

Top ten revenue management mistakes hotels can make.

1. To recognize Revenue Management as a job done only by the Front Office of a hotel.
2. To allow an internet discounting agency to sell our rooms at prices of their choosing, then complain about the erosion of rate integrity.
3. As a revenue maximization strategy, to claim differentiating our hotel on service excellence and then promote discounts, "value package" offerings, free frequent guest points and other freebies.
4. To think that weekday strategy and weekend strategy can be the same.
5. To expect that the "flag" (brand) will fill the hotel without us lifting a finger.
6. To count revenue dollars as equal, regardless of the distribution channel they came through.
7. To think that short term goals must always have priority over long term goals.
8. To be convinced that artificial intelligence (our RM software) is superior to human intelligence.
9. To believe that the right price to charge for a room night is established on our costs and ROI expectations.
10. To believe that discounting is an effective way of increasing revenue.