REVENUE MANAGEMENT ASSESSMENT

What it is

auditNG is a snapshot of your hotel's current Revenue Management expertise.
auditNG provides ground for introduction of Revenue Management into your hotel or delivers out-of-the-box perspective to current procedures and strategies.

Whether your hotel intends to pave ground for Revenue Management or prevent incrusted Revenue Management structures, auditNG is an attractive opportunity for any hotel.

What does it do and how

- Performance review of market penetration & share
- Performance review of market segment mix
- Performance review of pricing strategy and price positioning
- Performance review of room type strategy and up selling opportunity
- Performance review of overall revenue contribution by type of customer
- Performance review of non-room services and packages
- Review of PMS configuration as the foundation for data analytics
- Review of distribution infrastructure as the foundation for customer reach and cost of distribution
- Assessment of Revenue Management Culture in hotel
- Assessment of current Revenue Management competence
- Assessment of operational procedures in Revenue Management, Reservations and Front Office, where related to revenue optimization in an internet-based environment and can be accessed from anywhere.

Your benefits

- Consolidation of all findings in the auditNG report
- auditNG report providing actionable recommendations
- CompSet analysis and market opportunity
- Market Segment analysis with recommendations for revenue optimization and segment targets
- Distribution analysis and recommended selling strategy
- Evaluation of revenue team, including reservations, front office and revenue manager
- Overview on data accuracy and system configurations

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