

REVENUE MANAGEMENT SERVICES

INCLUDED SERVICES	EPIC	PREMIER	DELUXE
Comprehensive Onboarding Audit & Reviews			
Full PMS and CRS Audit	✓	✓	✓
Hotel Website, Booking Engine & OTA Audit	✓	✓	✓
Market Positioning & Value Proposition Review	✓	✓	✓
STR Competitive Set Review	✓	✓	✓
Rate Parity & Availability Review	✓	✓	✓
Reporting, Tool & Systems			
Full Access to EPIC Reporting	✓	✓	✓
Competitive Rate Shop Report	✓	✓	✓
Administration of Revenue Management System (if available)	✓	✓	✓
Ad-hoc Reporting	✓	✓	
Meetings & Communication			
Revenue Strategy Meetings	Weekly	Bi-Weekly	Monthly
Scheduled Communication	Daily	Weekly	Weekly
Annual Site Visit / On Site Strategy Meeting	✓		
Off Hours Coverage (Outside of 9 AM - 6 PM EST)	✓		
Revenue Strategy & Yield Management			
Daily Management of BAR Pricing	✓	✓	✓
Optimization of Public, Member, Opaque & Negotiated Rates	✓	✓	✓
Rate Parity Review Across Channels	✓	✓	✓
Competitive Set Rate & Availability Review	✓	✓	✓
Implementation of Group Quotation Guidelines, Pickup Review & Guidance	✓	✓	✓
Month End Review including Monthly Mix of Sales	✓	✓	✓
Market Segment/Room Type Analysis & Optimization	✓	✓	✓
Running 12 Month Demand Review	✓	✓	
Budgeting & Forecasting			
Completion of Rooms Revenue Budget	✓	✓	
Rooms Revenue Forecast + 3 Months	Weekly	Bi-Weekly	
Rooms Revenue Forecast + 6 Months	Monthly		
Distribution (OTA, Wholesale, GDS)			
OTA & GDS Optimization of Content, Competitiveness, Packages	✓	✓	✓
Corporate and FIT Pricing Strategy & Inventory Availability	✓	✓	✓
Lead OTA Market Manager Relationship	✓	✓	
Access to Negotiated Rates with OTA/Wholesale Distributors	✓	✓	
Cost Analysis by Channel and Defining Distribution Costs	✓	✓	
Guidance on Tour Operators and Wholesale Distributors	✓	✓	