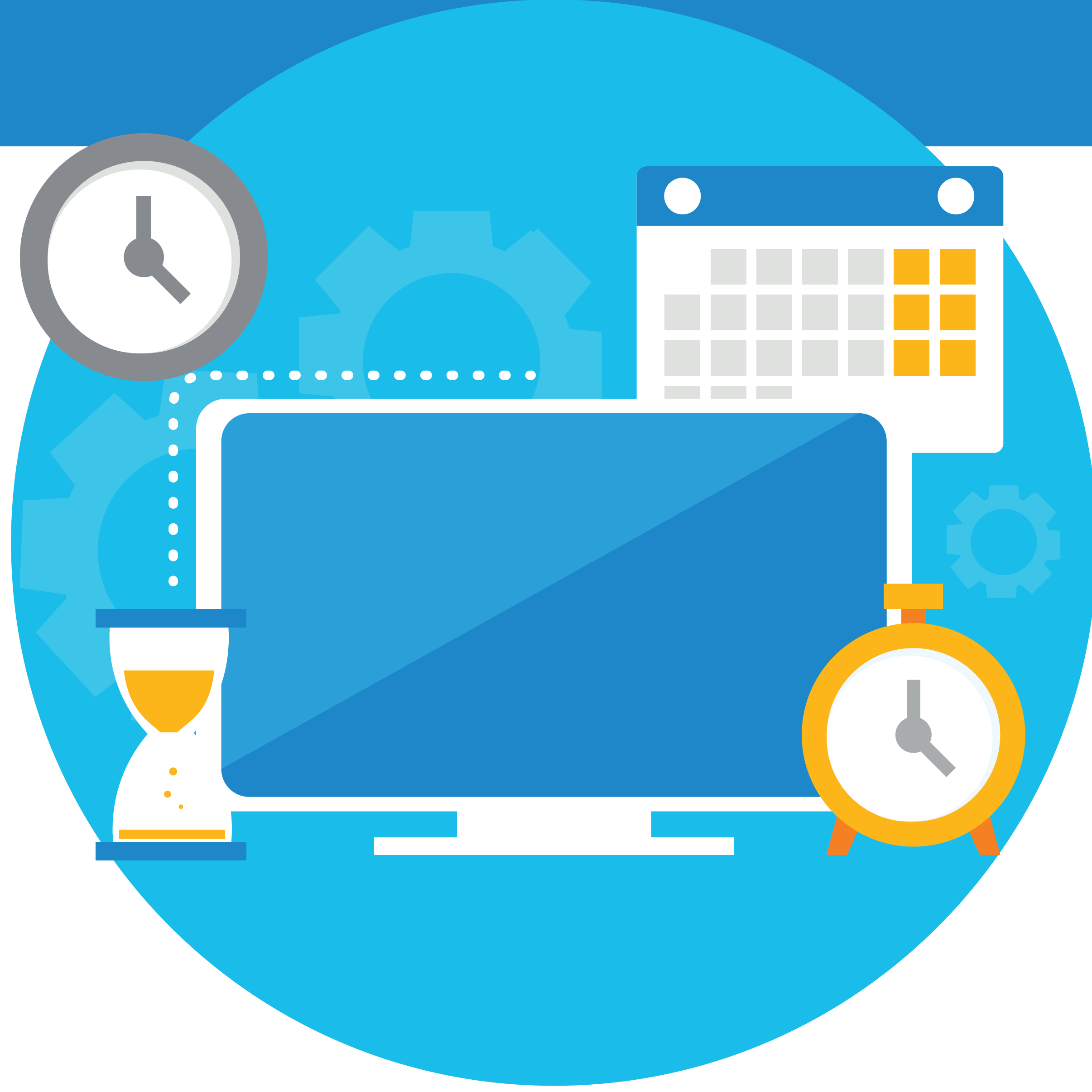


# A Day in the Life of Two Revenue Managers



## DOESN'T USE

a revenue management system (RMS)

## USES

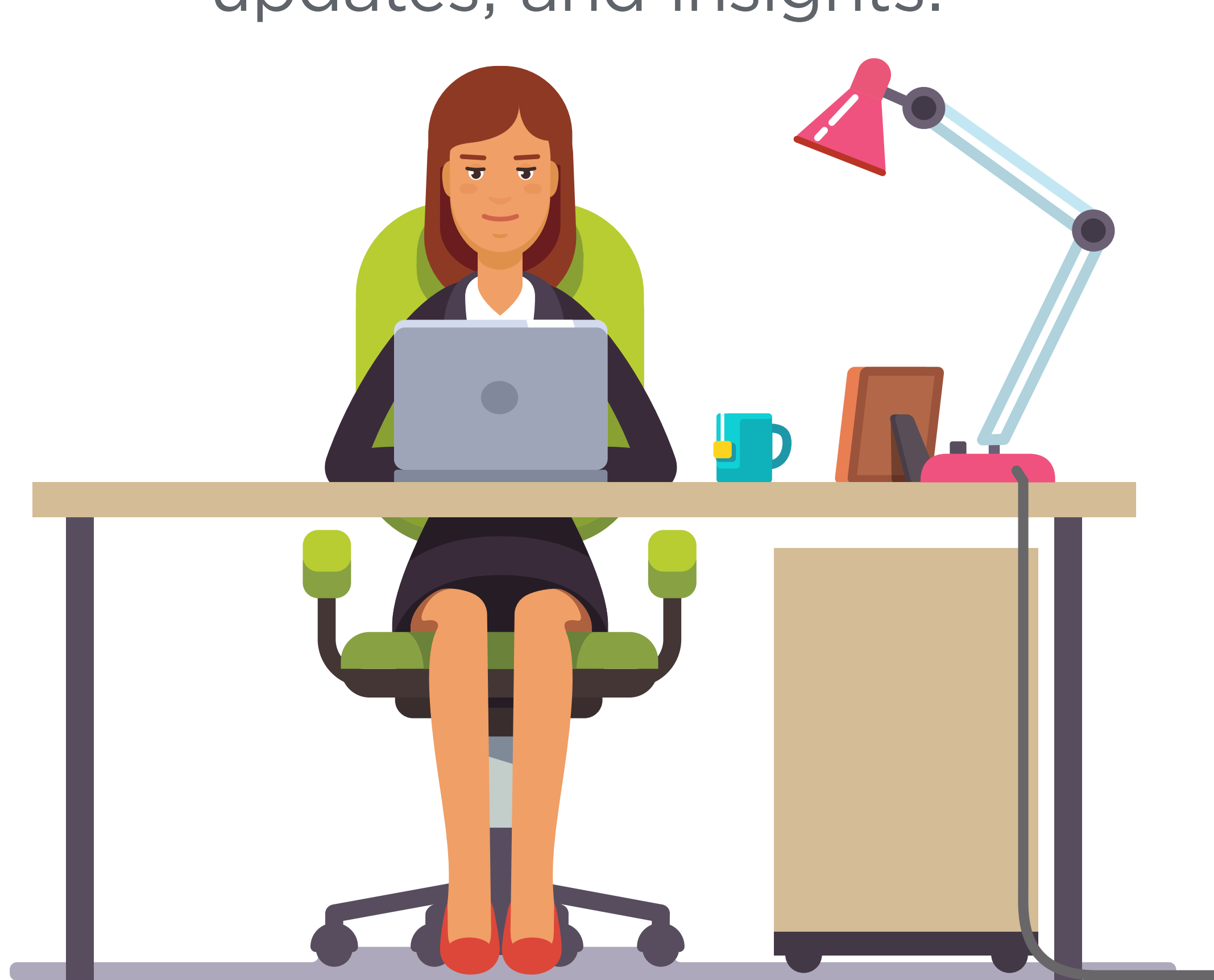
a revenue management system (RMS)

### 🕒 EARLY MORNING

Manually pulls and analyzes data and reports from multiple sources.



Receives an email from the RMS containing reports, updates, and insights.



### 🕒 MID-MORNING

Attends sales meetings to review spreadsheets that track upcoming bookings.

Checks in with the general manager, front desk, and operation teams to clarify forecasting and pricing changes.



Reviews key performance indicators (KPIs), group inquiries, and business details supplied by the RMS, knowing the operations team also received the latest report that morning.

Responds to emails with answers informed by recent insights from the RMS report.



### 🕒 LUNCHTIME

Pours over Business on Books, spreadsheets, various reports, and emails while eating lunch at their desk.



Enjoys a relaxing lunch thanks to their higher level of efficiency and time savings.



### 🕒 AFTER LUNCHTIME

Combs through different sources of information and manually reviews, audits, and updates spreadsheets. Replies to each group inquiry email from sales. Barely finds time to glance at the total revenue report.



Discusses profit-maximization strategies for each stream of revenue with the executive team while the RMS quietly optimizes prices in the background.



### 🕒 AFTERNOON

Sits through meetings with the leadership team and internal departments to discuss KPIs and past results. Continues to pull numbers and reports from multiple systems and spreadsheets.

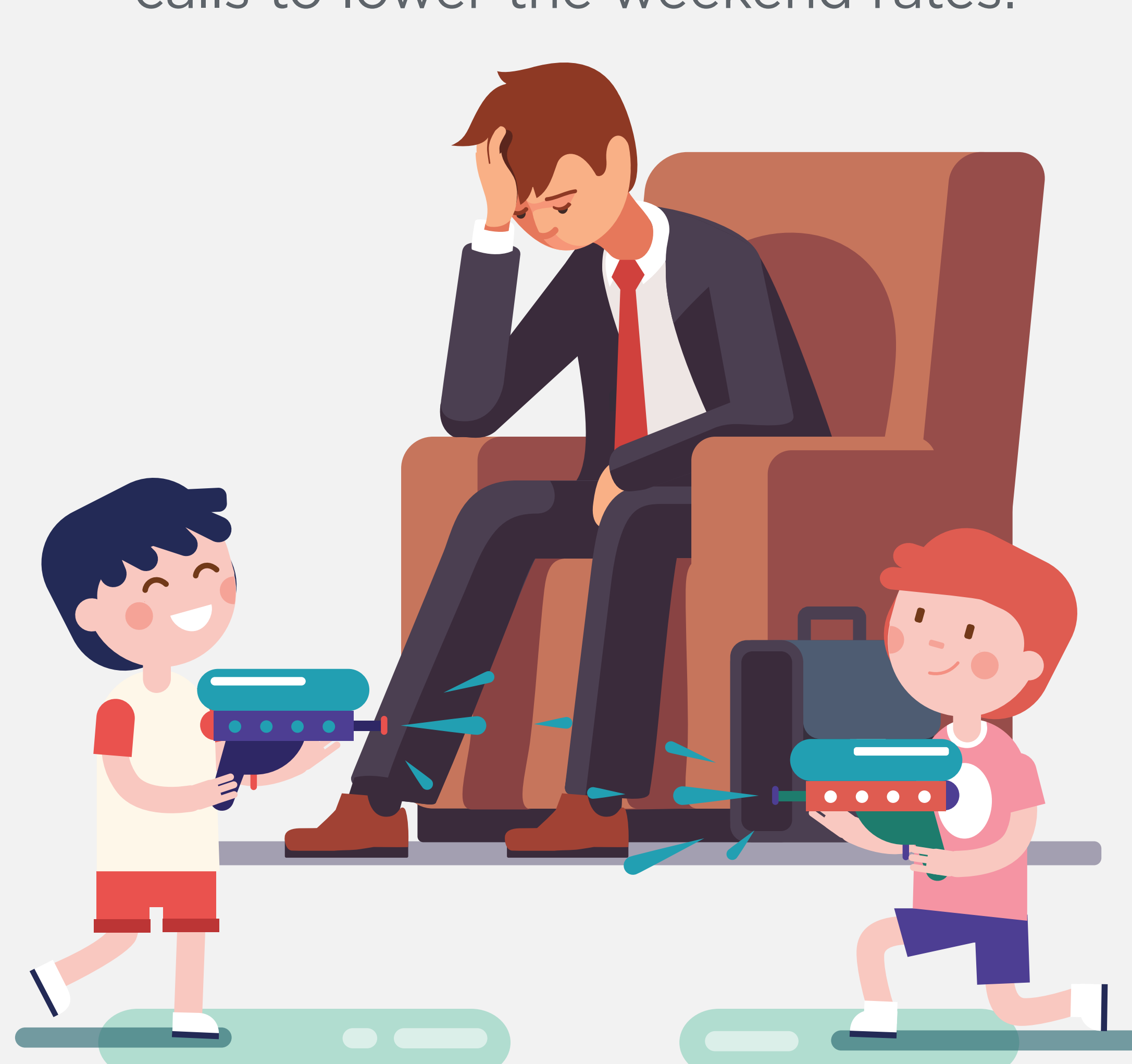


Because she can rely on the RMS to automatically adjust prices and provide synthesized reports, she has extra time to implement strategic, revenue-enhancing initiatives.

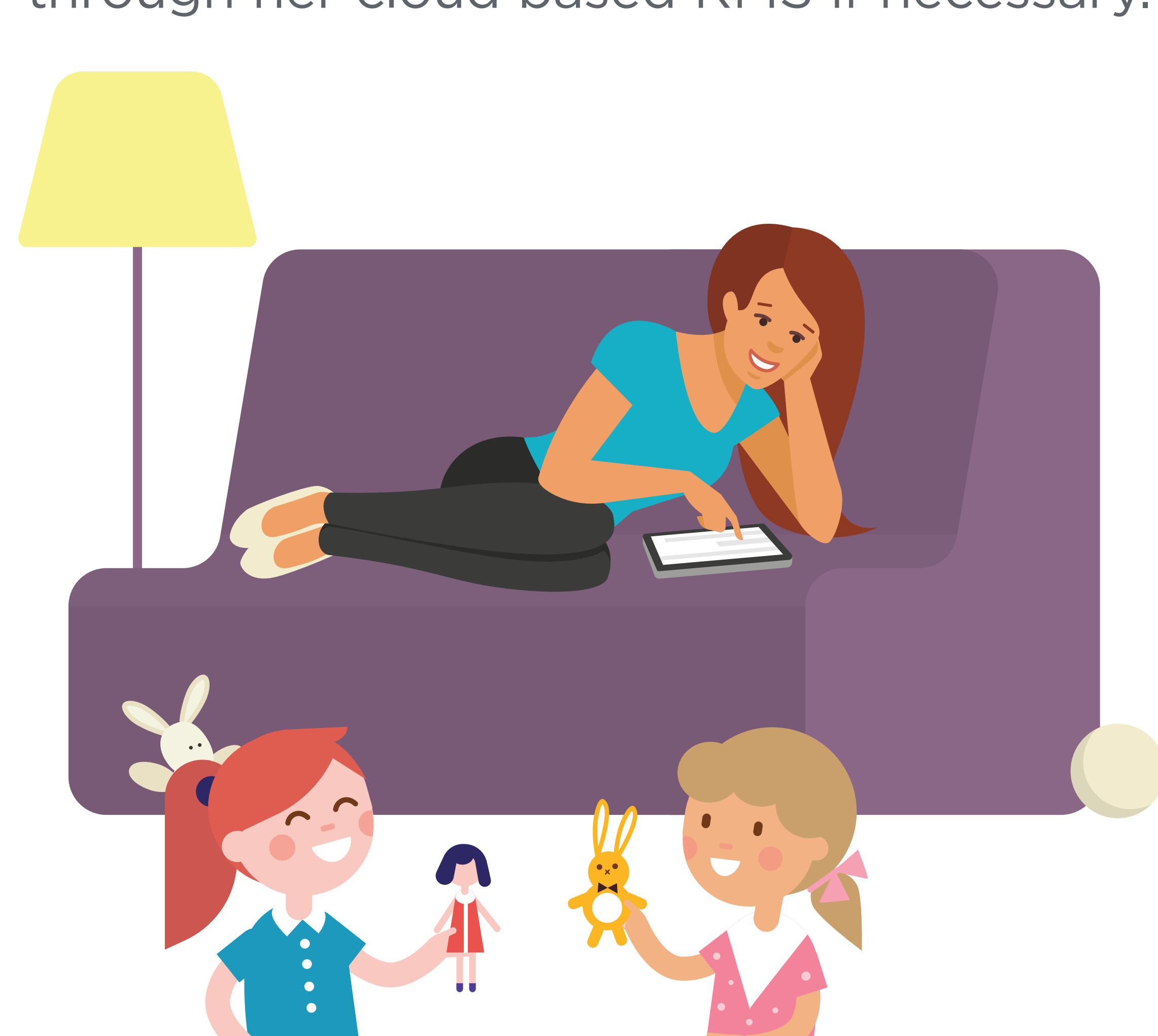


### 🕒 END OF THE WORKING DAY

He tucks away the Business on Books folders, closes out his spreadsheets, and hopes to not get any emergency calls to lower the weekend rates.



She leaves the office early, spends quality time with the kids, and forgets all about work knowing that she can easily change rates through her cloud based RMS if necessary.



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