

How Revenue Management Has Changed!

by John Burns

It is impressive the changes – or should we call it progress – that is evident over the last decade in how revenue management is practiced in hotels.

It has been a remarkable transition from then to now, and it is not over yet.

THEN	NOW
Focus on FIT room rates	Group booking decisions and rates too
Occupancy & ADR	RevPAR, RevPAR Index , GopPAR and more
Rooms were the sole focus	Involved with every revenue-generating area of the hotel
Rate management	Channel mgmt. too, plus social media mgmt.
Junior mgmt. “outsider”	Key property executive
Spreadsheets	Revenue Management Systems
Data review	Data mining & Business Intelligence
“Number crunching”	Analytics plus participating in creative promotion development
One boss - the DOS	Multiple bosses - GM, Owner, Asset Manager
Always agreeable	Sometimes argumentative - defending not-always-popular positions
Solo position	Leading a team
Tactical perspective	Combing strategic and tactical perspectives
Revenue	Profit

WHERE WERE YOU 20 YEARS AGO?

HOSPITALITY UPGRADE

The RateTiger - eRevMax Team



Many Congratulations, Team HU (and we mean each of you - Rich, Geneva, Kate, Kris, Kylie). We've always appreciated working with you guys because of your client commitment and character, and your willingness to listen to us. Here's to the next 20 years! Best wishes from the RateTiger team.



For more 20th anniversary messages, visit www.hospitalityupgrade.com/20years.