Strategies to move the bottom line
What is Revenue Management?

Today’s world is more competitive than ever. And for that reason revenue management as a core competency is critical to your success. But, what is revenue management?

Revenue management is selling the right room to the right customer at the right time for the right price and for the right length of stay. It is a business process designed to \textit{maximize revenue at all levels of demand} and allow you to strategically manage that demand throughout the year.

Sound complicated? It isn’t.

At Buckhiester Management USA, we demystify the seemingly complicated concept of revenue management and build self-sufficient revenue management teams that quickly see tangible results. Our goal? That you leave no money on the table.

Buckhiester Management USA enables the hospitality industry to predict real-time customer demand and maximize revenues with \textit{REVolution™}, an effective, affordable combination of easy-to-use revenue management tools, training, and process.

\textit{REVolution™} builds self-sufficient revenue management teams, provides practical resources, and ensures a 90-day Return On Investment—all without expensive software.
**REVolution™ Process**

Developed over the past nine years, our unique methodology, the REVolution™ Process, has been designed to stay ahead of the fast-paced, evolving nature of revenue management in the hospitality industry. Our process takes a holistic approach in combining tools, interactive workshops, one-on-one coaching, and performance measurement. It is specifically designed to follow a logical business cycle that when repeated, facilitates a comprehensive application of revenue management concepts and principles in every aspect of revenue generation.


**REVolution™**

**REVolution™** is an effective, affordable combination of revenue management tools, training, and process that guarantees tangible results. By simplifying the complex concept of revenue management, **REVolution™** helps you:

- Establish a core competency which is vital to success in today’s market.
- Relieve financial pressures with immediate improvement in performance.
- Realize your potential and meet the standards set by the world’s largest and most successful hotels.

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[www.buckhiester.com](http://www.buckhiester.com)
REVolution™ is available as a complete set or in modules designed to address the industry’s greatest challenges, including strategic pricing, forecasting, and channel management. All tools are created in Microsoft Office products and do not require additional software.

■ **REVolution™ Complete**

**REVolution™ Complete** is a hands-on, easy to use toolkit of over 40 decision support tools, templates, and spreadsheets that provide revenue management teams the necessary resources to make effective decisions. Our tools enable you to tackle the most critical areas of revenue management including:

- Pricing
- Positioning
- Mix Management
- Forecasting
- Channel Management
- Performance Measurement

■ **REVolution™ Strategic Pricing**

**REVolution™ Strategic Pricing** bundles selected tools from **REVolution™ Complete** to help you address your specific competitive pricing needs. Volatile markets make it difficult to pinpoint optimal pricing strategies, so **REVolution™ Strategic Pricing** enables you to make confident pricing decisions. This includes:

- Competitive Benchmarking Analysis
- Price/Quality Relationship Charting
- Break Even Pricing Analysis
- Drill Down Market Share Report
- Market Share Forecast
- Inventory Stratification Analysis
- Market, Product & Rate Fencing Guidelines

**Bruce Pittet**
Vice President and General Manager, Snowshoe Mountain Resort

“Using Buchiester’s methodology, our team generated double digit RevPAR growth!”

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REVolution™ Forecasting

*REVolution™* Forecasting bundles tools from *REVolution™* Complete to address the specific needs of forecasting demand. Accurate forecasts are the cornerstone of a successful revenue management effort and *REVolution™* Forecasting includes all the resources you need to master this critical skill:

- Forecast Accuracy Analysis
- Daily Transient Booking Pace
- Group Pick-up Forecast
- Demand Forecast
- Revenue Forecast
- Occupancy Forecast
- Micro-segment ROB report

REVolution™ Channel Management

*REVolution™* Channel Management bundles tools from *REVolution™* Complete to address the specific need to optimize your sales channels. With so many available distribution options, choosing the right ones for your organization becomes incredibly challenging. *REVolution™* Channel Management incorporates everything you need to conquer the world of electronic reservations, including:

- Distribution Channel Audit
- Competitive-Set Rate Response Report
- Monthly IDS Channel Contribution Report
- IDS Pace Report
- IDS Marketing ROI Tool
- Proprietary Website Traffic Evaluation
- Guidelines for Interpreting Market Intelligence Reports
REVolution™ Support Services include interactive workshops led by Buckhiester Management revenue management coaches, customized learning programs created specifically to support your organization’s revenue management practices, and ARM™ (Ask a Revenue Manager) that allows real-time responses to your questions as they arise.

- **Interactive Workshops and Coaching Sessions**
  Our interactive sessions not only support the revenue management tools and practices found in REVolution™, they are also available as stand alone solutions to supplement your existing revenue management program. Led by our experienced revenue management coaches, these half-day or all day sessions include:
  - Introduction to Revenue Management – The New Fundamentals
  - An Innovative Approach to Competitive Benchmarking
  - Strategic Pricing – Taking Back Control
  - The Art and Science of Forecasting
  - Multi-Channel Management for Today’s Markets
  - Setting Optimal Selling Strategies
  - Interpreting Market Intelligence Reports
  - Manipulating Business Mix and Pricing to Drive RevPAR
  - Increasing Reservation Conversions through Innovative Salesmanship
  - Tapping the Potential of Front Desk Up-sell Opportunities
  - Revenue Maximization for Group and Tour Business

  Workshops and coaching sessions can be packaged as part of REVolution™ Complete and are selected based on the specific needs of your team. Please contact us for more information about workshop content and stand alone session pricing.

- **Customized Learning Programs**
  Because Buckhiester Management USA realizes that no two hotels or resorts are alike, we offer our clients the opportunity to co-brand REVolution™ with revenue management practices already in place at their organization. Customizing our tools with your management culture creates a unique learning program to showcase and reinforce your brand, while adding value to your franchisees or owners by helping them help themselves with better revenue management practices.

  These customized programs may include tools, workshops, coaching sessions, and detailed curriculums enabling your corporate revenue management champions to take advantage of an integrated train-the-trainer approach.
■ **ARM™ (Ask a Revenue Manager)**

*ARM™* allows any key member of your revenue management team to contact a Buckhiester Management revenue management coach to review monthly results, ask questions, or brainstorm ideas at anytime. We include 3 hours of *ARM™* time at no extra charge with the purchase of any of our *REVolution™* packages. Additional *ARM™* time may be purchased in 10, 20, and 30-hour blocks—with volume discounts available at each increment—and redeemed by the quarter hour.
If your organization is ready to begin its revenue management journey, please consider the following products to get you started:

**Complimentary Assessment**
A complimentary assessment of your current revenue management (RM) practices can be found at our Web site www.buckhiester.com. This easy-to-use, online questionnaire asks a series of questions and then immediately provides the following:

1) An overall Proficiency Rating for your RM program.
2) A comparative proficiency rating for your hotel against the average score of others that have completed the assessment. This comparative view allows you the opportunity to see where your revenue management practices stand relative to all hotels that have participated as well as other hotels of similar size and market place.
3) Estimated incremental revenue potential based on strengthening your RM program (revenue estimates based on industry research from RM experts).
4) A brief commentary on a selected area of opportunity.

This simple evaluation takes only 10 minutes but is highly predictable in helping your hotel identify weak links in its revenue management program.

**REVRoadMap™ Diagnostic: Your Blueprint to Revenue Optimization**

*REVRoadMap™* is the ideal health check-up for your organization's revenue management practice. Not unlike a car's 100 point check-up, our *REVRoadMap™* looks at all aspects of your revenue management program from product definition to distribution. Recommendations and revenue opportunities are discussed to help you pinpoint your opportunities. *REVRoadMap™* is conducted with your entire revenue management team via web conference utilizing our mapping process and tools to illustrate opportunities. This unique product is a quick and affordable way to see where you are along the revenue management journey. Enable your team to know the dollarized potential for your property in every key area of revenue management. Let us help you build a plan to capture every potential last dollar.
With over 25 years experience in the hospitality industry, Bonnie Buckhiester realized that incremental revenue growth was the key to overcoming high fixed costs, low variable costs, and the volatile demand cycles of the hotel business. Although revenue management had been utilized effectively for years in the other areas of the travel sector, the hotel industry as a whole had not yet fully embraced the discipline. With her desire to help hoteliers understand the benefits of focusing on revenue generation rather than cost containment as an effective way to grow their business, Buckhiester opened her company in 1995.

Buckhiester Management set out on a mission to place revenue management within a context that hotel managers could easily adapt into their everyday management practices. Making revenue management easier to understand and evolving a practical, systematic methodology created a number of "believers" out of previously skeptical senior management. As hotel professionals embraced the practice, they frequently asked if Buckhiester Management had any tools to make the process more efficient. It was out of this need that REVolution™ was born.

Today our company is pleased to offer the services of a highly qualified team of revenue management experts. REVolution™ is now a comprehensive system of over 40 decision support tools and can be supplemented with numerous interactive workshops, customized curriculums, coaching sessions, and our unique support service ARM™ (Ask a Revenue Manager). We are pleased to have offered our expertise to over 200 hotels throughout North America. Our continued company mission is to offer unparalleled service to hotels while establishing revenue management as a core competency within the industry.

Located in Seattle, Washington and Vancouver, BC, Buckhiester Management enables companies to predict real-time customer demand and maximize revenues by combining industry expertise with REVolution™, an effective, affordable combination of easy-to-use revenue management tools, training, and process. The company’s proven approach builds self-sufficient revenue management teams, provides practical resources, and ensures a 90-day Return On Investment—all without expensive software.
Revenue management has contributed millions to the bottom line, and it has educated our people to manage their business more effectively. When you focus on the bottom line, your company grows.

Bill Marriott Jr.
Chairman and CEO, Marriott International

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our successes

- "Buckhiester Management’s in-depth expertise in applying complex revenue management strategies and tactics was vital to our success in maximizing yield. We continue to outperform our competition both in RevPAR growth and market penetration."
  
  Drew Stotesbury  
  Senior Vice President & Managing Director  
  Whistler Lodging Company

- "Buckhiester Management helped us achieve significant and immediate growth in RevPAR through both an insightful assessment of policies and practices, and a call center evaluation and training program."
  
  Steve Rice  
  Senior Vice President  
  Eastern Resorts, Intrawest

- "Our team generated double digit RevPAR growth! Snowshoe’s success has become a benchmark for our sister resorts across North America."
  
  Bruce Pittet  
  Vice President & General Manager  
  Snowshoe Mountain Resort  
  -An Intrawest Resort

- "From tangible financial results in RevPAR growth to the highly positive feedback from our managers and staff, Buckhiester Management continues to exceed our expectations."
  
  John O’Neill  
  President and CEO  
  O’Neill Hotels & Resorts

- "Buckhiester Management’s session were so informative and the concept was easy to grasp. AND IT WORKS! The results have been outstanding… we are way ahead of the competition."
  
  Susan Gomez  
  General Manager  
  Pan Pacific Hotel Vancouver

- "Buckhiester Management’s enabled us to implement a highly accurate demand forecasting model for greater Vancouver, the first of its kind in North America."
  
  Mary Prefontaine  
  Director of e-Marketing  
  Tourism Vancouver

- "Buckhiester Management’s workshops are consistently rated by hospitality management students as one of the main highlights of their diploma program."
  
  Dave Donaldson, MBA, CFE, DMATP  
  Associate Dean, Tourism, Hospitality and Business Programs  
  Vancouver Community College

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