

Be flexible on room rate if the client is beneficial for other services



Need to MEET will win over FEAR



There will be WINNERS and losers in the market- it is up to you WHICH ONE you will be!

Keep your PRICES stable



Every decision affects other departments



Estimate the cost of providing service before you set the price

How they spend money at your hotel?

It is not just about the hotel room



Discounts do not create additional demand



Make sure that the guest you are attracting are beneficial for all departments in the hotel



Mindset change in staff- we are all hoteliers

Keep a lean operational structure

Be creative and find new revenue waves

Departmental thinking needs to change



Promoting only being safe and clean will not bring additional business

See the entire journey of guest



Additional possibilities in the room will enable to create more revenue



Look at total revenue not room revenue- TREVPAR not REVPAR

How we do it together?



Change your segmentation to match the current situation on the market

Let the guest dream!



GUEST room and its revenue will be more IMPORTANT in new reality



Do not run on the leash of competitors



Time for total revenue!

Keep your eyes on operational cost and revenue



The change from traditional hotel business model to experience based demand business model started before the pandemic



Being visible in GDS is must to attract business traveler

Take on board rate shopping tools to be more efficient



Breakfast KIOSK open in lobby



Business traveler chooses the most convenient hotel for him that is below his price cap, not the cheapest



At he moment regions are doing better than capitals

Revenue manager will need to change their thinking from restricting demand to attracting demand



Covid- 19 pandemic will add to it reliability and functionality

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