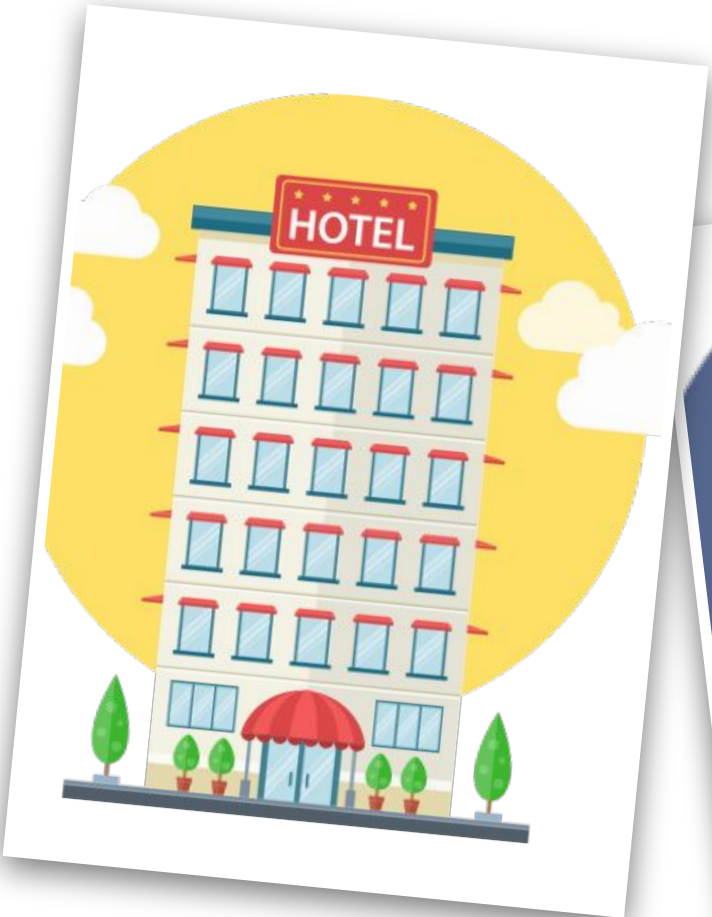




Increase Revenue and Profitability



# WHAT IS REVENUE MANAGEMENT ?



Revenue management is a scientific, data-driven process of setting-up most effective hotel room rates that allows you to sell maximum rooms and the highest price.

# Revenue Management Goal



Sell the highest number of rooms.



Sell rooms at maximum possible price.



# RevenueMax Benefits

- 1) Guaranteed increase in revenue based on scientific pricing.
- 2) Unlimited consulting. Unlimited support.
- 3) Get detailed reports.
- 4) Immediately notice improvement in revenue and profits.
- 5) Everything will be done by your revenue management team led by US-based experts.
- 6) One simple all-inclusive pricing - Pay a small % of fees for a high level of performance.
- 7) Increase property asset value by increasing revenue.

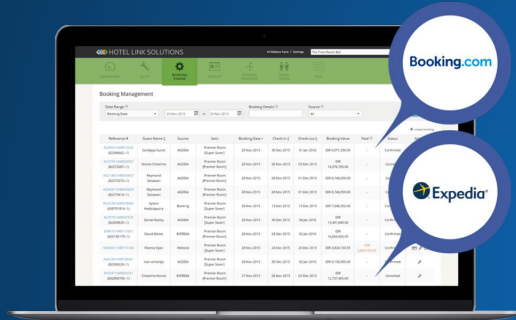


# Our Systematic List of Actions for Revenue Management Involves

1. Forecasting occupancy & ADR.
2. Understanding competitor pricing.
3. Adjusting the pricing based on inventory and competitor's pricing.
4. Updating the pricing across all channels like [booking.com](https://www.booking.com), [expedia.com](https://www.expedia.com), Brand website, etc.
5. Analyzing results and increase in revenue.
6. Updating new hotel images and content on all portals
7. Sending newsletters to selected guest data.
8. Promoting the hotel in events and conventions nearby
9. Mobile Optimization
10. Hotel ad marketing (Payment required)



# Our Systematic List of Actions for Revenue Management Involves



11. Increasing Facebook, Instagram, Twitter, Pinterest and Blogger Social Media visibility
12. Integrating chat system on the website
13. Book now button in the Facebook page
14. Offer a discount to guest who calls directly call from website
15. Facebook ad marketing (payment required)
16. Instagram Marketing
17. Pinterest Marketing
18. Twitter Marketing
19. Google Site Creation and Optimization.
20. Travel blogs for hoteliers



# Below is work that we have done for the clients.

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1) We are checking rates daily and changing the rates as per competitor rates, room inventory, holidays, weekends and events. We have created strategies for that.

2) Increasing social media visibility and generating reservations through social media. Below are the examples.

- **Facebook Profile link:** <https://www.facebook.com/sleepinnpeachtreecityga/>
- **Twitter Link :** <https://twitter.com/InnAvenue>
- **Instagram Link :** <https://www.instagram.com/sleepinnnearbthe/>
- **Pinterest profile Link:** <https://in.pinterest.com/sleepinnpeachtreecityga/>
- **Blogger Profile Link :** <https://sleepinnpeachtreecityga.blogspot.com/>
- **Tumblr Profile Link:** <https://sleepinnpeachtreecityga.tumblr.com/>
- **Linkedin Profile Page:** <https://www.linkedin.com/company/sleepinn-near-the-avenue>

3) We are stopping negative reviews and increasing positive reviews through our reviewer software.



Sleep Inn Near The Avenue (109 City Circle, Peachtree City, GA)

Published by Avita Parab · April 23 ·

"Our simply stylish hotel is close to Lake Peachtree, 30 minutes from Hartsfield-Jackson Atlanta International Airport, and 35 minutes from downtown Atlanta, for booking visit our website. <http://www.sleepinnpeachtreecityga.com/>

.... See More



Your Smile, your Happiness & Comfort

Sleep Inn Near the Avenue

**SOCIAL MEDIA WORK DONE FOR  
SLEEP INN PEACHTREE CITY**

<https://www.facebook.com/sleepinnpeachtreecityga>



# Below is work that we have done for the clients.

4) Suggesting idea to hoteliers that how to increase positive reviews on tripadvisor,google and facebook

5) Created Promotional videos for hotel promotion.Please check below examples.

Area Attraction Video : <https://www.youtube.com/watch?v=16nNLGywt7w>

Amenities Video : <https://www.youtube.com/watch?v=bx7IEEGhHj8>

6) If we get guest data we can send promotional newsletters. below is the example:

**MainStay Suites**  
CHOICE HOTELS

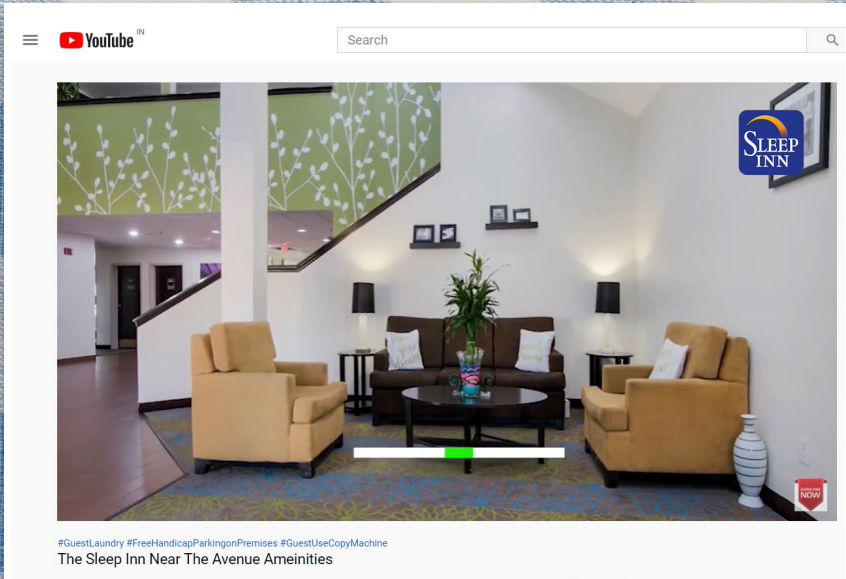
WE ARE OPEN 24/7  
DURING COVID-19

Up To 25% Discount  
Use Promocode COVID19

Knowville TN hotels don't get any better than MainStay Suites. Among our well-regarded amenities are a business center with Internet computer and a fitness center to help you stay in shape. We also feature a free breakfast, powerful free wifi and well-maintained guest laundry facilities.

[www.mainstayknoxville.com](http://www.mainstayknoxville.com)

Made with PosterMyWall.com



**SLEEP INN PEACHTREE CITY**



**Promotional videos for hotel promotion.**

# RESULT ACHIEVED FOR OUR CLIENT

## Monthly Performance Revenue and Occupancy Totals

2021 vs. 2019

	Rooms Rented			Total Revenue			RevPAR		
	2021	2019	% Change	2021	2019	% Change	2021	2019	% Change
January	798	975	-18	52352	78144	-33	28	41	-32
February	1055	1210	-13	69314	108848	-36	41	64	-36
March	1240	1130	10	84562	95591	-12	45	50	-10
April	1445	1053	37	111529	83482	34	61	46	33
May	1260	1184	6	102583	97399	5	54	51	6
June	1203	1027	17	106703	84519	26	60	46	30
July*	0	25	N/A	0	1995	N/A	0	33	N/A
August	0	1332	N/A	0	110370	N/A	0	58	N/A
September	0	1034	N/A	0	82187	N/A	0	45	N/A
October	0	1355	N/A	0	107586	N/A	0	57	N/A
November	0	1122	N/A	0	90923	N/A	0	50	N/A
December	0	937	N/A	0	71036	N/A	0	38	N/A
Total	7001	12384	-43	527043	1012080	-48	48	49	-2

\* The figures shown for the current month are month-to-date figures for both years.

Revenue is displayed in currency: USD

Click [here](#) to view the report with Room Revenue.

Click [here](#) to view the report with Other Revenue.



# RESULT ACHIEVED FOR OUR CLIENT

## Monthly Performance Revenue and Occupancy Totals

2021 vs. 2020

	Rooms Rented			Room Revenue			RevPAR		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
January	798	1100	-27	52342	80231	-35	28	42	-33
February	1055	943	12	69314	66445	4	41	38	8
March	1240	1069	16	84522	73521	15	45	39	15
April	1445	537	169	111259	36345	206	61	20	205
May	1260	676	86	102523	50905	101	54	27	100
June	1203	785	53	106583	61284	74	60	33	82
July*	0	26	N/A	0	1962	N/A	0	32	N/A
August	0	803	N/A	0	53759	N/A	0	28	N/A
September	0	922	N/A	0	62936	N/A	0	34	N/A
October	0	1000	N/A	0	68465	N/A	0	36	N/A
November	0	896	N/A	0	60117	N/A	0	33	N/A
December	0	932	N/A	0	56872	N/A	0	30	N/A
Total	7001	9689	-28	526543	672842	-22	48	33	45

\* The figures shown for the current month are month-to-date figures for both years.

Revenue is displayed in currency: USD

Click [here](#) to view the report with Total Revenue.

Click [here](#) to view the report with Other Revenue.





Increase Revenue and Profitability

