

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

Holistic Revenue Assessment

Allow our globally recognized, certified revenue experts to review your current revenue management practices, recommend strategy, and define specific and actionable steps that will optimize your hotel's position – leading to more profitable revenues.

Our revenue professionals will review the entire process of optimizing your revenues including positioning, pricing strategy, channel mix distribution, revenue-related process audits (including revenue, sales, marketing and operations), revenue-related system deep dives, and more.

We take a fully collaborative approach with your team members, ensuring we identify all the important pieces. Through this process, we can also provide confidential and candid feedback on your revenue resources.

- Process Audits & Actionable Recommendations
- System Deep Dives: PMS, CRS, RMS
- Pricing Strategy Recommendations
- Channel Mix Distribution
- Confidential Talent Assessment & Feedback

Process Audits & Actionable Recommendations

- Engage appropriate team members prior to onsite visit with a 360 degree survey, in order to establish an existing benchmark
- Conduct a 2 ½ day onsite visit with relevant departments and team members
- Spend time in each department and attend key meetings to understand current processes, technology, and tools and approach
- Potential meetings with other operating departments, as identified and needed, with examples including, but not limited to: finance, front office, marketing, sales, and other operational departments
- Provide comprehensive feedback including any and all actionable items
- Execute on any and all actionable item, as needed



Holistic Revenue Assessment

System Deep Dives: PMS, CRS, RMS

- A review of pertinent tools and processes including, but not limited to: PMS, CRS, RMS, business intelligence tools, forecasting system, group pricing review, room and suite types, and inventory management
- Perform a detailed distribution audit that will identify content, configuration, written description, and visual image opportunities within the major channels, including: CRS, GDS, PMS, Web, Voice, Mobile and OTA
- For participating hotels, perform a full Agency 360 analysis



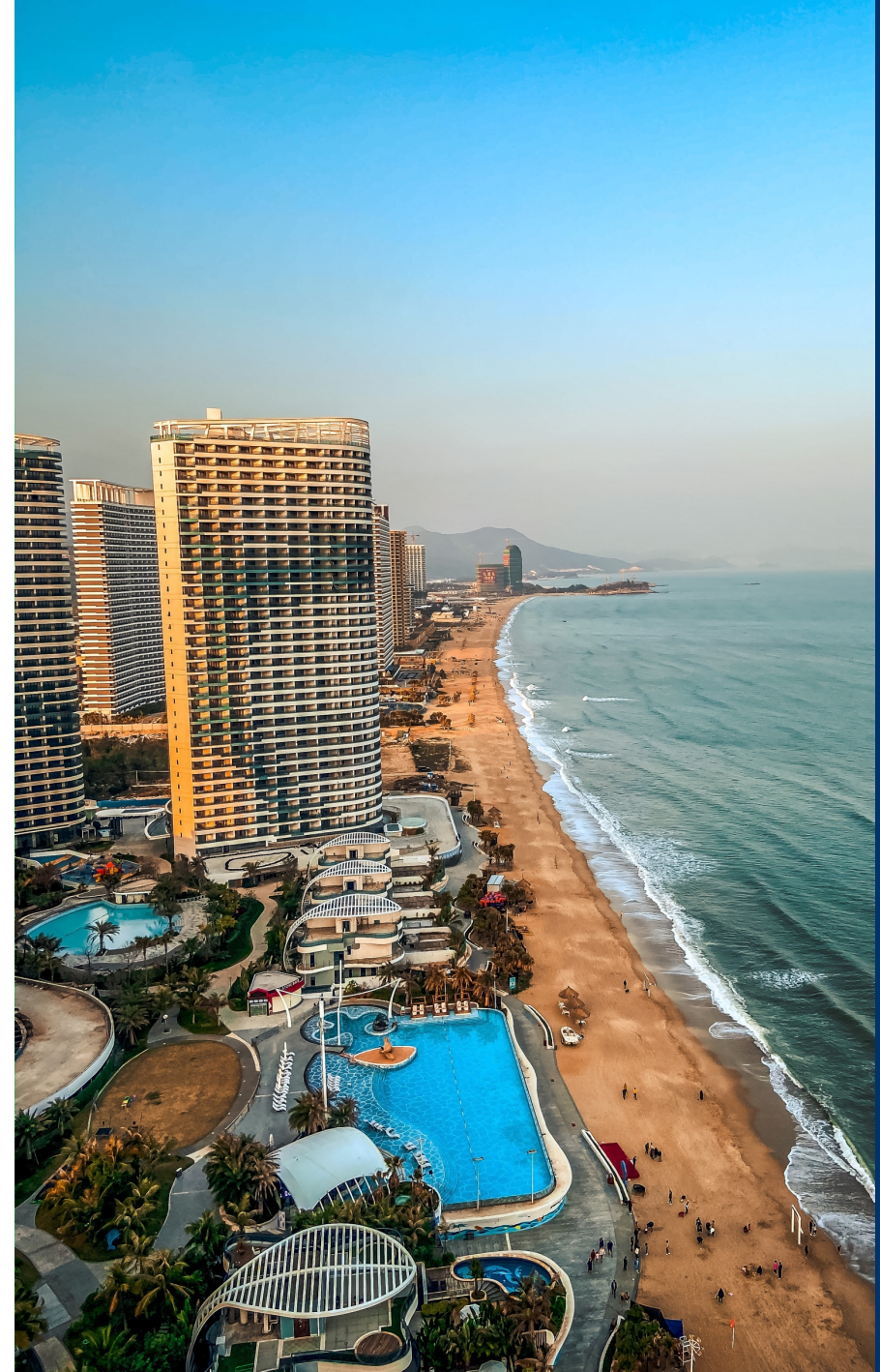
Pricing Strategy Recommendations

- Evaluate current pricing position, market share, tools, pricing decision processes
- Recommendations for pricing and process improvements
- Recommendations to improve positioning



Channel Mix Distribution

- Analyze current channel mix, including sub and secondary source data
- Identify optimal channel mix based on market performance, budgetary considerations, and ROI per channel
- Map out specific actions to achieve optimal channel mix



Confidential Talent Assessment & Feedback

- Confidentially and sensitively assess your revenue professional
- Provide constructive feedback and map for improvement
- Provide talent mentorship and training



Ready to learn more?

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

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