

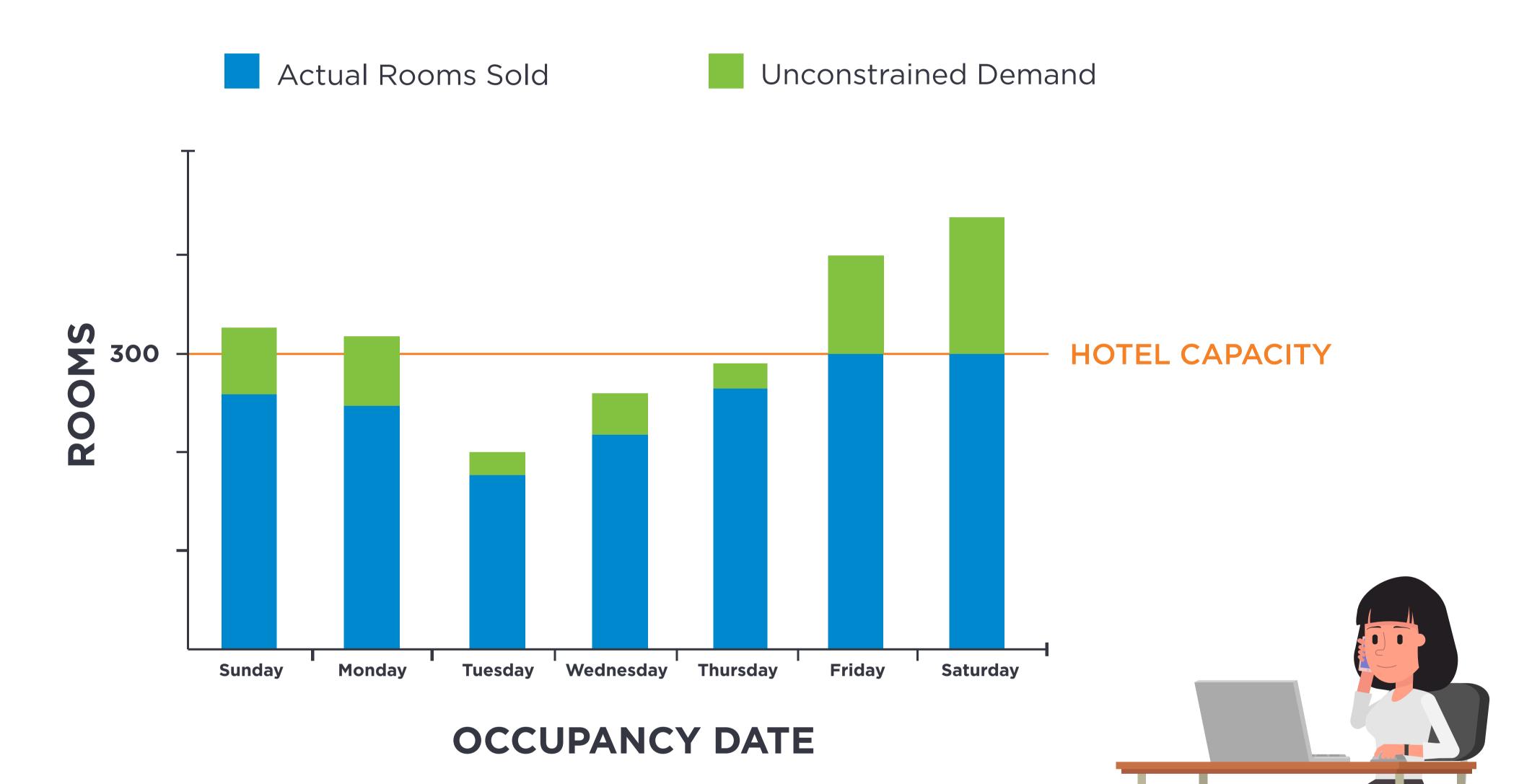
# Ways Automated RevenueManagement IncreasesYour Bottom Line

The competitive resort industry is turning to automated revenue management to boost asset value and enable busy revenue managers to spend their time more efficiently, be more strategic and intelligently price and maximize total revenue.

Here are five ways automated revenue management can increase your bottom-line business performance:

### **Understand & Capture Valuable Demand**

Start with a solid understanding of the total demand that exists for your asset, including how much of that demand will typically cancel, no-show or depart early. Knowing your unconstrained demand (demand that could be sold if your resort had unlimited rooms) and wash forecast is fundamental to profitable revenue decisions.



Understanding your demand and how much customers are willing to pay helps you make profitable revenue decisions. Knowing when that demand will book enables you to set the right price and accept the right guests at the right time.



#### Price to Capture Optimal Revenues

Consider arrival dates and lengths of stay when establishing public pricing. As rates increase, fewer people will likely purchase the product. As the arrival date grows closer and product need increases, people become less sensitive to price. Setting a price also defines the price point for multiple products, such as group rates with contracted discounts. Also, consider and understand your competitors' prices and how they influence your own demand.

Striking the right pricing balance drives optimal bottom-line performance.



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#### Accept Most Valuable Business Across all Dates

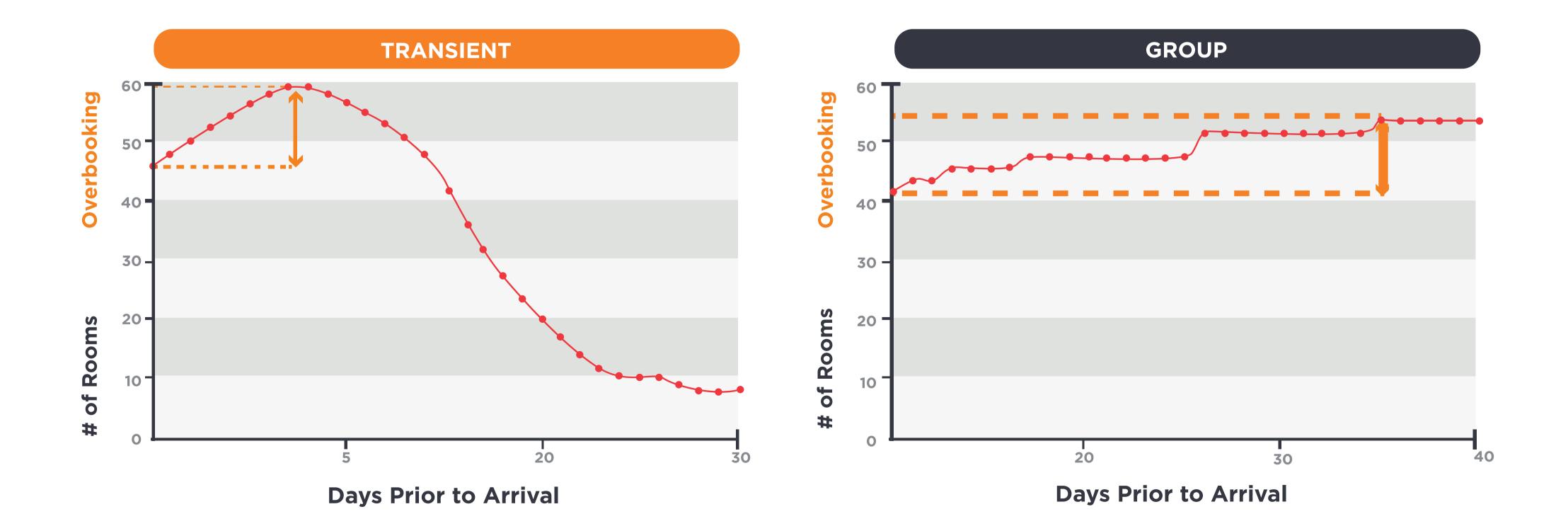
While it is tempting to focus only on your peak nights—pricing them high and applying minimum length of stay controls—think about all of the days together and consider the remaining demand across all arrival dates and lengths of stay. This (along with understanding when your most valuable business is booking) will enable you to determine how much lower value business to accept to capture maximum revenues.

A value-based yielding strategy captures optimal revenues by accepting the most valuable demand across all arrival dates and lengths of stay. This type of strategy helps turn your shoulder nights into busy nights and your quiet nights into shoulder nights—driving RevPAR improvements.

Maximize Peak Nights I Length of Stay

#### Avoid Lost Revenues from Cancellations & No-Shows

Be prepared for cancellations, no-shows, early check-outs and group block wash to avoid losing potential revenues. Understanding your demand will help you overbook by room type and plan strategic up-sells to higher value room types. These proactive steps will ensure your resort is full and doesn't lose out on the total onsite guest-spend potential.



Knowing which guest reservations will wash, and when, is key to setting dynamic overbooking strategies that counter lost revenues.

#### Accept the Most Profitable Business Inquiries

Inquiries for groups, meetings and events can drive additional profitability, especially when accepted under the right conditions and at the right price.

Accepting groups over the wrong set of dates can negatively impact revenue by disrupting normal guest booking patterns—potentially displacing more profitable business.

Determining the most profitable group inquiries requires an assessment of the displaced inventory (both guest rooms and event space) and the profitability the group inquiry brings versus the profitability of the displaced business.



#### Results **delivered.** Revenue **transformed.**

Learn More

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