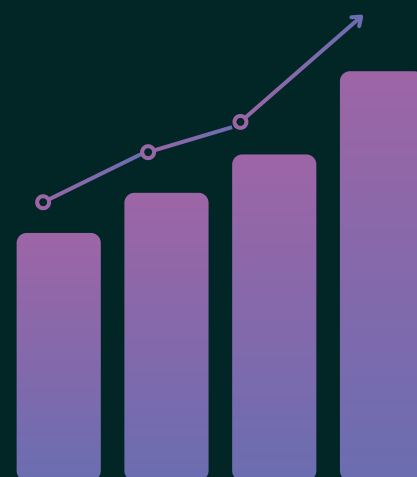


What you can't see yet is holding back your performance.



Audit RM 360°

Scope

- Organisation
- Pricing
- Yield
- Distribution
- RM SI

Quantitative analyses

Content

- Assessment of potential gains from pricing, RM & distribution levers
- Recommendations on tools & organisation
- Explanation of metrics and KPIs used

Roadmap

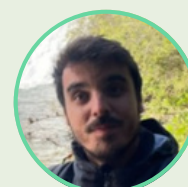
Deliverable

- Summary of challenges and opportunities for gains
- Summary of recommendations
- Prioritisation of levers on a gain/effort matrix
- Technical prerequisites



You can place your complete trust in Revbell. For all businesses that do not yet have a well-structured revenue management strategy or clear processes, Revbell makes a real difference, both in terms of organisation and commercial performance.

Antoine Navet
Director of the Atlantic
Hotel





Specific actions for measurable results.

- Revise seasonality and calendar impacts (trade shows, holidays, concerts, sporting events, etc.).
- Rethink price differences between room categories based on their actual RevPAR (difference in %, value, by season, etc.).
- Improve length of stay (LOS) management and promote profitable segments.
- Refine the price disparities between direct sales and OTAs.
- Focus sales and marketing policy on underperforming segments.

Hotel typologies

Independent, group, channel.

Duration

Between 1 to 8 weeks depending on the scope.

Budget

According to the scope studied.

Our method

01 · Interview

We begin by discussing your hotel's DNA, the competitive environment and the organisation of your RM.

02 · Data

We integrate the data into our Revbell RMS and rework the segmentation.

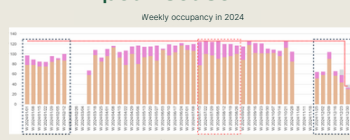
03 · Analysis

We study your organisation, your pricing governance, your strategy, yield, distribution and constraints in order to identify levers for optimisation.

04 · Action plan

We detail all the actions to be implemented to maximise your hotel's revenue.

Seek incremental and maximize peak season



The share of Booking.com sales is higher in peak season than in low season.

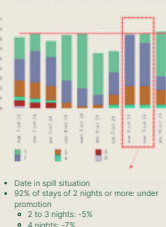
Website - Customer experience

2 nights off-season tariff

Off-season	Off-season	Off-season	Off-season	Off-season
Off-season	Off-season	Off-season	Off-season	Off-season
Off-season	Off-season	Off-season	Off-season	Off-season
Off-season	Off-season	Off-season	Off-season	Off-season
Off-season	Off-season	Off-season	Off-season	Off-season

9 offers published simultaneously for a single typology

Sale by length of stay - October 2024



- Date in split situation
- 52% of stays of 2 nights or more: under promotion
- 2 to 3 nights -5%
- 4 nights -7%

05 · Pricing strategy (optional)

We offer tailored pricing strategies for different rate plans: Flex, NR, OTA, Corporate, FIT.