

DO THESE 10 THINGS TO GROW REVENUE AND CRUSH YOUR COMPETITION

1

Know How to Access Data

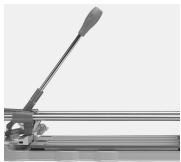


Having access to both your own data and market data is key to building revenue management tools for your portfolio.

Using stock data visualization and filters within each system can be helpful, but unlocking the specific data customized to create the most efficient views is even better. This can be done in Excel, Power BI, Google Data Studio, Tableau, or other data platforms.

2

Know How to Access the Levers

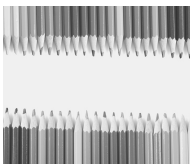


No matter if you're using a dynamic pricing tool or other PMS pricing levers, it's important to know how to configure and optimize them.

For example, do I need to put a minimum length of stay restriction or will my system automatically manage this for me? Can you give human input to the system algorithm or are you manually changing a specific rate.

3

Find Alignment



Make sure to look at the same cuts of your own data to match the market data. Understand trends that are relevant to your portfolio.



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By Heather Richer
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Revenue Management is the most important discipline within a short-term rental hospitality management company. Do I have your attention?

Having a revenue management system (RMS) or a pricing technology is not the same thing as actively managing your strategy, and optimizing your revenue.

There's no question that an organization has core practices and prescriptive methods for managing housekeeping, accounting, or guest reviews. Revenue management is just as important, or even more so. Without specific revenue management business processes, it will be impossible to beat the competition.

Achieving maximum topline revenue is both an art and a science. Having an accurate forecast will produce an accurate strategy and balancing average rate with occupancy is key. Depending on your portfolio and resources, it might make sense to train these skills in-house or this can be accomplished by hiring a revenue management service provider. And no matter what technology you have, human management of the process, tech, and strategy is a must.

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10 WAYS TO STEAL MARKET SHARE AND OPTIMIZE YOUR REVENUE

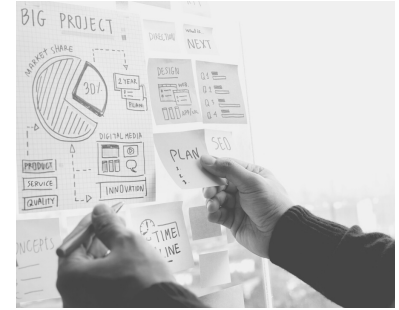
4 Forecast

Forecasting means you understand what you believe you will do and what the market will do for each and everyday.

Weekly or monthly, you might update your forecast, but developing an accurate projection is key.

5 Optimize

Will you put strategies in place that optimize revenue because there is so much demand, or will you put strategies in place to generate demand like extra marketing or lower rates?



6 Control

Depending on your tech stack, you may have automated rules that can be set or an algorithm that is working for you beyond what is humanly possible.

You might also have a manual process of changing rates or updating length of stay restrictions. Either way, it's critical to know what tools you have in your tool box and put them to use.

7 Monitor

Now that you've made changes and put your tech stack to work by manipulating the levers, do you like the results?

Tracking your actions and measuring success is key.

8 Test

Because revenue management is both an art and a science, the only way to learn your market or the potential of certain units is to test and learn.

Without realizing it, you might be limiting the revenue potential because of a bias or fear of charging more.

You might be surprised what the market can bear and what customers are willing to pay.



9 Be Creative

Revenue management is not just changing rates or length of stay. Taking a commercial approach to your data will open up possible solutions and strategies you didn't realize were possible.

The data might tell you that longer length of stay is possible, but you need to incentive guests to stay longer. Maybe certain amenities or attributes drive conversion. Revenue management, distribution, and digital marketing go hand in hand.

10 Be Data-driven

What more can we say? Learn to read your data and the market data like a book. By drawing the right insights without having analysis paralysis will lead you to the best results.

What views, time periods, metrics or layers of data are going to unlock the most valuable insights? Be data-driven and be curious.