



Where the fun starts... How to win!

How do we manage our bookings so that we can get the very best out of the dates we have available?

Revenue Management!

Why bother with revenue management?

Hotel or room nights are known as a perishable product, once they have passed in time they are worthless, for this reason, it is important to work the calendars as best as possible to maximise bookings.

Equally, if we do not sell room nights, then they have only been an expense and we have not been able to fulfill our goal which is happy guests in great apartments for the best price we can achieve.



How can we maximise the calendars as best as possible?

The image shows a calendar interface for October 2019. The calendar is displayed in a grid format with days of the week (SUN to SAT) and dates (29 to 2). Events are represented by green horizontal bars spanning across days. The events are:

- Haiyan Huang China (Oct 30)
- Phaedra Jeta-Romann (Oct 2)
- Chen Ian-lun Taiwan (Oct 5)
- Chen Ian-lun Taiwan (Oct 6-8)
- Monica Ferdinandsen (Oct 12)
- Monica Ferdinandsen (Oct 13)
- PINPLOI SUTHINPRAPHA Thailand (Oct 17-19)
- PINPLOI SUTHINPRAPHA Thailand (Oct 20-21)
- HERVE (Oct 25-26)
- HERVE (Oct 27-28)
- SONIA (Nov 1-2)

SUN	MON	TUE	WED	THU	FRI	SAT
29	30 Haiyan Huang China	1 Oct	2 Phaedra Jeta-Romann	3	4	5 Chen Ian-lun Taiwan
6 Chen Ian-lun Taiwan	7	8	9	10	11	12 Monica Ferdinandsen
13 Monica Ferdinandsen	14	15	16	17 PINPLOI SUTHINPRAPHA Thailand	18	19
20 PINPLOI SUTHINPRAPHA Thailand	21	22	23	24	25 HERVE	26
27 HERVE	28	29	30	31	1 Nov	2 SONIA

What we want!

We want to fill calendars to their maximum potential, with the right guests who are friendly, respectful and wealthy.

We want to make sure we manage the calendars (and minimum length of stay) to work specifically with our availability at that time, so that we can ensure we fill gaps in the calendar and try not to create them.

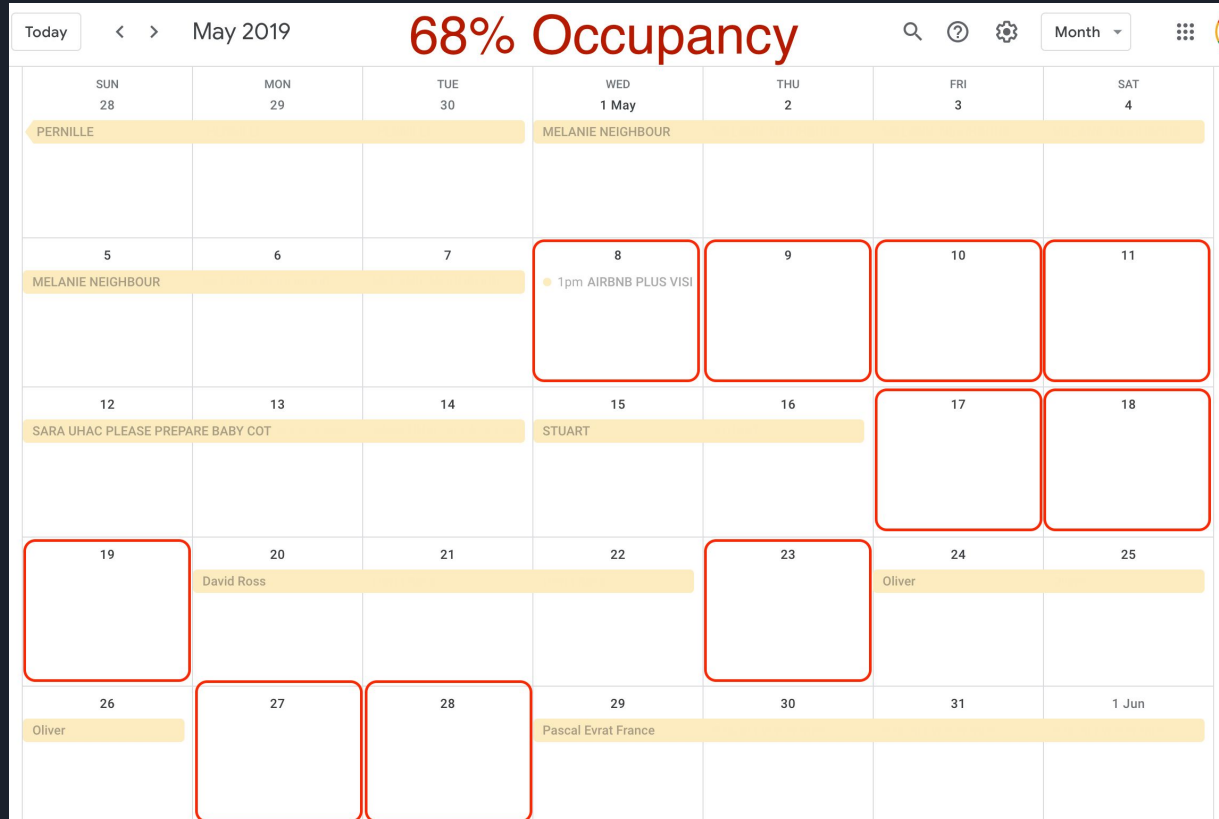
This means we must constantly review the calendars and adjust the price and the minimum length of stay, each platform performs differently so needs practise.

700



700

Give me an example!



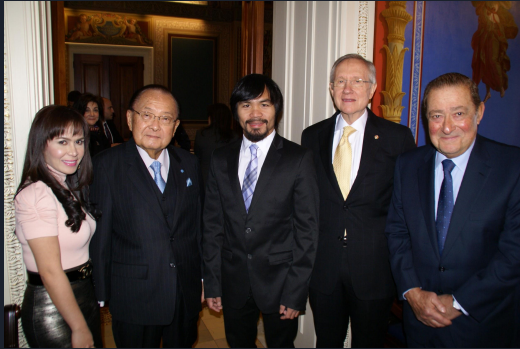
Revenue Management done right!



Today < > June 2019 **90% Occupancy** 🔍 ⓘ ⚙️ Month ▾ ☰

SUN	MON	TUE	WED	THU	FRI	SAT
26 Siu Tung Wong	27	28	29	30 carla	31 TRACY	1 Jun
2 TRACY	3 PHILLIP	4 MARIA	5	6	7 FELICE late check out PAID	8
9 FELICE late check out PA	10	11 ANDREW	12 ewa	13 HSU LING CHEN Taiwan	14	15
16 HSU LING CHEN Taiwan	17 PAOLA VALDATA	18	19 DELIN JIN yi	20 HSU LING CHEN Taiwan	21	22
23 HSU LING CHEN Taiwan	24	25 gordon furgus	26 Willem Torfs	27 LISA	28	29
30	1 Jul Gyan Agarwal MAX COMFORT FOR THESE GUESTS (PLEASE SEE NOTES)	2	3	4	5 CHRISTINA	6

Another great example, full calendars, happy guests!



Today < > August 2019 🔍 ? ⚙️ Month ▾ ☰

SUN	MON	TUE	WED	THU	FRI	SAT	
28	29	30	31	1 Aug	2	3	
Douglas Fischer Brazil				KENNEDY		Theresa Chiou	
4	5	6	7	8	9	10	
Theresa Chiou	MOHAMMED	MICHAEL	TOM	JD Tan	Paul de Leur		
11	12	13	14	15	16	17	
Paul de Leur		VALENTINA			YIH YIING WU Taiwan		
18	19	20	21	22	23	24	
YIH YIING WU Taiwan		moria					
25	26	27	28	29	30	31	
moria				Youmei Xie			

How do we manage this?



1. Watch the calendar's availability closely and react to what you see.
2. If there are new bookings in the calendar, this changes the minimum length of stay for the nights surrounding the new booking. The nights before and after a booking should be bookable for just one night.
3. Though we need to be more careful to avoid red flag bookings on one night stays (ask questions, request passports), these can be a great way to boost the occupancy for the month!

SUN 1 Dec	MON 2	TUE 3	WED 4	THU 5	FRI 6	SAT 7
2 nights	1 night	Wichai Somboonchokpibal Thailand		1 night	2 nights	2 nights

But watch out for when we get a cancellation, these nights will still be available for 1 night stays and must be changed back!



What about changing the rates to boost bookings too?

Of course!

To maximise bookings you have to start early on well before the booking is made.

Most platforms allow you to 'program' discounts with conditions like last minute bookings, this is great!

For last minute bookings (starting within the next 2 days), we can offer discounts up to 35% of what is on the **'LOVE RATES'** file.

This is all part of 'THE GAME' we call calendar management.




We call this 'THE MAXIMISER'

KTR									
Trendy Two Bedroom Camden Apartment									
£ GBP									
Bank Holiday?		Minimum Stay		PPN	Fri/Sat	PPW	PPN > 7	PPM	% discount for TravelMob
	Jan	2 week night	3 on w.end	117	140	737	105	2715	
	Feb	2 week night	3 on w.end	127	152	800	114	2715	
	March	2 week night	3 on w.end	127	152	800	114	2715	
X	April	2 week night	3 on w.end	167	200	1052	150	3705	
X	May	2 week night	3 on w.end	187	224	1178	168	4149	
	June	2 week night	3 on w.end	237	284	1493	213	5258	
	July	2 week night	3 on w.end	237	284	1493	213	5258	
X	August	2 week night	3 on w.end	187	224	1178	168	4149	
	Sept	2 week night	3 on w.end	197	236	1241	177	4370	
	Oct	2 week night	3 on w.end	177	212	1115	159	3927	
	Nov	2 week night	3 on w.end	147	176	926	132	3261	
X	Dec	2 week night	3 on w.end	167	200	1052	150	3705	
	Maximiser		2	117	140				

Top Tips to win!

1. Check the calendars constantly
2. Checking for upcoming availabilities
3. Check the minimum length of stay advertised for each gap
4. Checking the rates are competitive and dropping them if we need
5. Use the LOVE RATES file regularly looking for updates.



A decorative graphic on the left side of the slide, consisting of two overlapping trapezoidal shapes. The front shape is blue and the back shape is light green, both pointing towards the right. The background of the slide is dark blue with faint, lighter blue diagonal lines.

Now you're ready,
Let's go!

