Use Your Intelligence

The future of revenue management

We are all anxious creatures but it is not our fault.

Use Your Intelligence

CHOICE HOTELS™

We have been shaped by several million years of evolution

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THE HUMAN BRAIN: Understanding the evolution

NEW BRAIN

OLD BRAIN

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What is the brain of revenue management?

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The demand is the brain of revenue management

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THE DEMAND: Understanding the evolution of revenue management

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THE DEMAND: Understanding the evolution of revenue management

VISIBLE DATA

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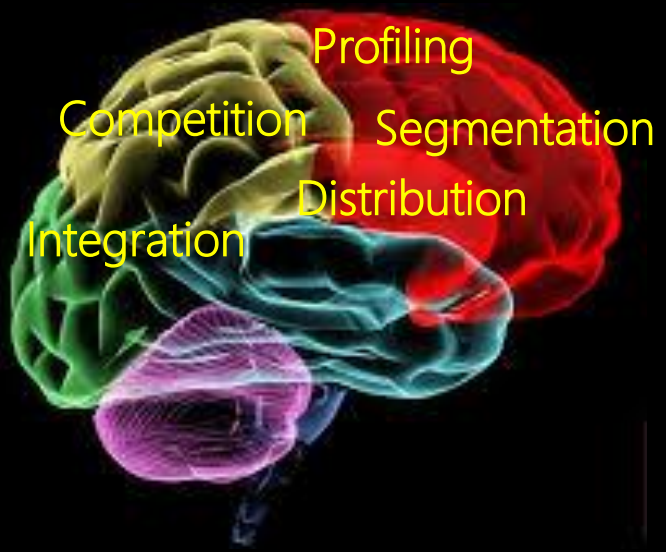
THE DEMAND: Understanding the evolution of revenue management

VISIBLE DATA



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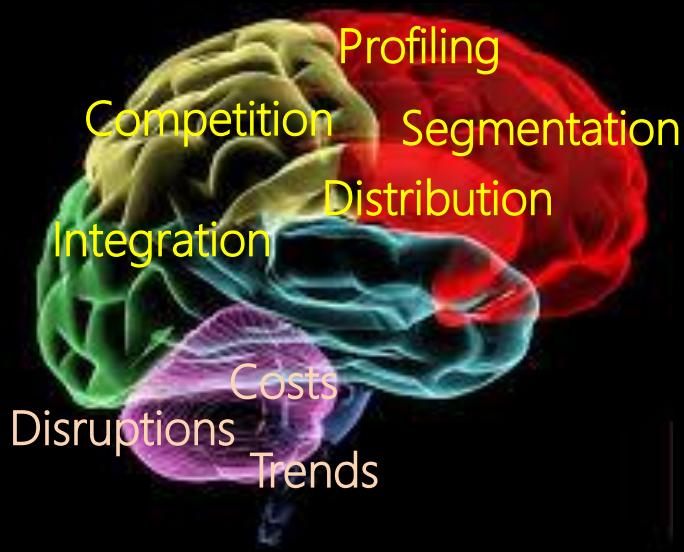
THE DEMAND: Understanding the evolution of revenue management

VISIBLE DATA



FLEXIBLE DATA

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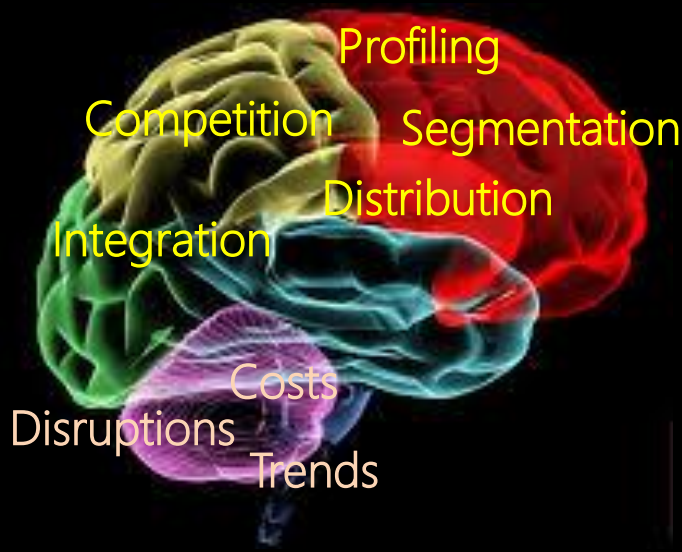
VISIBLE DATA



Strategy
Calibration

FLEXIBLE DATA

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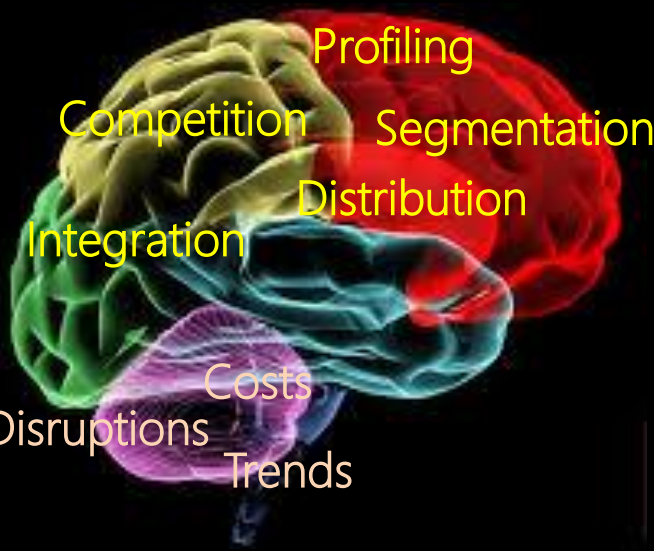
VISIBLE DATA



Strategy
Calibration

Production
Activation

FLEXIBLE DATA

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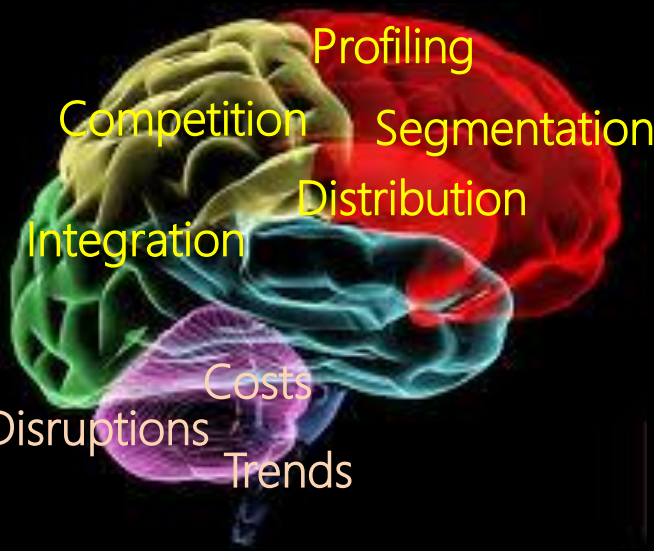
VISIBLE DATA



Strategy Calibration

Projections

Production Activation

FLEXIBLE DATA

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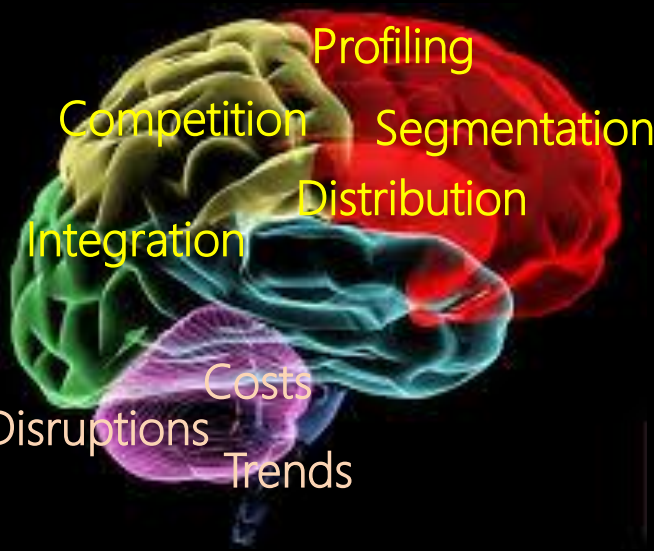
VISIBLE DATA

Profitability

Production
Activation



Strategy
Calibration

Projections

FLEXIBLE DATA

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The newest functions of the Demand are shaping our future evolution

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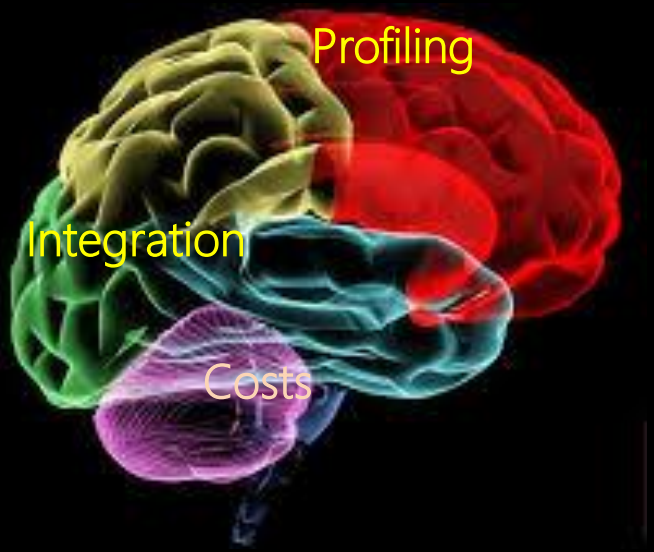
THE DEMAND: Understanding the evolution of revenue management

VISIBLE DATA



FLEXIBLE DATA

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THE DEMAND: Understanding the evolution of revenue management

Integration

Profiling

Costs

Use Your Intelligence

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THE DEMAND: Understanding the evolution of revenue management

Integration

(UI)

Flexibility depending on agile platforms

Profiling

(UX)

Visualisation based on the customer experience

Costs

(RFM)

Criterias of activation (financial algorithms)

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We are all traditional RM working in silos but it is not our fault.

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The hosptality industry has been shaped by several hundred years of evolution

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THE DEMAND: Understanding the evolution of revenue management

Visibility

Profitability

IT

Marketing

Projections

Finance

Flexibility

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thank you!

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