

YIELD MANAGEMENT: INCREASE YOUR OCCUPANCY AND ADR

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Yield management can significantly increase occupancy and average daily rate (ADR). Small increases in ADR can drastically increase property profit and value. For example, a 30 room hotel with an ADR of \$70.00 grosses \$766,500 in a year at 100% occupancy. With an ADR of \$80.00, the same hotel will gross \$876,000 an increase of \$109,500!

To maximize revenue, RSE's PMS includes a fully integrated real-time Yield Management system as well as offering a Current Status screen which, in addition, provides you with information and access to functions in order to manage your entire hotel from one screen!

RSE's unique Yield Management system adjust your rates and optimize your revenue, 24 hours a day, 7 days a week.

THE BENEFITS

- ▶ State-of-the-art revenue management solution for the hospitality industry.
- ▶ Consistently producing double-digit increases in revenue per available room (RevPAR) and an increment of at least 6% to the bottom line.
- ▶ Interfaces with RSE-PMS obtain up-to-date information on activity, rates, room types and other data.
- ▶ Property history and current booking information is used to forecast future demand for products by arrival date, rate, room type and length of stay.
- ▶ The system generates recommendations at rate category and room levels.
- ▶ A graphical user interface, in an easy-to-use windows environment
- ▶ Transmit yield actions to the Property Management System, Central Reservations System, Global Distribution Systems or directly to specific Internet travel portals or web sites.
- ▶ Highest level of revenue and profit optimization available in the market today.