

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**
- **Revenue Tool Box**

Market Assessment & Proformas

In addition to establishing top line revenue projections for the hotel based on market positioning and performance, our team understands how this will translate to the hotels bottom line. Allow us to create multi-year full hotel proformas projecting the hotels estimated annual EBITDA.

- Project competitive set occupancy, ADR and RevPAR for multiple years
- Forecast hotel indices based on comp set projections
- Create hotel Proformas projecting estimated hotel GOP/EBITDA for multiple years

Strategic Revenue Tool Box

Implement some of our existing tools to assist you in your Revenue, Sales or Operational needs. Or have our seasoned experts in Microsoft products build customized tools for your hotel.

- Revenue Dashboards
- Forecast/Budget tools
- Market Analysis Tools
- Value Assessment Tools
- Labor Model
- Sales Goal Tool
- Ability to build customizable tools

Ready to learn more?

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

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