

# Unleash Revenue Potential

**AUTOMATED REVENUE OPTIMIZATION AND REVENUE MANAGEMENT FOR HIRE OPTIONS**

**Use consumer insights and behaviors to maximize RevPar**



## **MAXIMIZE REVENUES**

Revenue Management Strategists oversee the management of the RevPak Guest Management system to ensure maximum market share penetration and growth in net asset value. With day-by-day ownership of all aspects of Price Positioning, Forecasting, Inventory Management and Distribution, you will be able to take advantage of your market's dynamic opportunities.

## **UNMATCHED VALUE**

When it comes to hotel revenue management, experience is an absolute must. All of our Directors of Revenue Strategy have a minimum of 5 years of on-property or multi-property Revenue Management experience to provide you with accurate and actionable insight into your property's current and future performance. All this at a fraction of the competition's price.

## **RESULTS FROM DAY ONE**

To maximize hotel revenues, excellence in revenue strategy, management and distribution is key. Our Directors of Revenue Strategy have a proven track record of growing topline revenue. Time and again, the team has designed and deployed strategies that successfully grow asset value and steal market share from the get-go.



# REVENUE MANAGEMENT STRATEGIES

## The Proof Is in the Numbers

RLHC REVENUE MANAGEMENT  
FOR HIRE RECENT SUCCESSES



### +5.6 REVPAR GROWTH

Owned hotels on RMH  
2 years or longer at the  
end of April 2015



### 4.1% REVPAR GROWTH

All hotels on RMH 3  
months or longer at the  
end of April 2015

THE RLHC REVENUE MANAGEMENT SYSTEM  
TAKES THE COMPLICATION OUT OF  
FORECASTING AND PRICING.

- DEDICATED PORTFOLIO REVENUE MANAGER
- PRICE RESISTANCE AND AVAILABILITY ANALYSIS
- COMPREHENSIVE SYSTEM AUDIT AND MAINTENANCE
- REVENUE SCORECARD
- TACTICAL REVENUE MANAGEMENT

REVENUE MANAGEMENT FOR HIRE OFFERS  
POWERFUL SUPPORT AND BENEFITS:

- DEDICATED PORTFOLIO REVENUE MANAGER
- PRICE RESISTANCE AND AVAILABILITY ANALYSIS
- COMPREHENSIVE SYSTEM AUDIT AND MAINTENANCE
- REVENUE SCORECARD
- TACTICAL REVENUE MANAGEMENT



## SEAMLESS GUEST MANAGEMENT

RevPak is an ensemble of the industry's best revenue generation systems. Fully integrated to provide a single 360 degree view of customers, RevPak delivers dynamic and personalized promotions, drives reservations and optimizes revenues.