

# Revenue Management – Back to Basics

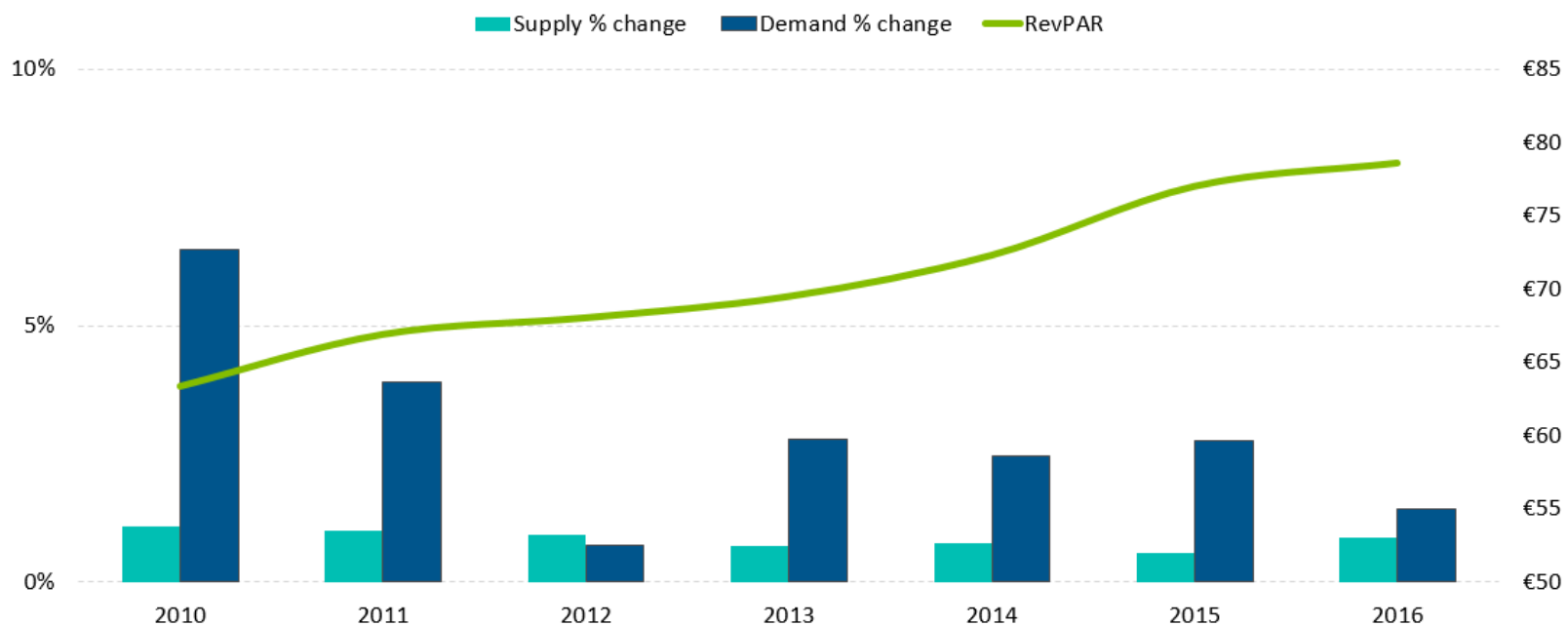
berner  
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revenue management

HSMA Festival 2017

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## Europe

Europe – Supply, Demand % Change, RevPAR Actuals  
EUR, CC, Full Year 2010 – Full Year 2016





1 EUR ADR?

BAR  10€ = 10€

## SEGMENTATION MIX

COR  BAR = 70€

DEMAND

MARKET SHARE

Season

Day of week

Fairs & events

FORECAST





Last room availability corporate contracts



Wholesaler & tour operator allotments



Committed business groups to fairs & events

### Berlin City Centre occupancy – full business weeks 2016

Monday: 83,6%  
Tuesday: 91,3%  
Wednesday: 92,5%  
Thursday: 90,3%

\*STR Global

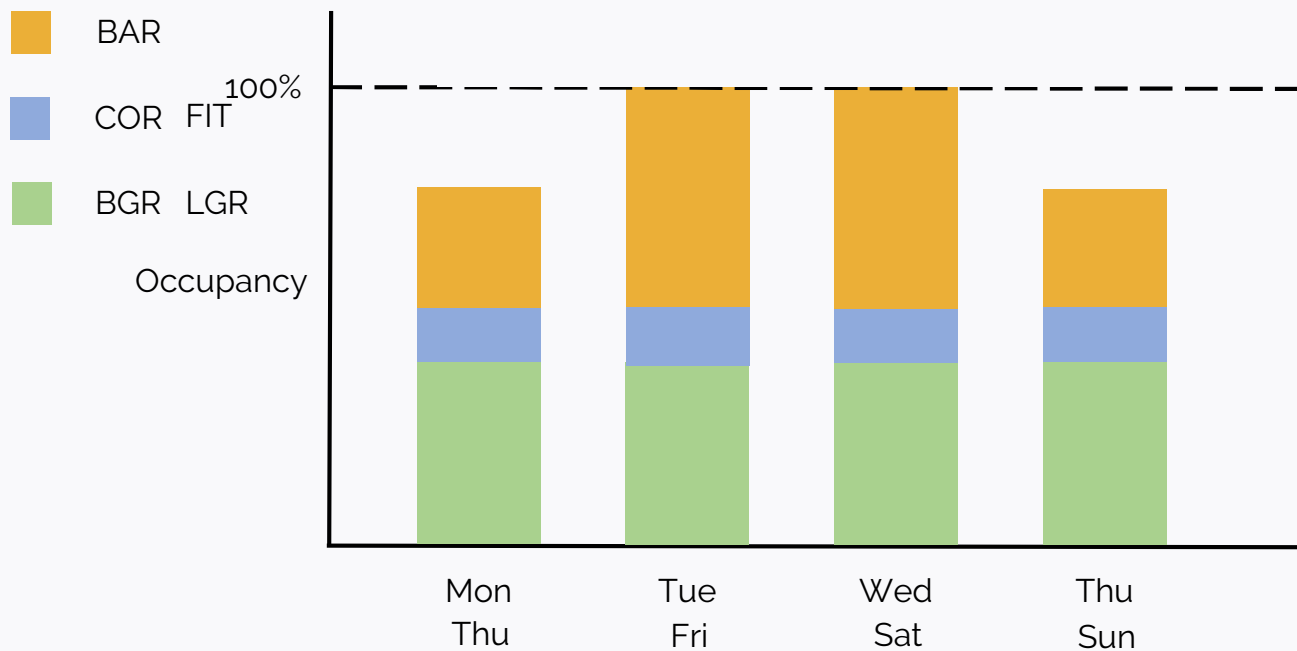
### German Baltic Coast occupancy – High season weekends 2016

Thursday: 82,7%  
Friday: 89,2%  
Saturday: 90,9%  
Sunday: 69,7%

\*STR Global

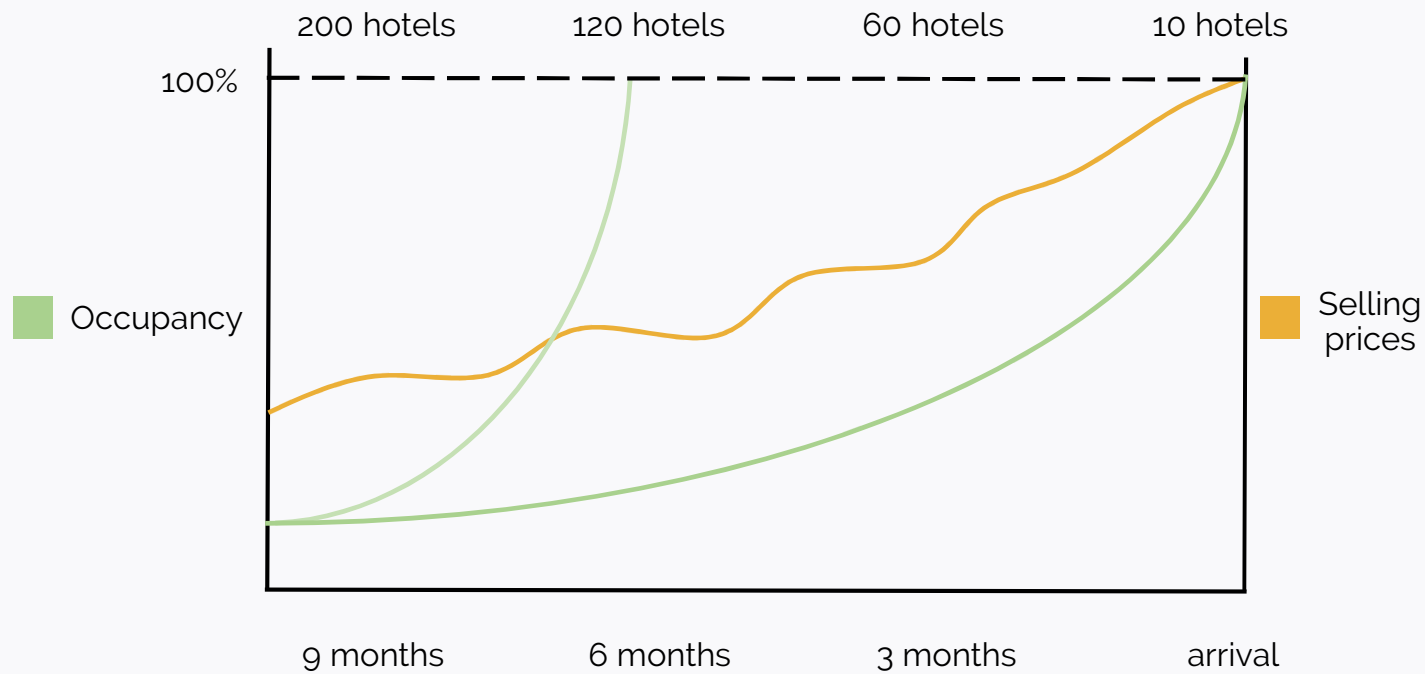
ADR Baltic Coast		
	Transient	Group
Jan 16	99.54	60.92
Feb 16	93.06	58.30
Mar 16	110.76	60.44
Apr 16	110.90	66.09
May 16	135.27	77.24
Jun 16	148.23	74.62
Jul 16	166.90	85.74
Aug 16	168.31	83.57
Sep 16	142.03	88.62
Oct 16	120.21	67.08
Nov 16	91.52	59.13
Dec 16	116.40	70.21

\*STR Global



### What to do?

- Switch LRA to NLRA
- Room type yield
- Smaller accounts
- Displacement
- Close outs / Fair rates
- Freesale instead of allotment
- % of BAR instead of fixed rates
- Displacement
- Close outs
- Smaller accounts




### What to do?

- Know your high impact days
- Know your booking pattern
- Know market price points
- Don't sell too early
- Carefully select your groups
- Be brave & stay flexible



## RMS usage

20 rooms  20€ = 400€ \* 200 = 80.000€ \* 6 = 480.000€

Done by:

- Statistics
- Forecasting daily
- Automated price and yield management
- Optimization of shoulder days
- Optimal overbooking
- Data used for displacements
- Reporting tool



Essence is the collaboration between humans and machines

Human + Machine

Capture the big wins

Professional Revenue Management

Segmentation

Control your inventory

Thank you!