



Long-Term Revenue Management Service Solutions

	STANDARD	ENHANCED	STRATEGIC	AD-HOC SERVICES
PRICING STRATEGY				
Price positioning for public rates	✓	✓	✓	
Pricing tactics: seasonal, high demand and special events	✓	✓	✓	
Room type differential pricing optimization	X	✓	✓	
Promotion & package development	X	✓	✓	
Corporate negotiated rate analysis and pricing	X	X	✓	
Comprehensive pricing analysis with market comparison	X	X	X	✓
Profit Analysis by channel and rate code	X	X	X	✓
CLIENT MEETINGS and COMMUNICATION				
Update Reports: pickup, pace, pricing recommendations/implementations	1x per week	2x per week	5x per week	
Weekly Meeting for revenue strategy	30 minutes/week	45 minutes/week	1 hour/week	
Rate and inventory optimization in collaboration with property team	✓	✓	✓	
Facilitate comprehensive tactical revenue plan (Executive Level Oversight)	X	X	X	✓
Coaching, mentoring and training services	X	X	X	✓
Shop services (Reservations/CRO, Competitive Rates)	X	X	X	✓
SYSTEMS and REPORTING				
Essential system functionality support	✓	✓	✓	
SOP adherence for property PMS, CRS, and RMS	✓	✓	✓	
Rate plan management: includes all transient segments	10 Active Rate Plans	11 - 19 Active Rate Plans	20+ Active Rate Plans	
Comprehensive audit for PMS, CRS, RMS	X	X	X	✓
New system implementation, conversion or migration for PMS, CRS, RMS	X	X	X	✓
Customized reports: made-to-measure benchmark reporting for specific tracking	X	X	X	✓



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INVENTORY MANAGEMENT				
Yield strategies and restrictions implementation	✓	✓	✓	
Overselling strategy at room level	X	✓	✓	
Restrictions at rate and room type level	X	✓	✓	
DISTRIBUTION				
Monthly meetings with third-party account managers	X	✓	✓	
OTA channel optimization - content and marketing	X	X	✓	
GDS channel optimization - content and marketing	X	X	✓	
Multi-channel rate parity management	Weekly	2X per week	Daily	
Distribution/Marketing Strategy Assessment	X	X	X	✓
GROUP STRATEGY				
Group pricing/inventory guidelines	X	✓	✓	
Group pickup and cutoff meeting	X	X	✓	
Daily Business Review with sales team - individual group review / approval	X	X	✓	
FORECASTING				
Weekly: 10-14 day operational forecast	X	✓	✓	
Monthly: 90-day rolling rooms revenue forecast by segment	X	X	✓	
Annual revenue budget completion	X	X	X	✓
Sales & Marketing Plan	X	X	X	✓



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ANALYSIS				
STR analysis	✓	✓	✓	
Benchmarking data analysis (TravelClick, etc.)	X	✓	✓	
Third-party related vendor results and future strategy	X	Monthly	Weekly	
TCRM SMARTS Business Intelligence	X	X	✓	
Competitive set review and audit of product and pricing	X	X	✓	
Monthly recap of relevant initiatives	X	X	✓	
Competitive environment research and SWOT analysis	X	X	X	✓
Digital footprint scorecard	X	X	X	✓
Ecommerce - benchmarking & tactics	X	X	X	✓
Social Media - advertising & content alignment with revenue strategies	X	X	X	✓
TCRM SERVICE EXCELLENCE COMMITMENT				
Internal team training and development for your assigned revenue manager	✓	✓	✓	
Maintain team of diverse revenue managers so your hotel has consistent support	✓	✓	✓	
Maintain excellent vendor relations for timely service resolutions and on-going education	✓	✓	✓	

WE'RE A TEAM OF EXPERT REVENUE MANAGEMENT PROFESSIONALS THAT MAKE YOUR HOTEL'S COMPETITIVE ADVANTAGE OUR MISSION.

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