



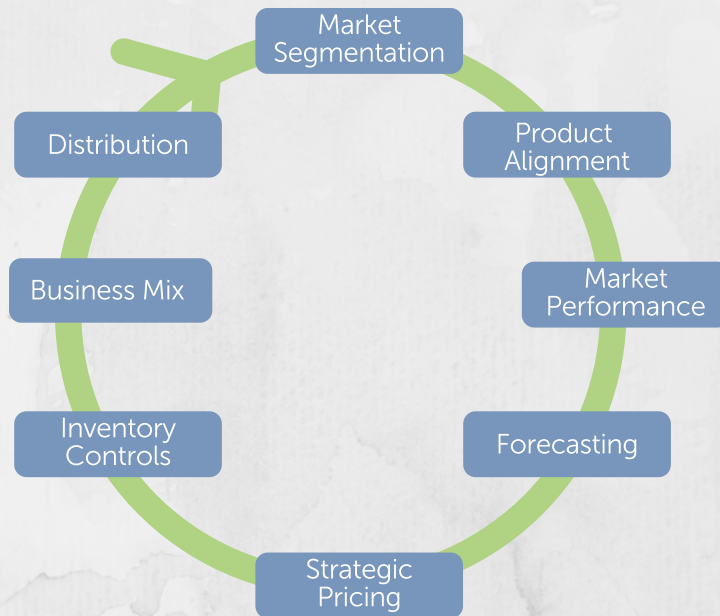
CHECKLIST FOR STEP BY STEP TO SUCCESS

Save 25%
on Module 2 Step
By Step to Success
till 12th April 2021
USE: CHECKLIST
to access your
discount



Use this checklist to draft out the foundation of your revenue strategy

Market
Segmentation



Your Product and Market

Market Segmentation:

Who is your Guest? Describe each type, their needs and their behaviour

Product Alignment:

What is the product on offer? Distil your offering into your Unique Selling Point

Market Performance:

What is the historic and expected performance for your own hotel?

Who do you directly compete with?

What is the historic and expected performance of your immediate competitors?

What is the historic and expected performance of the local market?



Demand Management

Forecasting:

What tools do you need to create a forecast to calculate your projected demand?

Strategic Pricing:

What pricing do you need in place to capture demand from your guest types?

What processes will you put in place to adapt pricing to demand?

Inventory Controls:

What type of inventory controls will be helpful for you?

Placing restrictions on rates?

☐

Setting length of stay controls?

☐

Adding or removing allocations for different sellers?

☐

Business Mix:

Which mix of business represents the most profitable combination of guest types in your property?

Distribution

Where do your guests find you, and which channels contribute the most?

Direct: My website ☐ Telephone ☐ Email ☐

3rd Party channels. Which distribution partners do you choose to work with?

Pay for Performance. How can PPC and digital marketing campaigns support increasing revenues?