

Strategic & Tactical Revenue Management Services

Strategic and tactical revenue management is a core competency of our team, and our efforts are led by Kathleen Cullen, a globally recognized industry leader specializing in revenue management.

We offer various levels of support and engagement tailored to your hotel and your team's unique needs, with efforts executed by top revenue professionals who have been hand-selected to serve on our team due to their proven excellence in the discipline.

We are experts in the independent hotel space, which requires a distinct approach and understanding for success. We know that one size does not fit all, and will work with you to understand your goals and challenges before customizing a highly actionable and detailed plan that will work for your specific needs.

- Revenue for Hire
- Holistic Revenue Assessment
- **Pre-opening Revenue Planning & Support**
- Pricing Strategy & Positioning
- Market Assessment & Proformas

Pre-opening Revenue Planning & Support

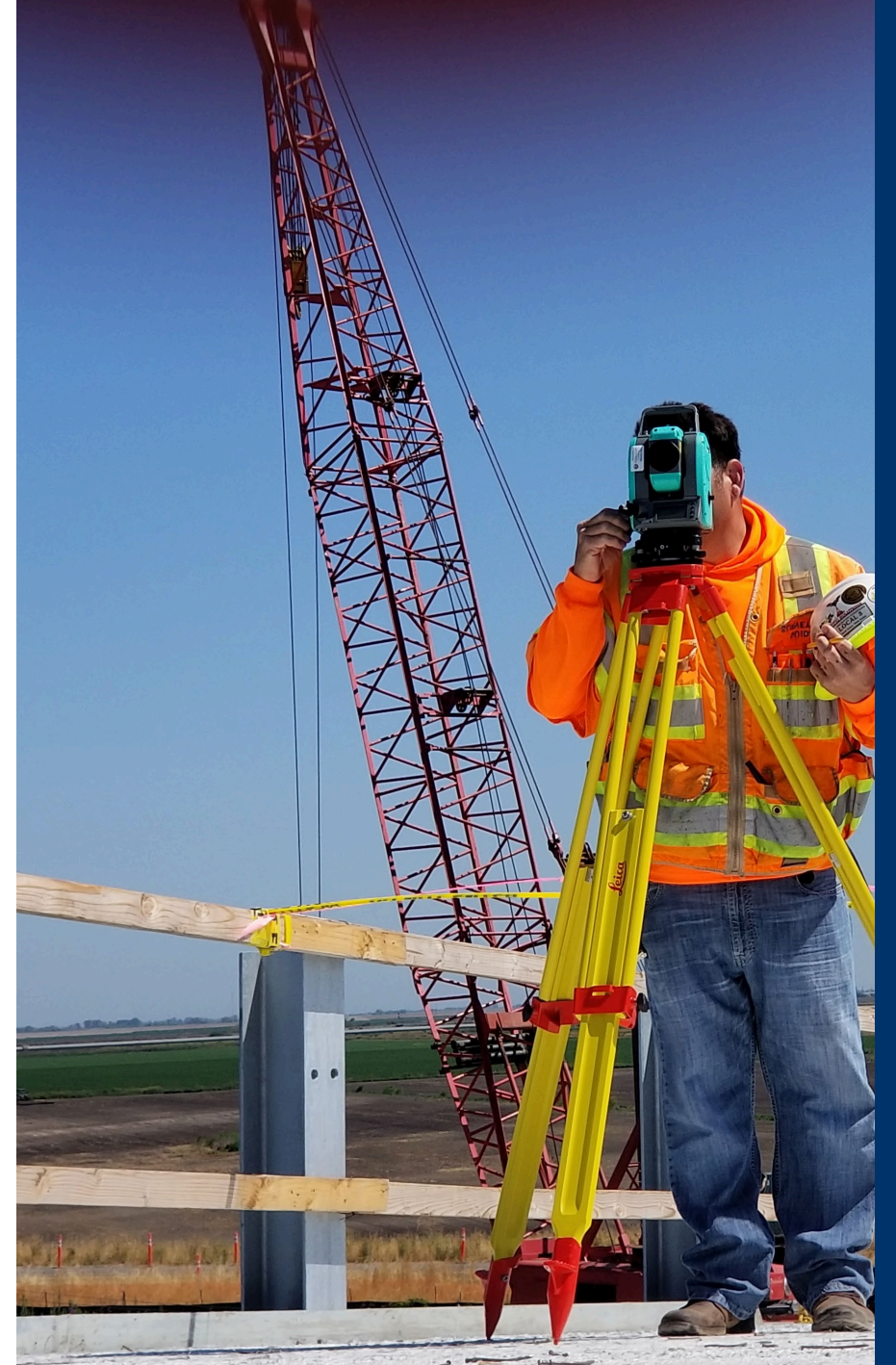
Our revenue experts can be hands-on or guide you during your pre-opening journey to ensure your opening is a massive success. Let us support you in creating the pre-opening plan, including positioning, pricing strategies, room and suite types, and their corresponding content and descriptions.

We can also set up your revenue-related systems and applicable interfaces, allowing you to begin selling your hotel well in advance and have revenue booked prior to opening day.

- Pre-Opening Plan
- Critical Path
- Pricing & Positioning
- Revenue Resource Search & Training
- Technology Systems Integrations
- System Builds

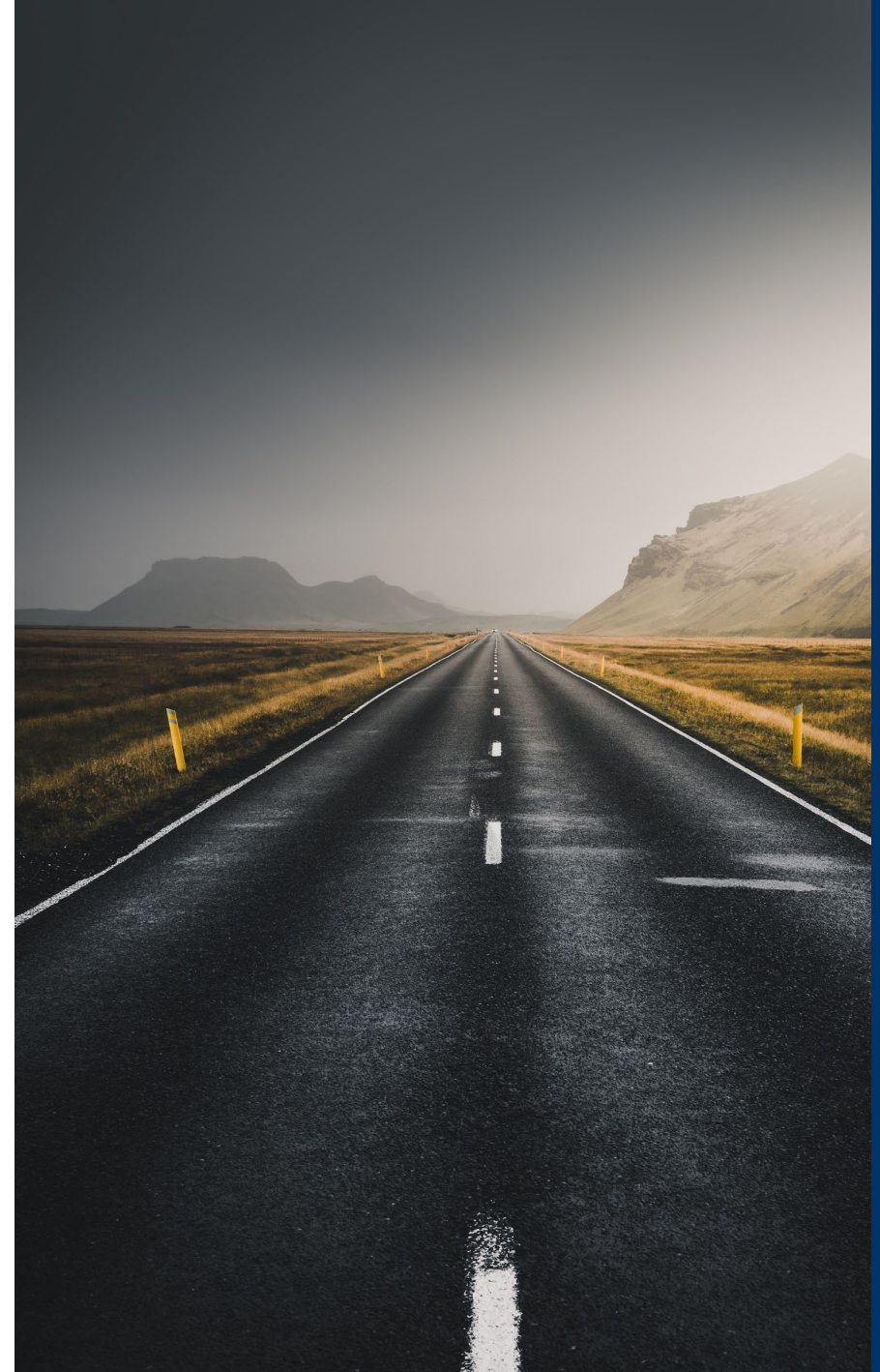
Pre-Opening Plan

- Develop and manage critical timeline planning and execution
- Task force support
- Guest service training
- System evaluations, selection and implementation
- Comprehensive development of Sales & Marketing plans
- Revenue strategy planning
- Distribution set up – activation and optimization on all distribution sites



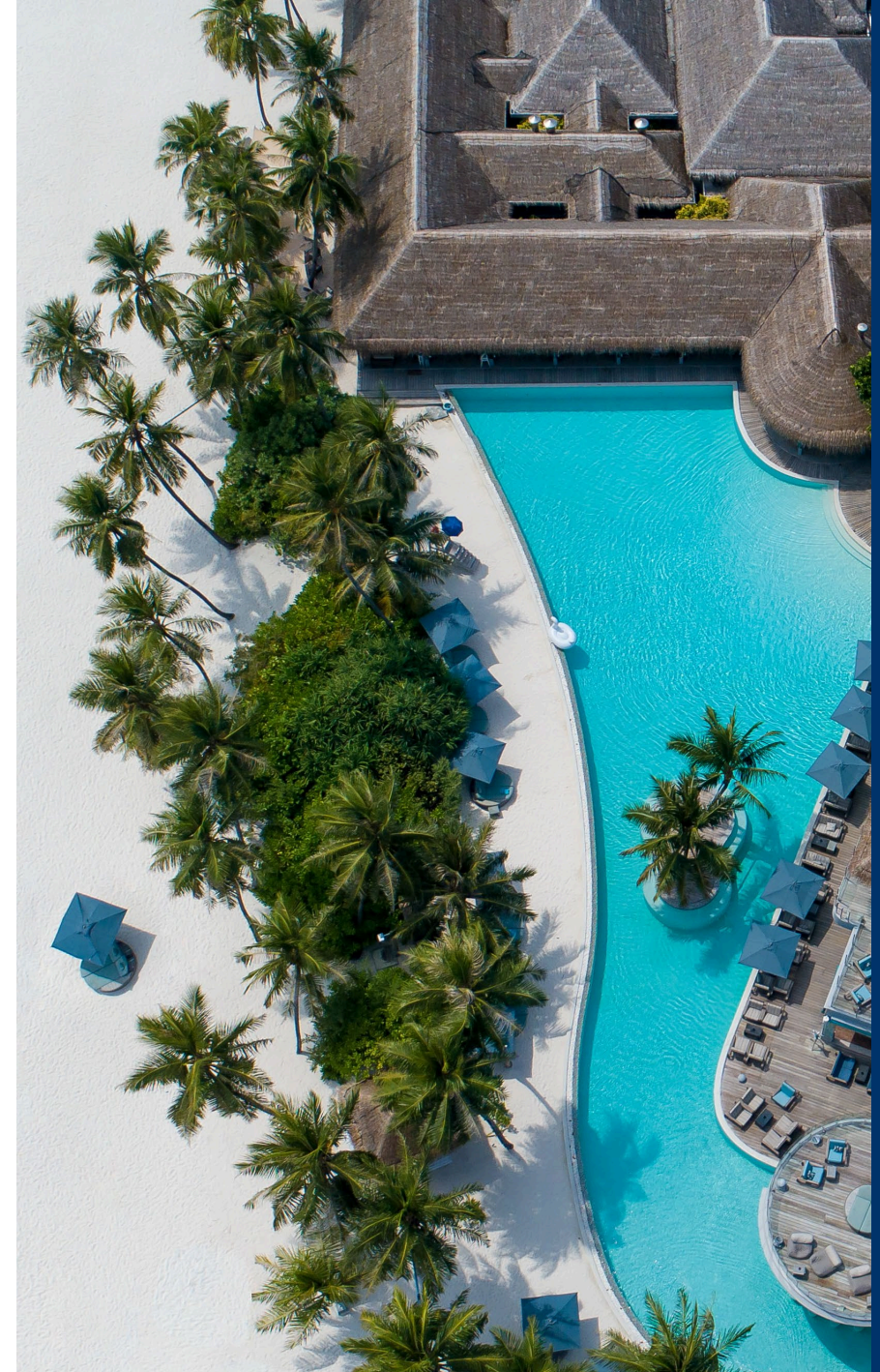
Critical Path

- Establish end goals and objectives
- Engage all required parties – property team/key stake holders, vendor representatives, IT
- Determine essential requirements for success
- Establish timelines/deadlines
- Assist with execution of deliverables
- Provide follow up support to ensure success of Scope of Work



Pricing & Positioning

- Engage key stakeholders
- Determine all competitive sets based on target market mix
- Full review of all segmentation data available, based on applicable reporting subscriptions and/or shops
- Complete comprehensive and objective value assessment using proprietary pricing tool
- Create full pricing strategy per segment per calendar year
- Disseminate all prescribed rates and yield measures by channel

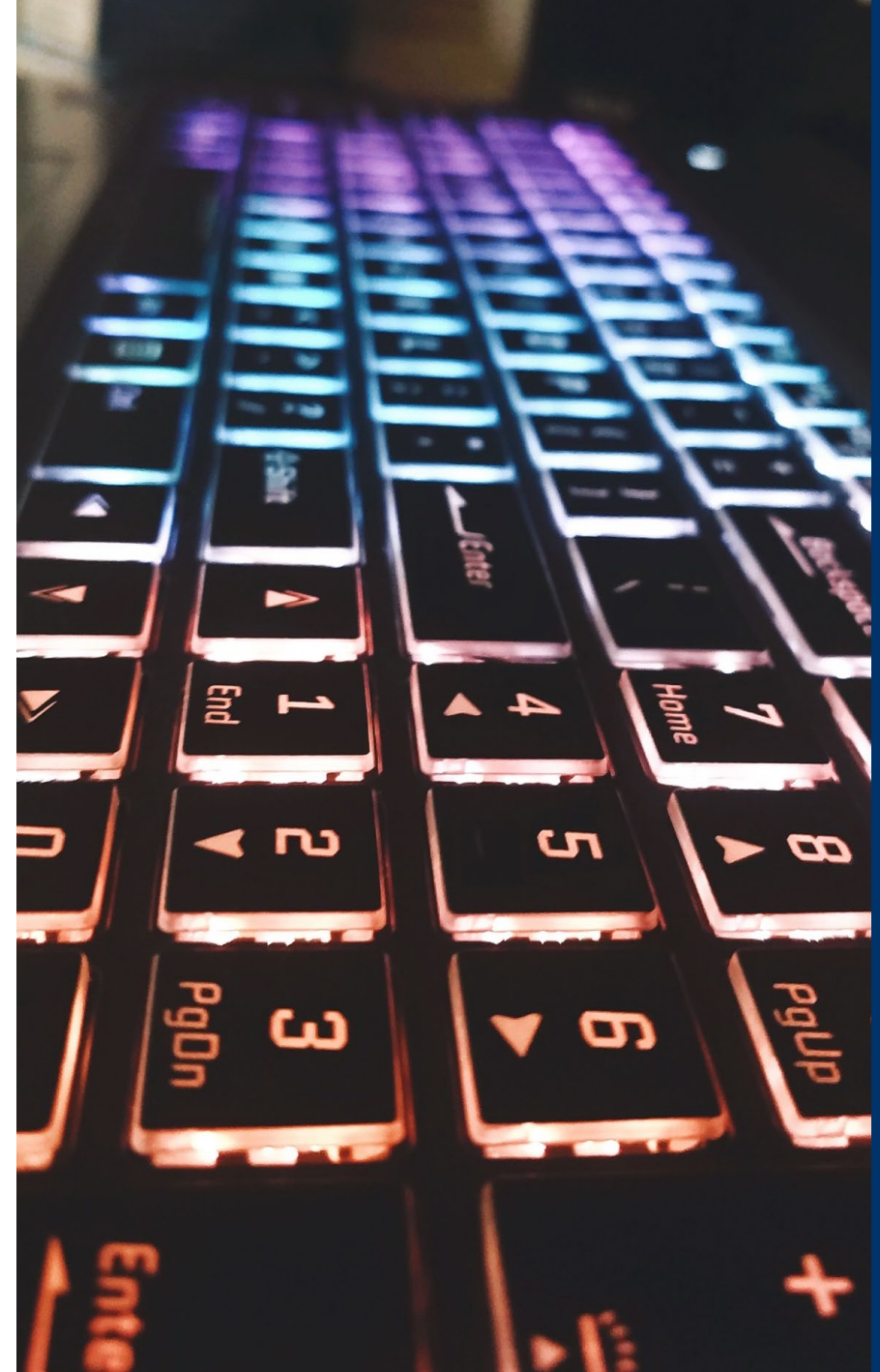


Revenue Resource Search & Training

- Tap into vast talent network for referrals
- Assist with prioritizing the candidate experience
- Leverage depth and breadth of industry knowledge to screen candidates
- Ensure smooth onboarding process
- Engage new hires in comprehensive training program, including strategic and tactical
- Provide ongoing support, tailored to needs of property

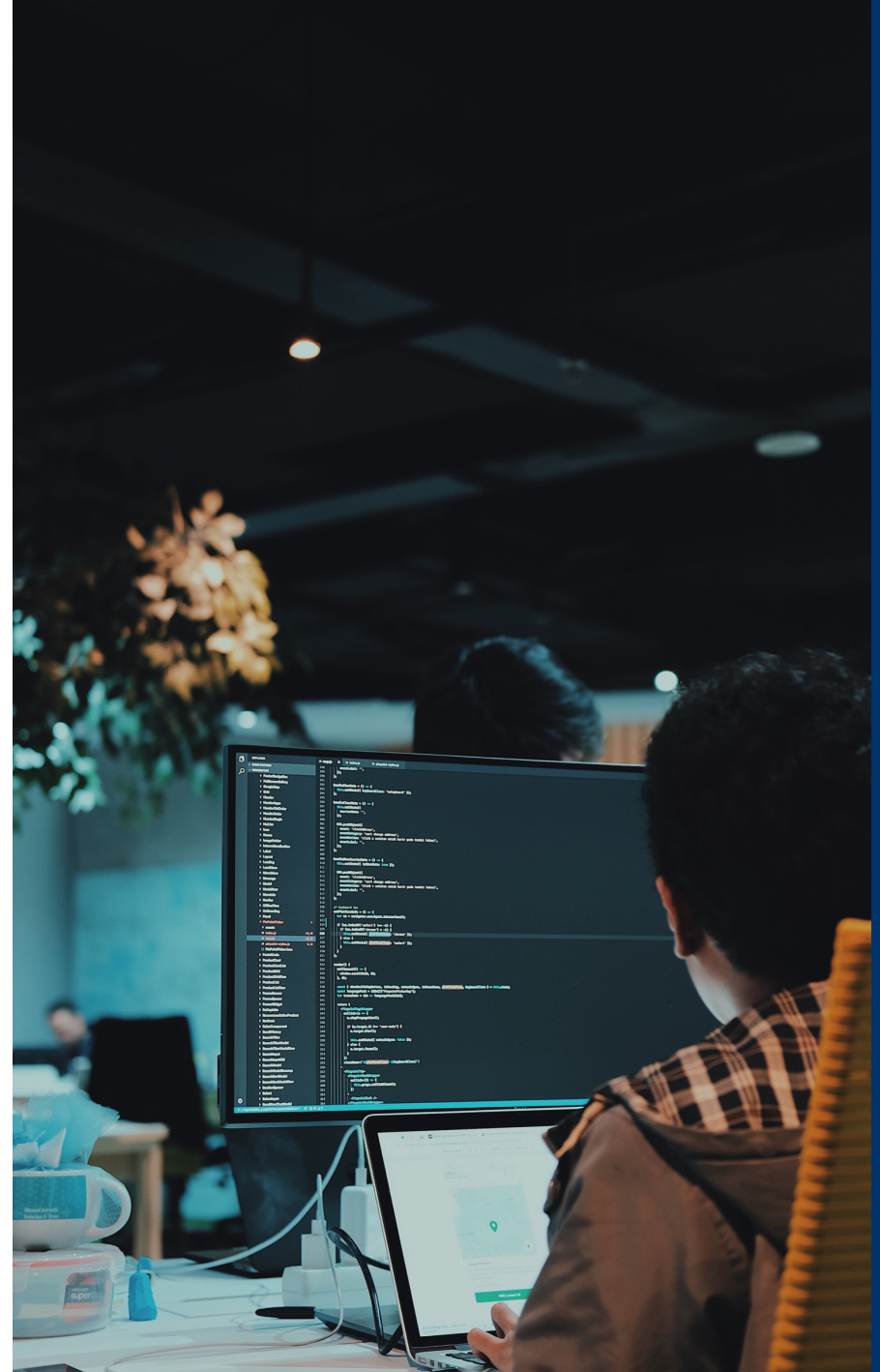
Technology Systems Integrations

- Establish integration requirements based on operational needs and guest experience priorities
- Engage vendors and key stakeholders to review cost and budget considerations
- Engage vendors and relevant parties to align objectives and assign deadlines and deliverables
- Oversee and/or execute interface project management
- Provide staff training, as necessary
- Provide support during testing and post go-live phase



System Builds

- Align expectations for end goal of system
- Compile all required information/preferences to build system
- Configure entire system based on property directives
- Implement into operational routine
- Train any and all staff members, as needed
- Provide ongoing support, system management/maintenance and/or training as needed



Ready to learn more?

Contact us to learn how PHG Consulting can help you meet your revenue goals.

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