

## Weekly:

Preparation & conducting of weekly Yield Meeting (virtual using WebEx™ & conference call facilities or VoIP). Detailed review of segmentation changes (pick-up/wash) for next 60-90 days (or as per hotel prime booking window).

- Review of contracted segments (group, wholesale, tour series, etc.)
- Review of competitor performance & future strategies
- Preparation of RM forecast
- Review & recommendations on pricing
- Review & recommendations on changes to distribution strategy
- Follow up activities (i.e. implementation of agreed decisions into PMS/GDS/CRS, etc.)

## Monthly:

- Review of long term strategies (key dates for next 365 day or as per hotel pace) and recommendation on pricing, promotion and distribution strategies
- Review of key corporate account production (Top 20)
- Review of monthly performance/lessons learned



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For more information on the benefits of Pricing, Forecasting and Optimization visit IDEaS online at

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



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# Short & Long-Term Revenue Management Support

## Filling the Gap with Remote Revenue Management Resources

Many hotels find it challenging to maintain their revenue management momentum whenever a Revenue Manager is not in place, leaves or is overwhelmed by additional responsibilities. This poses a significant risk to the property, as it often leads to a lack of focus on revenue management, pricing, forecasting, optimization and distribution and in turn has great potential to negatively impact the hotel's competitive positioning and performance.

IDEAS Advantage for Hospitality, a consulting and strategy implementation service specifically designed for the hospitality industry offers Short and Long-Term Revenue Management Support to help maintain revenue management focus at your hotel.

Our IDEAS Advantage Consultants are able to quickly fill the gap and act as a remote Revenue Manager, performing all key tasks needed to support your revenue management requirements. All IDEAS Advantage Consultants have extended, multi-property, multi-brand experience, enabling us to provide industry leading revenue management support, in many cases at an equal or lower cost than an on-site Revenue Manager.

### Short-Term RM Support

Short-Term RM Support is offered to hotels or groups of hotels which experience a temporary gap in their revenue management capabilities or resources.

The services consist of pre-defined daily, weekly and monthly tasks which will ensure that the hotel continues to optimize revenues even without an on-site Revenue Manager. At the end of the temporary support period the IDEAS Advantage Consultant will perform a detailed handover with the new on-site revenue management resource, thereby minimizing the time required for the new resource to achieve optimum performance.

### Long-Term RM Support

In today's highly competitive market, many hotels find it increasingly difficult to find, train and retain dedicated on-site revenue management resources. A growing number of hotels around the world are looking to IDEAS Advantage for Hospitality to become their long-term revenue management partner, providing permanent remote support to meet their daily pricing, forecasting and optimization challenges.

**Download IDEAS Free On-Demand Webinar:  
Creating a Revenue "Advantage" in your Organization**  
<http://go.ideas.com/wn5>

## When Would a Hotel Need IDeaS RM Support?

Any hotel that is either finding itself without a dedicated Revenue Manager or requires additional support for existing on-site (or corporate) resources will benefit from the services:

- The unexpected departure of an existing Revenue Manager
- Temporary constraints on head-count or financial resources needed for a full-time Revenue Manager
- A newly appointed Revenue Manager lacking the experience and capabilities necessary to fully optimize the revenues of the hotel and needs support
- A pre-opening/recently opened hotel that does not yet have a full time Revenue Manager in place

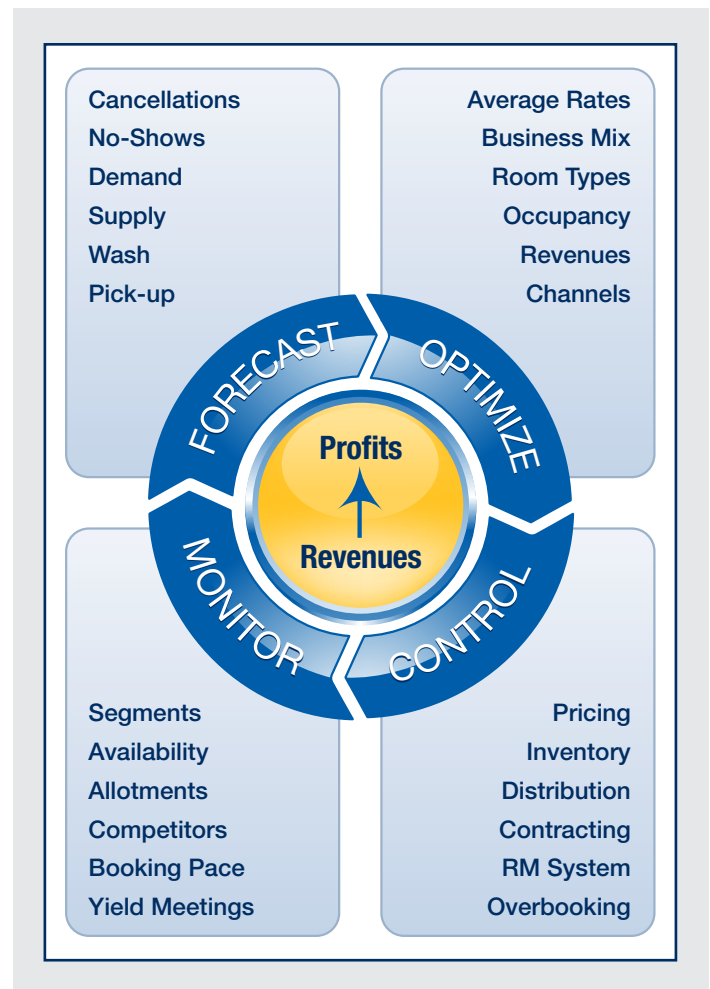
## How Does IDeaS RM Support Work?

Interaction with an IDeaS Advantage Consultant will depend on the situation at each individual hotel. For existing IDeaS V5i product clients the IDeaS Advantage Consultant will have full access to the solution and closely work with the hotels' IDeaS Client Service team. For hotels using other automated Revenue Management solutions, or a manual tool, IDeaS Advantage Consultants will obtain the data remotely through other means.

Ideally the IDeaS Advantage Consultant will be able to remotely access your Property Management System (PMS), Central Reservation System (CRS) and additional reports from outside providers in order to gather additional information and data.

Alternatively the information will be shared through other means (Symantec pcAnywhere™, WebEx™, Excel® etc.)

After an initial set-up and familiarization period, the IDeaS Advantage Consultant will follow a routine daily, weekly and monthly task list around the key revenue management processes of Forecast – Optimize – Control – Monitor. Any interaction with the hotel which requires a decision or follow up will be documented for future review. Decisions will be implemented depending on the access of the IDeaS Advantage Consultant to the hotels' PMS and CRS systems.



## What Results Can A Hotel Expect from IDEaS RM Support?

By utilizing IDEaS RM Support, the hotel can be certain that all revenue, pricing and distribution opportunities are maximized while the hotel is looking for a permanent on-site Revenue Manager.

Additionally, the IDEaS RM Support will often result in an extensive review of internal systems and tools and the “fine-tuning” of the internal processes in-line with industry best practice. This will result in a noticeable improvement of the understanding and application of revenue management at the supported hotels.



For more information visit, [www.IDeAS.com](http://www.IDeAS.com)

## Standard IDEaS RM Support Package

### Start-up:

Handover with the property – online questionnaire or optional on-site visit, followed by conference call/ WebEx™.

- Detailed review of business performance/ situational analysis (budget, past performance, competitors, etc.)
- Remote scan of channel practices & competitor strategies, etc.
- Discussion on expectations from management and key stakeholders
- Obtaining access to appropriate systems, ideally Property Management Systems (PMS), Global Distribution Systems (GDS) and Central Reservation Systems (CRS)
- Review of additional outside reports the hotel is using (e.g. STR Global™, TravelCLICK®, Rubicon®, RateTiger, etc.)
- Review of IDEaS V5i or alternative RMS tools

Duration: Approximately 2 weeks depending on hotel complexity and solution availability.

### Daily:

Review of changes to business over last 24 hours and for the next 60 days (or as per agreed hotel prime booking window).

- Scan of pick-up by key segments
- Review of key competitor performance & pricing strategies
- Scan of distribution channels (inventory allocations)
- Communication to hotel on any pricing/ distribution strategy changes required