

Managing your revenue is a profession. We do it for you.



Season kickoff preparation

Pricing strategy definition: type of configuration, rate production.

PMS rate upload.

Validation of the forecast schedule of promotions and expected volumes.

Distribution mix definition: OTAs, tour operators, direct channels.

Recommendations for online publication: website, OTAs.

November

January

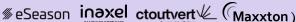
Yield & Sales management

Daily management of Yield levers:

- Pricing, Minimum Stay,
- Opening or closing promotions and OTA rates (Camping & Co, Campings.com, etc).

















Strategic meetings · Monthly (January–May) then weekly (June-August):

- Market trend monitoring,
- Sales tracking: periods, weeks, rentals, locations, pick-up, advance/delay, mix,
- Promotions review: direct, OTA, Flash Sales,
- Marketing recommendations: dates to push, SEO/SEA budget adjustment.

March

May

Ad Hoc Review & Analysis

Distribution analysis, review channels, adjust

stock/prices, track key distributors.

Inventory evolution recommendations: Select target unit types based on budget and expected RevPAR for each additional mobile home (MH).

Post Mortem: Annual feedback to prepare for the following year with analysis of overall performance and mix.

July

September











+5 to 15% additional revenue growth.

- Ongoing optimization of your rates and distribution for the current season.
- Reporting and analysis of your performance and market trends.
- Sales animations in coordination with marketing and distribution.
- RMS Revbell included, connected to your PMS.

Industry

Campsites or groups wishing to outsource Yield Management.

Duration

Commitment for one season.

Procedure

A dedicated Revenue Manager manages your performance throughout the season, with weekly discussions and support from Revbell RMS to optimize pricing decisions and your distribution.

contact@revbell.com

Why outsource your Revenue **Management?**

01 · Revenue drives your profitability

Outsourcing means investing to maximize your revenue every day, without recruiting or training.

02 · Competitor data can't guide your pricing

We apply strategies adapted to the DNA of your campsite and your customers, to find the right balance between direct and indirect sales.



03 · Dynamic pricing is no longer an option

The entire sector - groups, chains and independents - now applies best-in-class Yield Management strategies.

04 · Revbell, Pioneer & Leader in Yield **Management for Camping**

Since 2013, Revbell has supported the major players in the camping sector by providing unique expertise and the best tools (RMS, Al, data).

