

THE REVENUE MANAGEMENT GUIDE

5 steps for a successful, manual revenue management

DEFINE YOUR RATE STRUCTURE

Think about your rate structure and try to build your rates.



DEFINE PRICE-LEVELS, HIGHER AND LOWER LIMITS

Know your costs! Define occupancy levels and it's prices. Then you can start working with dynamic prices.



CHECK YOUR OCCUPANCY

Start an analysis of past datas and find out, when you are 100% occupied. Based on these datas you define your future entry level.



YOUR DAILY TASKS

Check your pickup rate daily and how your bookings behave. Does the occupancy change? Fit your price levels.



MANAGE GROUP AND BUSINESS TRAVELS

Don't take all bookings directly. Analyse and calculate if group and business travels are profitable for every period.



WE ❤️ REVENUE MANAGEMENT