

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

Pricing Strategy

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.

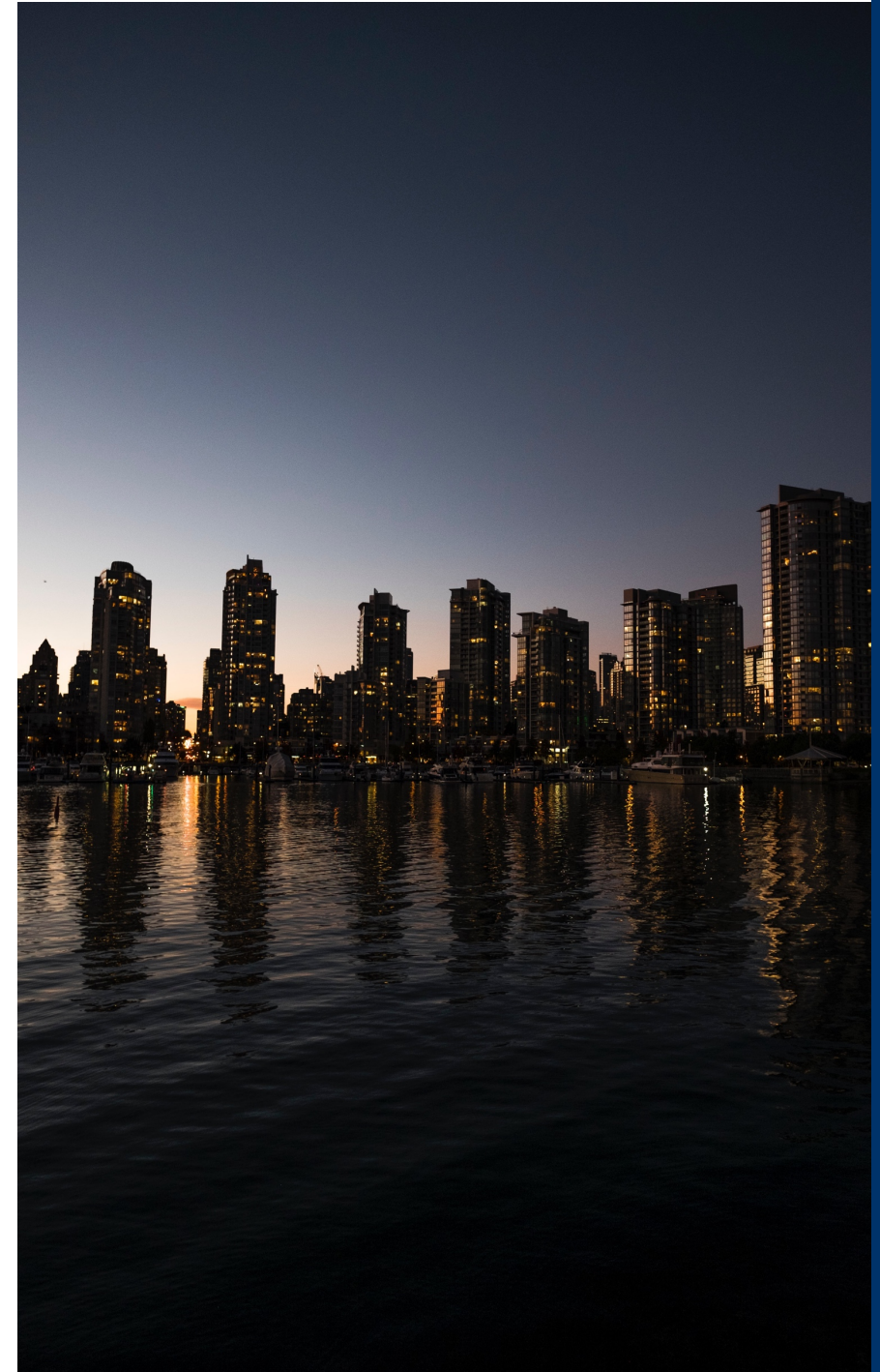
- Competitive Set Analysis
- Market Projections
- Value Assessment
- SWOT Analysis
- Distribution Optimization

Competitive Set Analysis

- Determine key competitive sets amongst key stakeholders based on segment and market mix
- Full analysis of all reporting and shop data
- Key metric index performance review based on DOW, YOY and segmentation patterns
- High level branding and marketing analysis including Website, PPC/CPC, and Social Media
- Granular breakdown of features/amenities offered and perceived value to consumer

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Pricing Strategy

Market Projections

- Analyze macro and micro conditions based on current economic outlook
- Review all previous and upcoming demand generators
- Incorporate any changes to supply and demand in market
- Compile all segmented market pace, OTB and historical data using any and all internal reporting as well as report subscriptions
- Create monthly hotel and comp set projections in Occupancy, ADR and RevPAR, including hotel indices



Value Assessment

- Objectively determine positioning based on customized value propositions
- Propositions categorized and weighted according to property needs
- Features, services, amenities and public guest reviews aggregated to determine final results, segmented if needed



SWOT Analysis

- Perform thorough analysis of competitive set using all available subscription reporting and shop data
- Complete market review based on macro and micro trends
- Assess positioning based on customized and weighted value propositions applied per segment
- Incorporate real-time randomized public pricing shops to determine value proposition score
- Compile results into SWOT chart based on aggregated data

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Distribution Optimization

- Complete full audit of all major distribution channels, including, but not limited to: configuration/settings, Content, descriptions, photography, sort/sequencing, and strategy
- Reconciliation of rates between accepted RFP's and CRS system
- Comprehensive Rate Audit to ensure optimal visibility
- Compile comprehensive report including real-time shop data and examples of opportunities
- Provide recommendations on all identified opportunities
- Execute any follow up action items, if necessary

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Ready to learn more?

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

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