

A NEW LOOK AT WHY THE

# REVENUE MANAGER

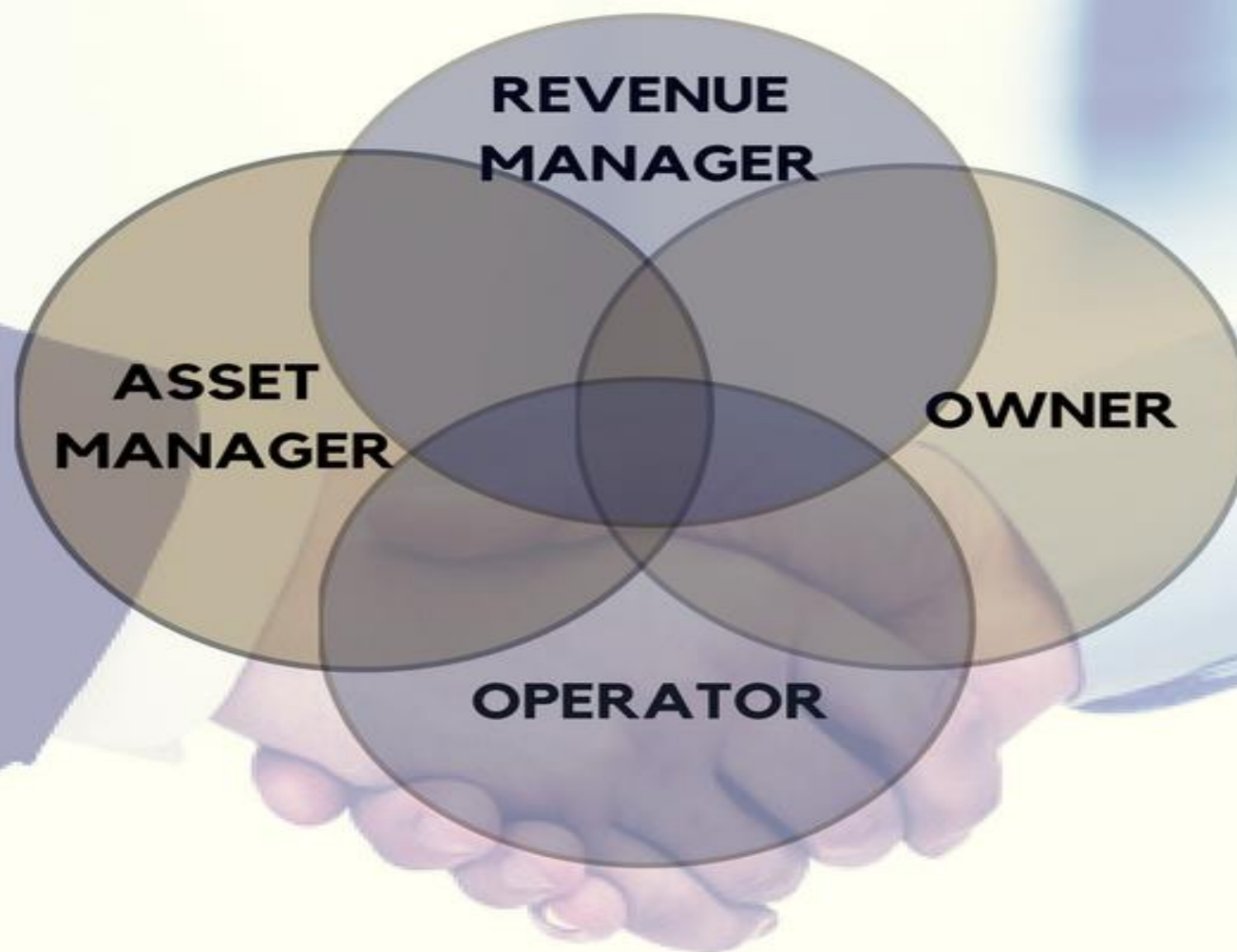
IS THE CRITICAL HOTEL PARTNER



Presented by Bilal Chamsine, president of HSMAI Indonesia Chapter



*The Revenue Manager role should be **integrated** ...*



FUNDAMENTAL ROLE

translating the

# HOTEL OWNERS VISION



# WHY CRITICAL?

## TWO WAY FEEDBACK:

- Owner involvement and expertise is significantly increased

## THE GO- BETWEEN:

- Managing the owners expectations and relations

## THEY NEVER FORGET:

- The bottom line. All actions feed back to direct profit.



**FOCUS WHERE IT IS NEEDED**

**HIGHER  
PROFIT**

**=**

**HIGHER  
ASSET  
VALUE**



# CASE STUDY



HOTELS  
WORLDWIDE

**Revenue Manager involvement had a  
direct impact on Owner's Profit**





**The Revenue Manager brought attention to ADR growth in the villa section of the W Hotel**



A photograph of a modern villa at night. The villa features large glass windows and doors, revealing a well-lit interior with a bed and other furniture. Outside, there is a swimming pool with a blue tiled edge, surrounded by lush greenery, including trees and large-leafed plants. The scene is illuminated by warm interior lights and cool blue exterior lighting, creating a sophisticated and inviting atmosphere.

**New strategy was  
implemented to drive  
ADR growth through  
Villas**



## ADR YOY GROWTH

13%



5%





# OWNER'S PROFIT YOY GROWTH

4%

7%





A background image of a business meeting with a blue tint. It shows people's hands and arms working at a table with papers, a laptop, and sticky notes. One person is holding a pen, and another is using a smartphone. The text is overlaid in the center in a white, bold, sans-serif font.

**So what is  
the changing face of  
Revenue Management?**



A large, stylized gold dollar sign (\$) is positioned on the left side of the image, partially overlapping the text.

**THE REVENUE MANAGER  
BECOMES THE ARCHITECT  
OF THE HOTEL OWNER'S  
FORTUNE.**



# REVENUE MANAGEMENT FOCUS MEETING:

## FOCUS & INFLUENCE ON BOTTOM LINE RESULTS





IDENTIFY

FORMULATE

ENGINEER

**Owner's  
vision**

**Mission statement  
& set expectations**

**Strategy to  
achieve goals**

# MEETING WITH:

- General Manager
- Director of Revenue
- Director of Sales & Marketing

# WHEN:

On the 15th of the month when the forecast is done.





A person is holding a tablet that displays a dashboard with several charts. The charts include a pie chart labeled 'Item 3', a horizontal bar chart labeled 'Item 1', a vertical bar chart labeled 'Item 2', and a grouped bar chart at the bottom labeled 'Item 2', 'Item 3', and 'Item 4'. A hand is holding a stylus and pointing at the tablet screen. The background is dark and out of focus.

# RETHINKING REVENUE MANAGEMENT

THE EYES AND THE EARS OF THE HOTEL OWNER



**HSMAI  
ROC**

**ASIAPACIFIC**

The logo graphic consists of three stylized vertical bars of increasing height from left to right, colored green, purple, and grey.

**hsmái**

# THANK YOU

Bilal Chamsine, president of HSMAI Indonesia Chapter





INSPIRE

you

NEWS

MARKETING

BENEFIT

KNOWLEDGE

SUCCESS

CERTIFICATION

OPTIMIZE

REVENUE

YOU

FUEL

SALES

CONNECTION

TRENDS

EDUCATION

INSIGHT

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NETWORKS

CONTACTS

CONTACTS

RESOURCES

RESEARCH

IDEAS

PARTNERSHIP

YOU