



A photograph of a person in a dark suit, holding a smartphone in their left hand and pointing with their right hand towards a glowing lightbulb. The background is overlaid with various business and data-related icons, including a bar chart, a line graph with an upward arrow, a lightbulb, a gear, and a magnifying glass. The overall color palette is dark blue and green.

Revenue Management Services Playbook

Step-by-step strategies to turn customers into advocates.

Overview

Revenue Management (RM) today extends far beyond pricing and forecasting. In an environment defined by demand volatility, complex distribution ecosystems, loyalty-driven behavior, and increasing profitability expectations, RM must operate as an integrated strategy, execution, and technology-enablement function.

The Revenue Management Services Vertical partners with hotel, marketing, and operational leaders to drive disciplined growth, protect rate integrity, and ensure systems and processes support broader business objectives. Our approach is both strategic and hands-on, designed to augment internal teams, unlock underutilized technology investments, and deliver measurable commercial results.

This playbook supports internal sales conversations and outlines what we do, how we engage, and the outcomes clients can expect when RM is treated as a core commercial capability.

▶ WHAT THE REVENUE MANAGEMENT SERVICES VERTICAL DELIVERS

The RM Services Vertical partners cross-functionally to drive profitability, demand quality, and system-enabled execution. Our role is not limited to pricing — we align strategy, systems, and operations to maximize revenue, profitability, and demand mix.

Core Outcomes & Goals

- Increase ADR, RevPAR, and (for casino hotels) WorthPAR
- Maximize occupancy while protecting rate integrity
- Drive incremental cash and transient revenue
- Support acquisition of new hotel customers
- Accommodate high-value VIP demand
- Ensure casino-hotel stays are accretive to total property revenue
- Support and grow group sales where appropriate



NOTE:

WorthPAR is a casino-specific metric incorporating gaming theoretical revenue and hotel revenue. For traditional hotels, positioning should focus on ADR, RevPAR, and profitability metrics.



RM SERVICE PILLARS

1. Revenue Strategy & Execution

What We Do

- Market and competitor analysis
- Demand forecasting and pacing analysis
- Pricing and rate strategy development
- Inventory and restriction management
- Channel and revenue-mix optimization

Why It Matters

Clear strategy and disciplined execution reduce reactive decision-making, improve pricing confidence, and create alignment across hotel, marketing, and sales teams.



EXAMPLE (ANONYMIZED)

In multiple high-compression urban markets, the team proactively monitored event demand (major sporting events, concerts, seasonal demand shifts), allowing properties to implement restrictions early and capture premium rate before competitor escalation.

Client Outcomes

- Improved forecast accuracy
- More consistent performance
- Stronger alignment between pricing, marketing, and operations
- Ability to capture incremental market share during compression

2. Pricing & Inventory Optimization

What We Do

- Daily pricing evaluation and optimization
- Day-of-week and length-of-stay strategy
- Demand compression and sell-out management
- Event and need-period strategy

Why It Matters

Optimized pricing and inventory controls ensure high-demand periods are protected while need dates are stimulated efficiently.

Client Outcomes

- Higher ADR, RevPAR, or WorthPAR (for casino hotels)
- Improved demand shaping
- Reduced over-discounting
- Stronger mix management during peak periods



EXAMPLE:

At a regional casino resort, premium inventory was historically sold on a first-come, first-served basis. By implementing yield controls and segment-based prioritization, the property improved gaming theoretical per occupied room by more than 20% year-over-year while maintaining strong occupancy.

3. RM Systems Strategy & Optimization

What We Do

- RM systems assessment and audit
- Vendor-agnostic system selection support
- RMS configuration, optimization, and governance
- Reporting, automation, and workflow enablement

Why It Matters

Many properties underutilize their technology investments. Without proper configuration and governance, systems fail to support RM strategy and create unnecessary manual intervention.

Client Outcomes

- Improved system ROI
- Cleaner integrations and workflows
- Reduced manual overrides
- Stronger reporting clarity

4. Loyalty, Comp & Offer Yield Strategy

What We Do

- Comp vs. cash displacement analysis
- Offer and promotion yield optimization
- Reinvestment and segment strategy
- Alignment of online and contact-center offers

Why It Matters

Poorly aligned offers can displace higher-value demand and erode profitability. Yield-based offer strategy protects peak periods while driving incremental demand in need windows.

Client Outcomes

- Improved offer ROI
- Better demand quality
- Reduced cannibalization
- Improved WorthPAR (casino environments)
- Increased incremental cash contribution



EXAMPLE:

In both a saturated destination casino market and a regional drive-to market, customized offer strategies were implemented based on distinct demand profiles. Both properties experienced measurable improvements in booking demand and return on reinvestment.

5. Virtual Hotel & Advanced Inventory Design

What We Do

- Virtual hotel feasibility assessment
- Virtual entity and rate architecture design
- RMS, PMS, and booking engine configuration
- Change management and operational training

Why It Matters

High-demand properties often require more advanced segmentation and yield control than traditional inventory structures allow.

Client Outcomes

- Better control of high-value demand
- Higher ADR without sacrificing occupancy
- Clearer performance tracking by segment



EXAMPLE:

A very high-demand casino resort implemented an offsite inventory structure to strategically expand capacity during peak demand periods without physical expansion, significantly increasing revenue capture during compression events.

6. Reporting, Governance & Enablement

What We Do

- Standardized RM reporting and dashboards
- Performance review cadence and governance
- RM meeting preparation and facilitation
- Team enablement and best practice sharing

Why It Matters

Consistent reporting and governance create accountability, transparency, and confidence in decision-making.

Client Outcomes

- Improved visibility into performance
- Faster, more confident decisions
- Stronger cross-functional alignment



ENGAGEMENT MODEL

RM Services are delivered through a collaborative partnership model designed to complement existing teams and scale with business needs.

Common Engagement Types

- RM assessments and diagnostics
- Ongoing RM advisory and execution support
- Systems implementation and optimization
- Targeted initiatives (virtual hotel, loyalty reset, offer yield optimization)



MEASURING IMPACT & ROI

Key Metrics Impacted

- ADR, RevPAR, occupancy
- WorthPAR and Profit per Available Room (casino environments)
- Cash vs. comp contribution
- Offer effectiveness
- Forecast accuracy

Ways to Measure ROI

- Incremental revenue lift from improved pricing
- Reduced volatility through better forecasting
- Improved offer yield and redemption efficiency
- Reduced manual effort and overrides
- Improved system adoption and utilization



SALES ENABLEMENT: HOW TO POSITION RM SERVICES

If clients express uncertainty or operational friction in forecasting, pricing, offers, or system usage, RM

Services can help by:

- Providing forecasting confidence and pricing discipline
- Aligning offers, loyalty, and demand strategy
- Optimizing systems to reduce manual effort
- Acting as an extension of the client's RM team
- Creating cross-functional alignment between marketing, operations, and sales

SUMMARY

Revenue Management is no longer a back-office function it is a core commercial capability. Through strategic alignment, disciplined execution, and system-enabled decision-making, the RM Services Vertical helps properties unlock revenue, protect profitability, and operate with confidence in increasingly complex market environments.



Client Case Study: Impact Snapshot

From Static Offers to Strategic Revenue Management

o The Situation

A large casino hotel engaged Revenue Management Services during a period of operational transition. Pricing was primarily driven by static offers, midweek demand required refinement, and loyalty value was not fully optimized.

The property was busy — but leadership recognized untapped profitability.

o The Strategy

Over an 18–24 month engagement, Revenue Management Services implemented a structured transformation:

- Transition from static offers to full dynamic yielding
- Refined loyalty segmentation to prioritize higher-value guests
- Strengthened midweek revenue strategy
- Elevated reporting integrity and decision cadence
- Aligned contact center and distribution strategy
- Prepared the organization for a new PMS transformation

Revenue management shifted from reactive execution to disciplined, data-driven leadership.

o The Impact

The results were both measurable and sustainable:

- +58% WorthPAR growth (2022–2025)
- +87% total worth growth
- \$29.8M in annualized incremental total worth
- 6-point occupancy increase
- +8% growth in higher-value loyalty segments
- Improved cash revenue mix

Growth was achieved through value optimization and segmentation discipline, not discounting.

o The Outcome

- Revenue Management became a strategic driver of enterprise profitability.
- Pricing decisions gained structure.
- Leadership gained clarity.
- The organization gained confidence in sustainable, long-term yield strategy.

GLOSSARY OF COMMONLY USED TERMS

| | |
|---|--|
| ADR (Average Daily Rate) | <i>The average room revenue earned per occupied room in a given period. ADR = Room Revenue ÷ Rooms Sold</i> |
| Occupancy Rate (Occ) | <i>The percentage of available rooms that are sold during a specific time period. Occupancy = Rooms Sold ÷ Rooms Available</i> |
| RevPAR (Revenue per Available Room) | <i>A core performance metric combining rate and occupancy. RevPAR = ADR × Occupancy or Room Revenue ÷ Rooms Available</i> |
| Total RevPAR (TRevPAR) | <i>Measures total hotel revenue (rooms + F&B + other outlets) per available room, giving a broader view of performance.</i> |
| GOPPAR (Gross Operating Profit per Available Room) | <i>A profitability-focused metric that looks beyond revenue to operating profit. GOPPAR = Gross Operating Profit ÷ Rooms Available</i> |
| Yield | <i>A comparison of actual revenue achieved versus the maximum potential revenue if all rooms sold at full rate.</i> |
| Rate Parity | <i>The practice of maintaining consistent room rates across all distribution channels (OTAs, brand site, GDS, etc.).</i> |
| BAR (Best Available Rate) | <i>The lowest publicly available, unrestricted rate offered by a hotel on a given day.</i> |
| Length of Stay (LOS) | <i>The number of nights a guest stays, often used in pricing rules and restrictions to optimize demand patterns.</i> |
| Demand Compression | <i>A situation where demand exceeds available supply, allowing hotels to raise rates and apply restrictions.</i> |
| Overbooking | <i>The strategy of selling more rooms than physically available to offset expected cancellations and no-shows.</i> |



ComOps provides both strategic consulting and operational support for hotels, casinos and organizations that value elevated levels of customer service.



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