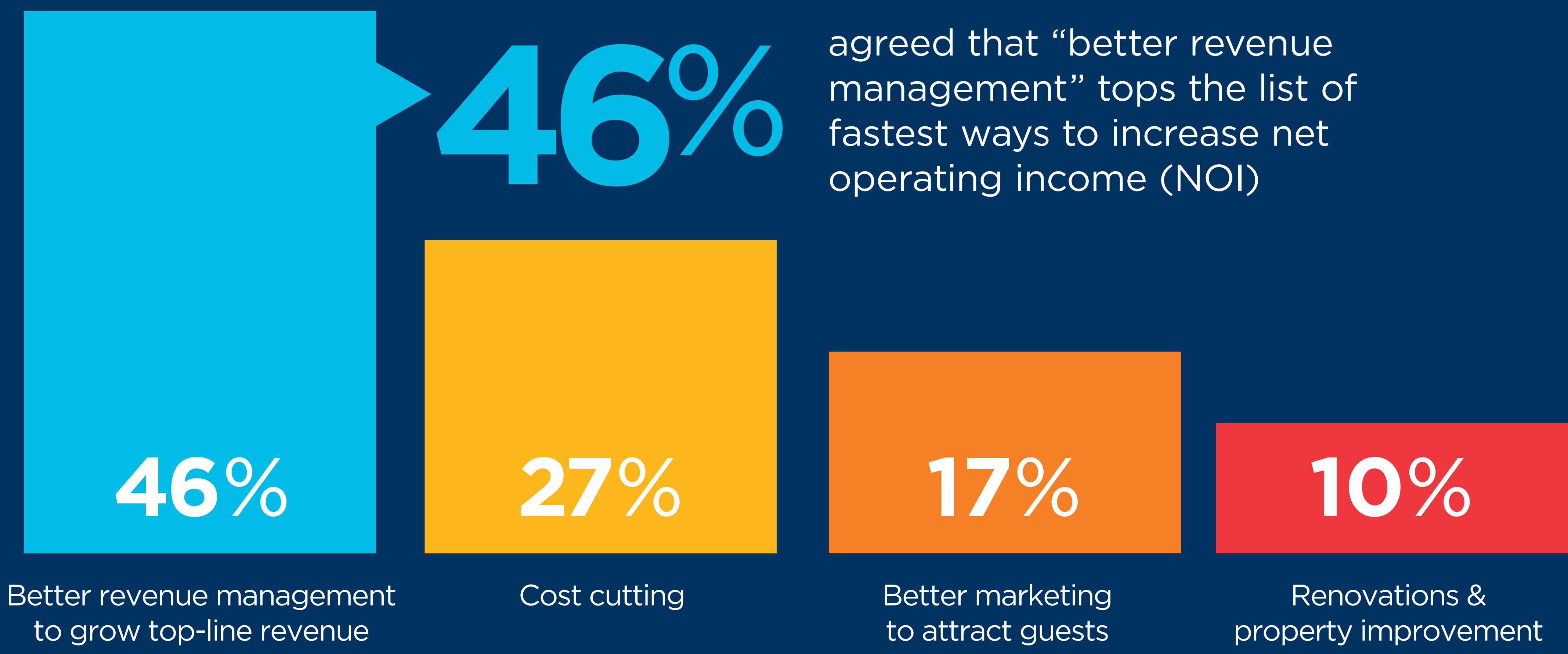
- Make informed decisions
- Improve ROI
- Maximize revenue potential
- Stay competitive in a fast-changing industry

ADR
+10%

Steep ADR Shifts:

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

Boost Your Bottom Line Sooner Than Later



Adoption of Revenue Management Approaches Varies



A Worthwhile Investment:

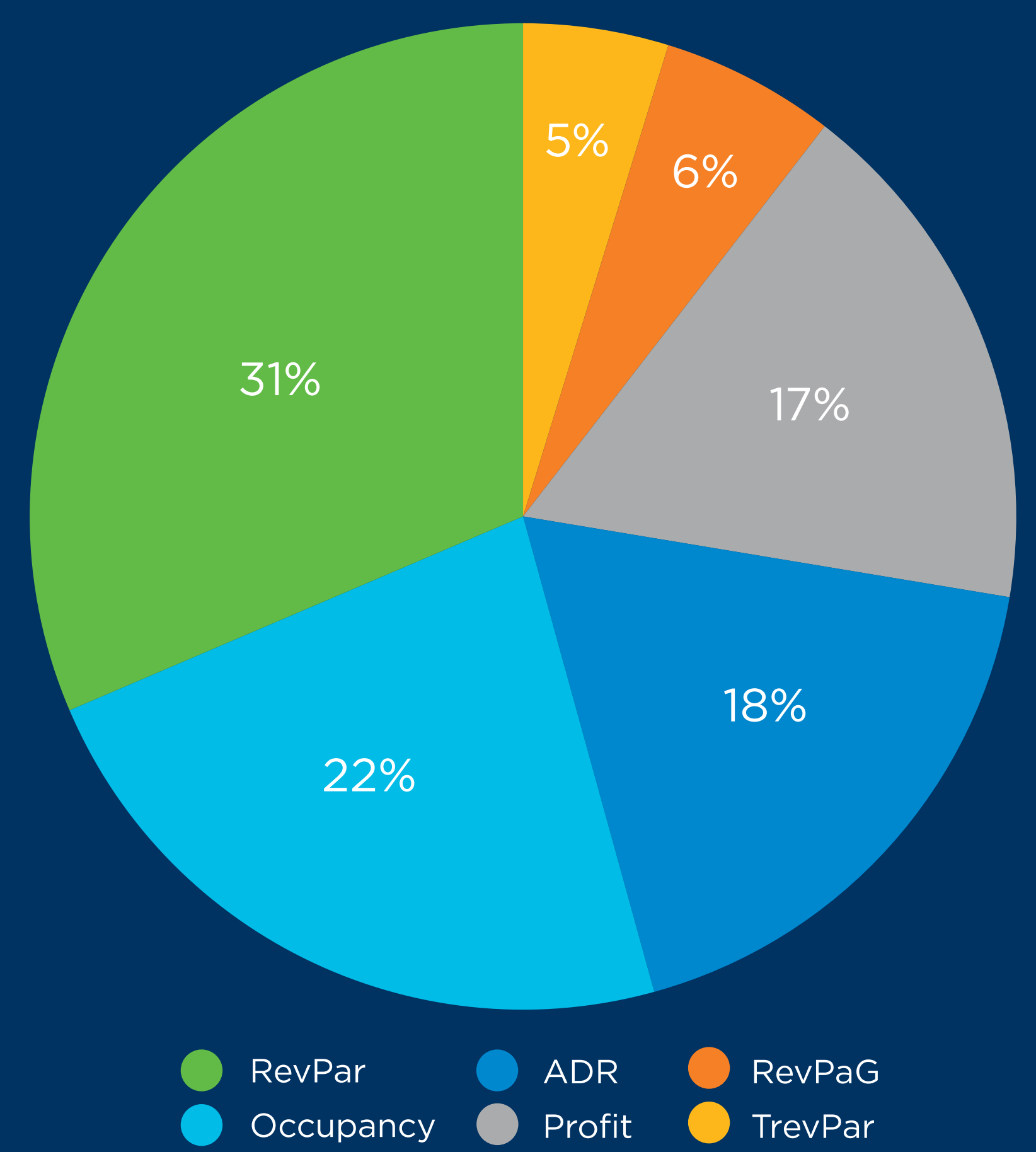
83%

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**.
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