



EXTERNAL REVENUE MANAGEMENT

What it is

For some, often smaller hotels, professional Revenue Management personnel is financially not viable; other hotels do not want major changes, if facing vacation or sabbatical leave of its dedicated staff.

Again, other hotels simply want to cover the period when Revenue Management personnel changes. manageNG supplies hotels with a dedicated, external competent revenue manager, who conducts all required Revenue Management tasks in the name of the contract hotel – either temporarily or as a continuous duty.

What does it do and how

- manageNG assembles all basic foundation from auditing (see detail of auditNG) to ensure profound understanding of the contract hotel
- manageNG applies the same competence as consultNG for continuous benchmarking of current performance
- manageNG provides daily review of pace and pick up aligned with expected performance to identify required activity where needed
- manageNG provides daily brief report either per call or email to ensure transparent status to contract hotel
- manageNG conducts any required change of market positioning across all channels based on the daily reporting
- manageNG serves for continuous optimization of selling and distribution strategy, aiming for best revenue at least cost of distribution
- manageNG ensures mid-term and long-term strategy on hotel market positioning in conjunction with contract hotel
- manageNG includes bi-monthly review workshop on site with hotel management
- manageNG can include modification of local PMS system configuration
- manageNG may be tailored in scope and weighting of topics based on individual hotel requirements

Your benefits

- Cost effective professional Revenue Management competence
- Transparent application of Revenue Management duties, while remaining in control as the contracted hotel
- On average revenue increase by 3% to 7% after introduction of manageNG
- Expanded Revenue Management culture throughout hotel operation
- High flexibility on ensuring Revenue Management on a daily basis