

TALKING COMMERCIALS



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Join us for a Training Workshop style session on improving your pricing strategy and tactics. You will learn:

- How to measure NetRevenue
- How to optimize using NetRevenue metrics
- How to calculate your actual cost of distribution by channel
- Managing revenue in an Under-performing market

FACILITATOR: FABIAN BARTNICK, VICE PRESIDENT, LODGIQ

- Current KPI
- What is Net RevPAR?
- Can you use/ calculate it daily?
- Anyone asking for it?
- What is the KPI of the future?

GOOD QUESTION

70% say NO

90% say NO

**10 Questions
9 different answers**





HELLO FLOYD.
HOW ARE YOU DOING?



BOOMERS

JUST ONE MORE
E-MAIL TO SEND.



GEN X

I SHOULD POST
ANOTHER SELFIE



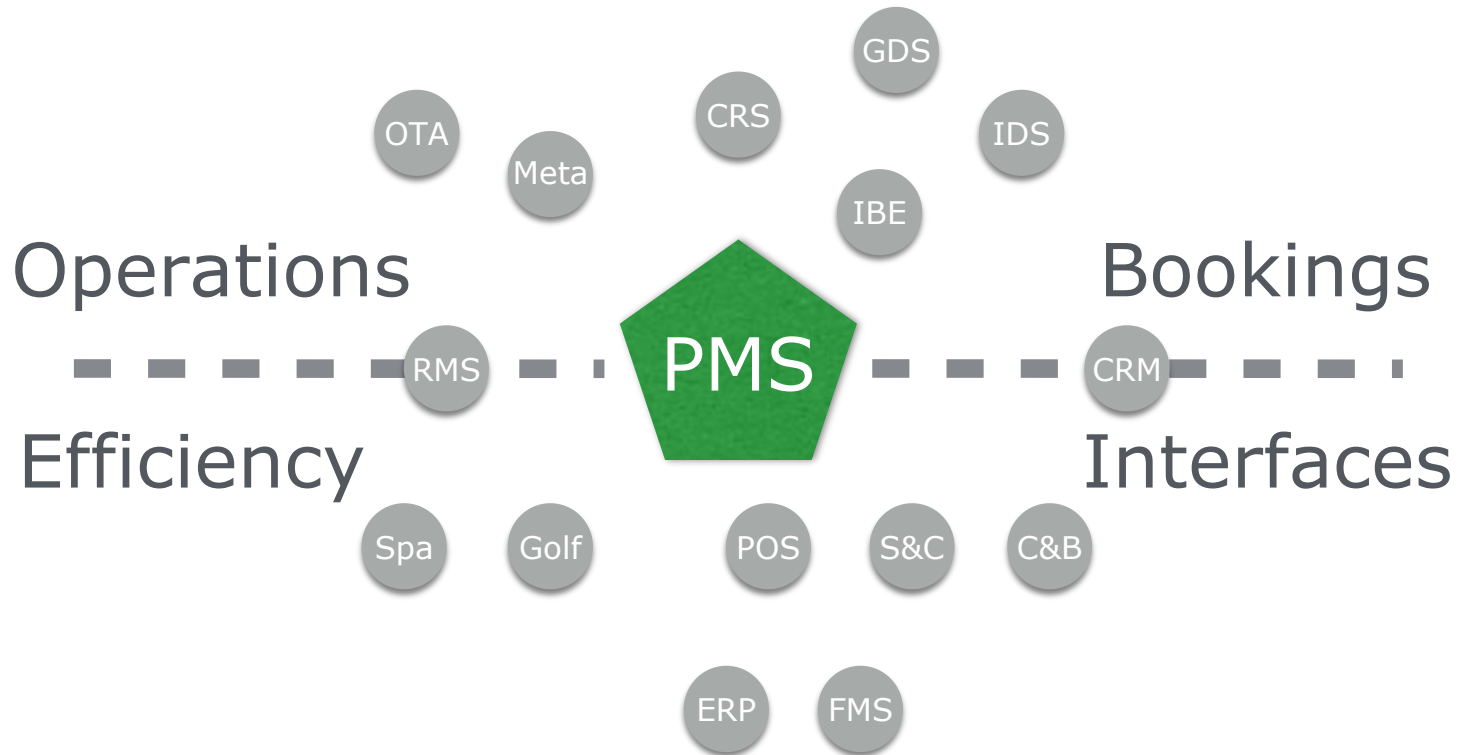
MILLENNIALS

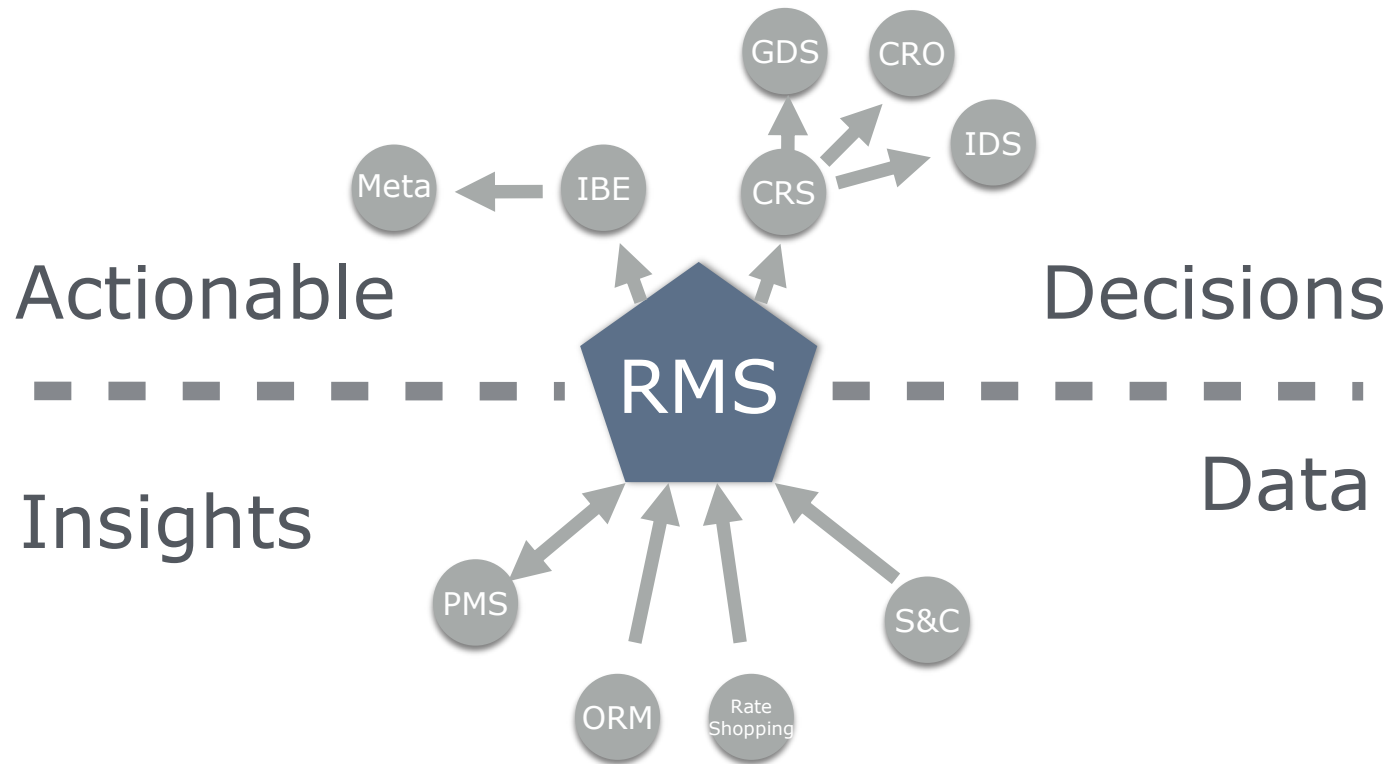
OMG!
YAAAS!

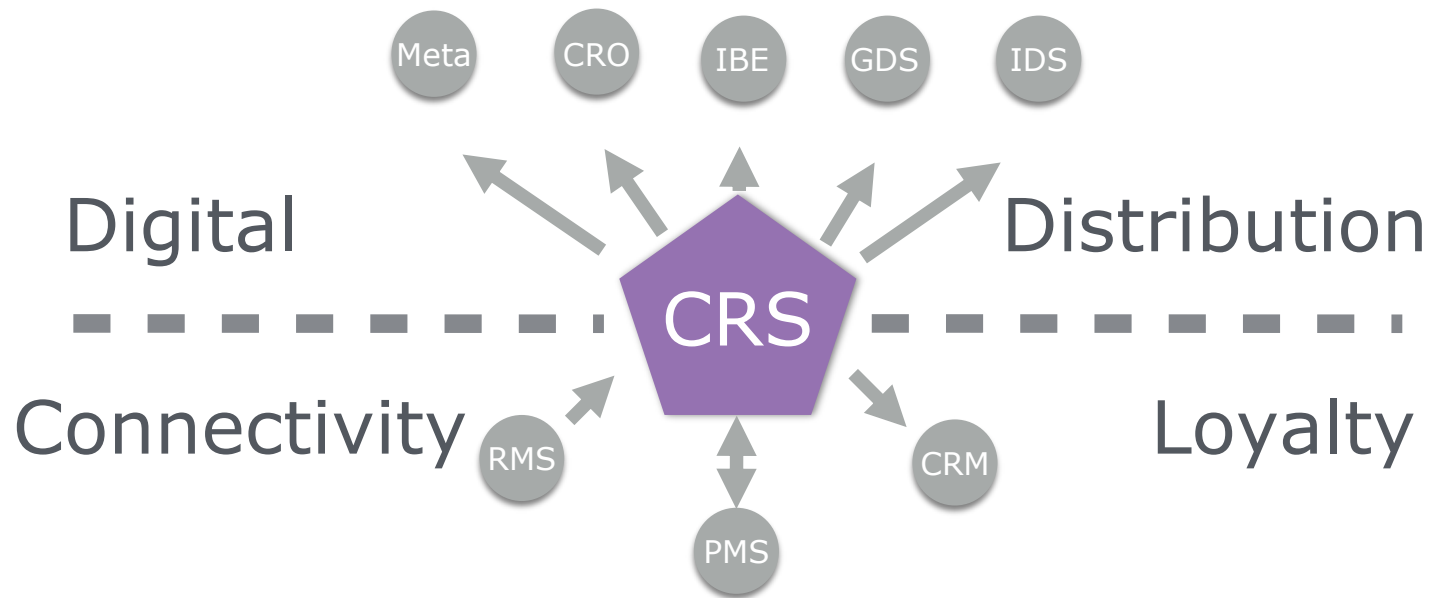


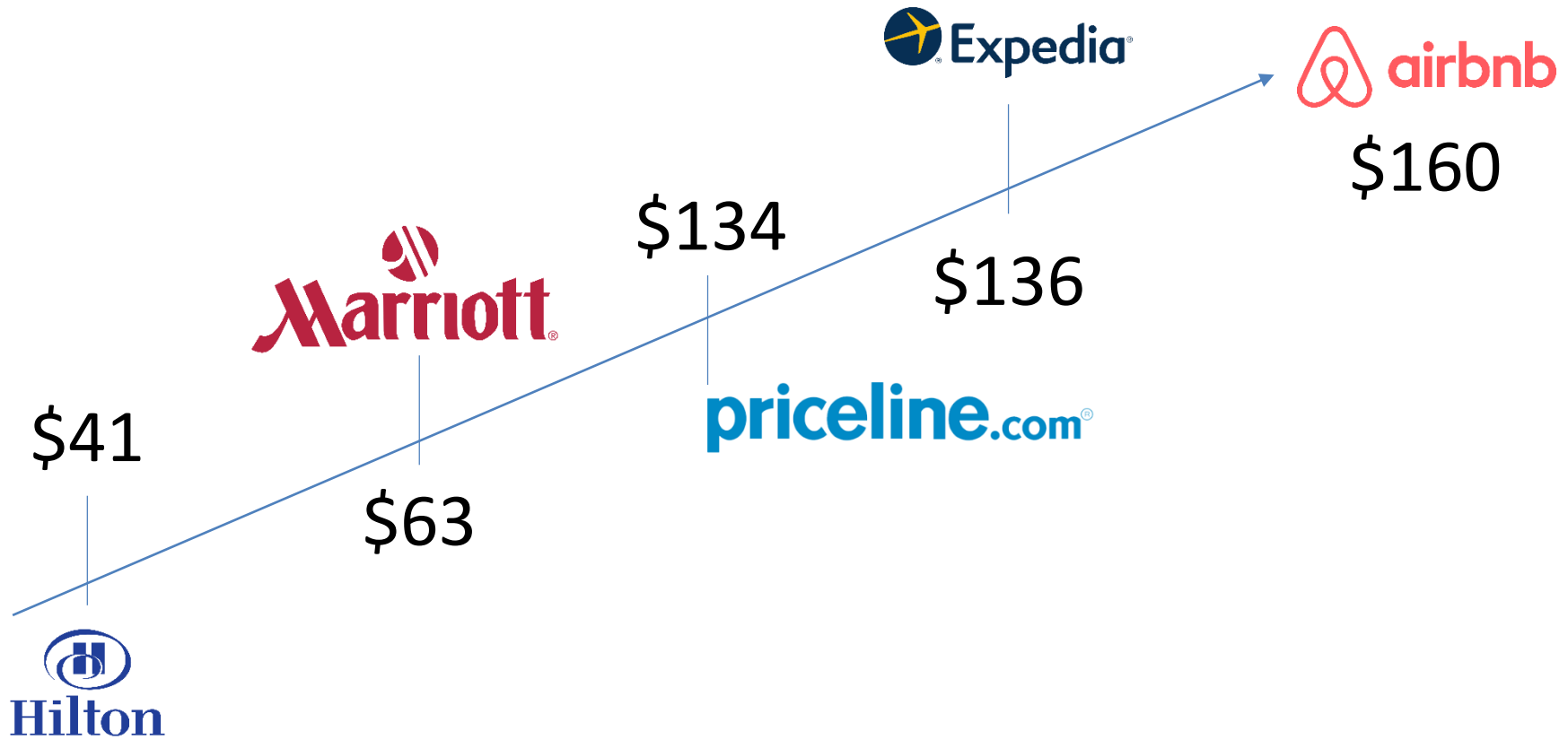
GEN Z











- ADR
- Occupancy
- RevPAR
- NetRevPAR
- GOPAR
- NOPAR
- MAYBEPAR
- **WHATEVER!!!! PAR**



**REVENUE
MANAGEMENT**



**ASSET
MANAGEMENT**



SALES



OPERATIONS



MARKETING



FINANCE



Thinking Commercial

Metrics of the future

Focus on what matters



Welcome to the future

HSMAI.ORG



**REVENUE
MANAGEMENT**



**ASSET
MANAGEMENT**



SALES



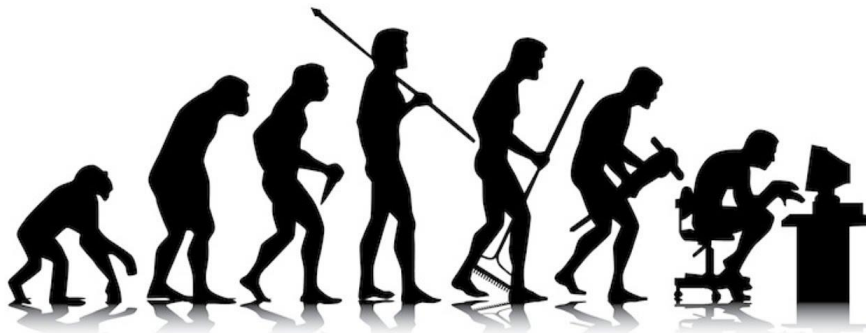
OPERATIONS



MARKETING



FINANCE







ASSET MANAGEMENT



I ♥ SALES



CUSTOMER ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET





Thinking Commercial

Metrics of the future

Focus on what matters

1. Create a tribe and find a flipchart
2. Decided on the future metrics
3. Define it (one sentence)
4. Define the calculation of it
5. Go to the other flipcharts and look

Thinking Commercial

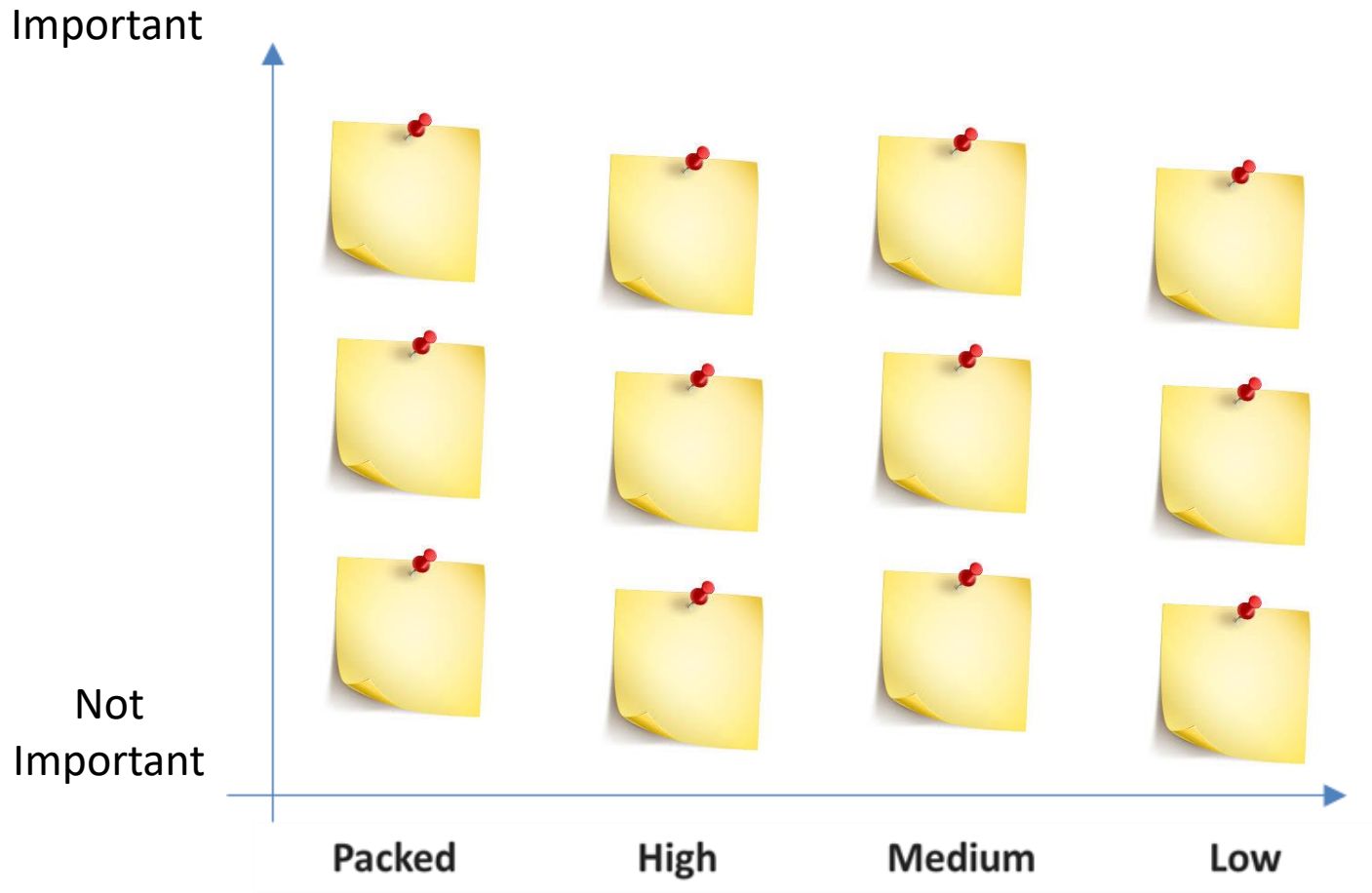
Metrics of the future

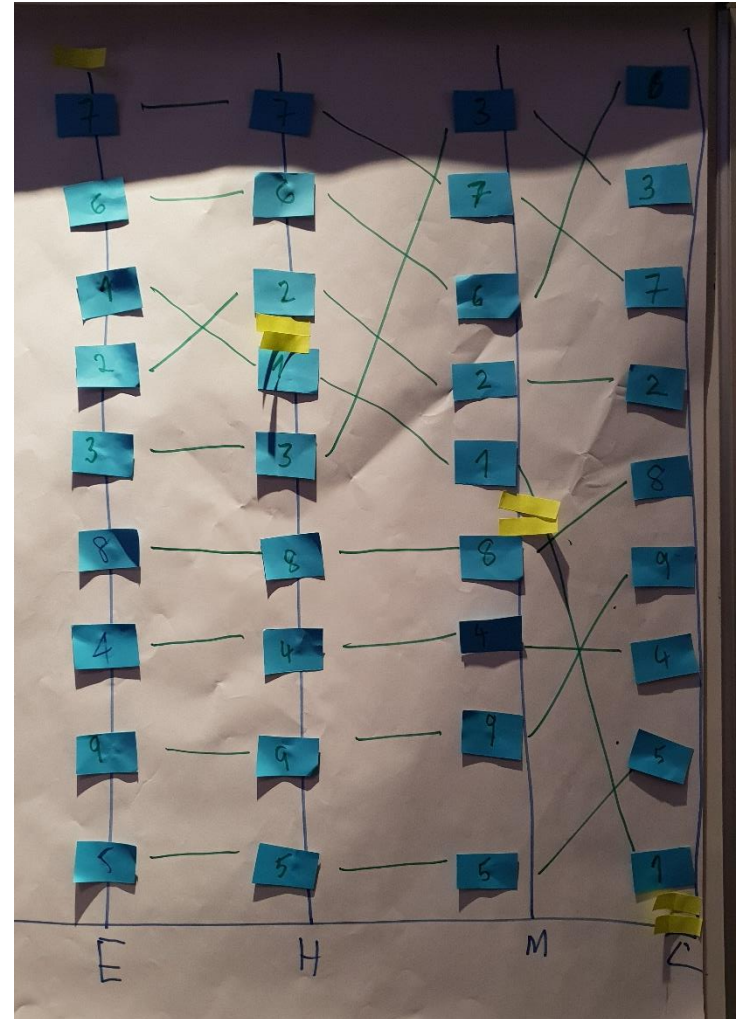
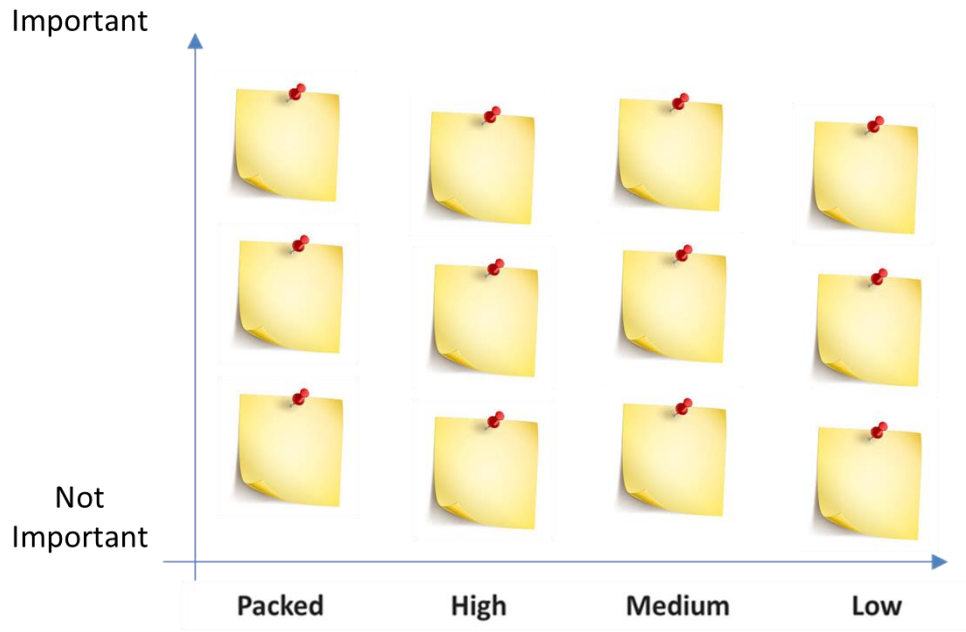
Focus on what matters

1. Get into **different** groups
2. Decided on the top 3 data sets used when making pricing decisions
 1. by demand level (you can change sets)
3. Plot the data sets by demand level
4. Share with the group

- 1 Total Market Occupancy
- 2 Neighborhood / area Availability
- 3 Total Market average Rate
- 4 Neighborhood / area average rate
- 5 My star rating - availability
- 6 My Star rating - rate
- 7 Total Market Forecast
- 8 Neighbourhood Forecast
- 9 Competitive set Availability
- 10 Competitive set day of week pricing
- 11 Competitive set Page ranking
- 12 Competitive set Review score
- 13 My pricing
- 14 My page ranking
- 15 My review score
- 16 My on the books
- 17 My Forecast


If I missed one please add as NEW





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**Increase your Asset Value = YOU
AUTOMATE where possible**

THINK about what you want to measure

**KEEP IT SIMPLE! Don't overcomplicate
FOCUS!**

OUTCOMES FROM ACTIVITIES

THE OUTCOME: RM METRICS

NET PROFIT PER GUEST

Profit per useable area

Gross Operating Profit Per Available Room (GOPPar)

NET REVENUE PER GUEST

Net RevPAR / Net RGI

THE OUTCOME: DATA SETS

PACKED	HIGH	MEDIUM	LOW OCCUPANCY
GROUP 1			
My Pricing My star rating availabiliy My OTB	My Pricing My star rating availabiliy My OTB	My Pricing My star rating availabiliy My OTB	My Pricing My star rating availabiliy My OTB
GROUP 2			
My Pricing Area Average rate My Review score	My Review score Comp Set Availability My Pricing	My OTB Neighborhood Forecast My Forecast	My OTB My Pricing Market Forecast
GROUP 3			
My Pricing My OTB Compset DOW Pricing	Market Forecast My Pricing My OTB	My star rating Pricing My Pricing My OTB	Market Occupancy Page ranking / Review score / Compset Review score Market Forecast
GROUP 4			
Market Occupancy Compset DOW Pricing My Pricing	Area Availability Total Market Average rate Market Forecast	Market Forecast Comp Set Availability Total Market Average rate	Market Occupancy Total Market Average rate Market Forecast
GROUP 5			
My Pricing Area Availability My star rating availabiliy	My Pricing Area Availability My star rating availabiliy	My Pricing Total Market Average rate Area Average rate	My Pricing Market Occupancy Total Market Average rate
PACKED	HIGH	MEDIUM	LOW

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Call me, txt me, skype me for more