

HotelPartner®
YIELD MANAGEMENT

Your success is our business



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Rainer Willa

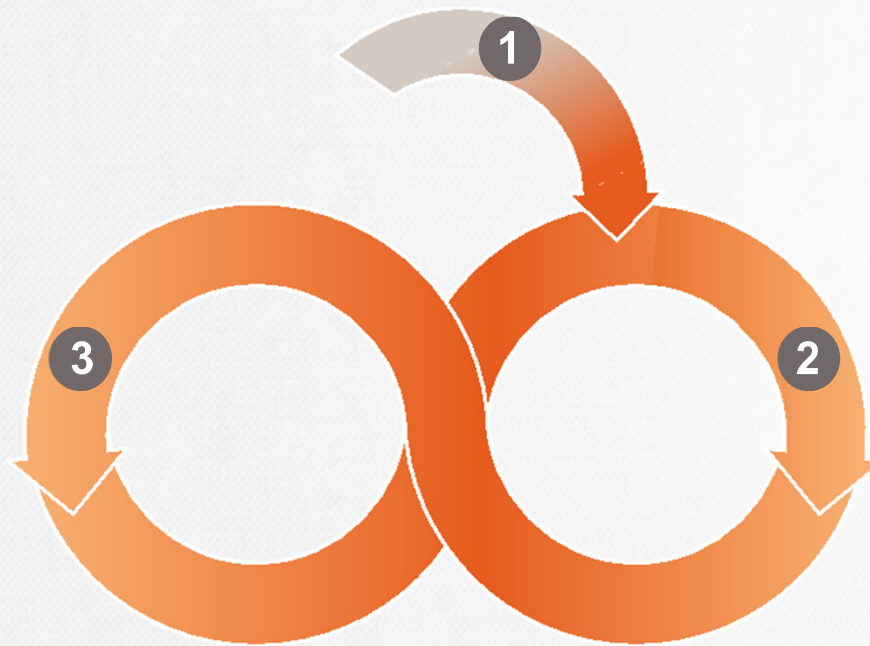
CEO

“Offering hotels, a partner with the means and needs to successfully stabilize and elevate their business within an oversaturated or highly competitive market, while simultaneously enabling a hotel to focus on their core business of offering their own visions and services to all guests around the world to the best possible degree is what HotelPartner thrives for.”



HOW DO WE **WORK**?

THROUGH TEAMWORK MORE PROFIT



HotelPartner Matching-Model

- 1 Business Development:
Analysis & Initial Offer
- 2 Portfolio Management:
Configuration & Optimisation
- 3 Portfolio Trade:
Ongoing Maximisation



Robert Holland

MANAGING DIRECTOR UK & IRELAND

“HotelPartner Yield Management currently supports around 500 Hotels across Europe with the optimization of their online distribution, direct sales and the search for the optimal price for all room categories within a given market or hotel segment.

Moreover, we offer fully automated distribution of a hotels availability and prices across all online distribution channels while simultaneously updating these transmissions within the Property Management System of a hotel.

We are an all-in-one solution for our partners with regards to content and revenue management.”



UK Hotels Forecast 2019-2020

Turn disruption into opportunity

To win, hoteliers need to embrace technology to increase efficiency, reduce processes, manage data and enhance the customer journey.

The hotel industry is at a pivotal point.

Global and UK political and economic uncertainty, high industry cost inflation, and increasing difficulties in recruiting and retaining staff means that hoteliers need to adopt tech-enabled solutions, increasing efficiency, reducing processes, managing data and enhancing the customer journey.

MODERN REVENUE MANAGEMENT CHALLENGES

TIME

With regards to today's revenue management, it is nearly impossible for one person alone to accomplish all tasks and procedures without assistance. Through time-consuming analytics and the need to react on the spot while still having future strategies in mind with all market changes and competitors – money gets lost in the process. Without technology, it is impossible to have a 24/7 revenue management approach as the demand period never stops.

IN TIME DECISION MAKING

Today's revenue management requires many things but most of all – correct and realtime decision making. The biggest mistake that can be made, is not making a decision at all. With all previous aspects being taken into consideration, it is rarely possible for most individual hotels to even get to this stage properly and prepared – resulting again in slow decisions and a loss of revenue..

MARKET OVERVIEW

Today's pricing is not only based on historical figures or competitor pricing but is influenced through the market situation as a whole. Through the time-consuming work of a revenue manager, it is nearly impossible to have that birds eye view and be able to react accordingly in realtime.

EMPLOYEES

Many hoteliers face the same problems with regards to manpower no matter which market they are in. It has become increasingly difficult to recruit people with the right skill set and has even harder retaining them.

KNOW-HOW

As the role of a revenue manager has changed over the past years, there is often a lack of much needed know-how. Without constant education and updates with regards to the marketplace, revenue managers can be left behind.

RESOURCES

Individual hotels often do not have the same resources as chain hotels when it comes to investing within revenue management or technology. This can give them a disadvantage to these bigger properties - especially in a high volume price sensitive market scenario.

HOW DO WE DIFFERENTIATE?

VS

Technology

01

The technology behind the success of HotelPartner is a fully automated, state of the art system that is currently in the 4th generation.

Constantly being updated and reprogrammed through client feedback, we strive to make sure that every aspect of revenue management can and will be implemented.

The system itself is fully rule-based and does not run on algorithms.

Manpower

02

While the system behind HotelPartner does 70% of the work, it does not go without saying that a system is only as good as the users who operates it.

HotelPartner, in comparison to other companies, is not just either software or a consultancy but a combination of both.

The maximization of our partners revenue comes from the missing 30% of our Portfolio Managers and Traders who constantly tweak, control and update the system on regular bases.

HOW DO WE DIFFERENTIATE?

VS

Consulting

03

Not only does HotelPartner offer manpower behind the scenes to support each and every partner, but also takes on the role of consulting if need be.

So far almost every partner has gotten in touch with their given Portfolio Manager when it comes to a decision regarding pricing. Whether it may be to find the right group or corporate price or whether to even take in another allotment or cancel existing ones - we constantly offer our expertise with the appropriate reasoning.

Data

04

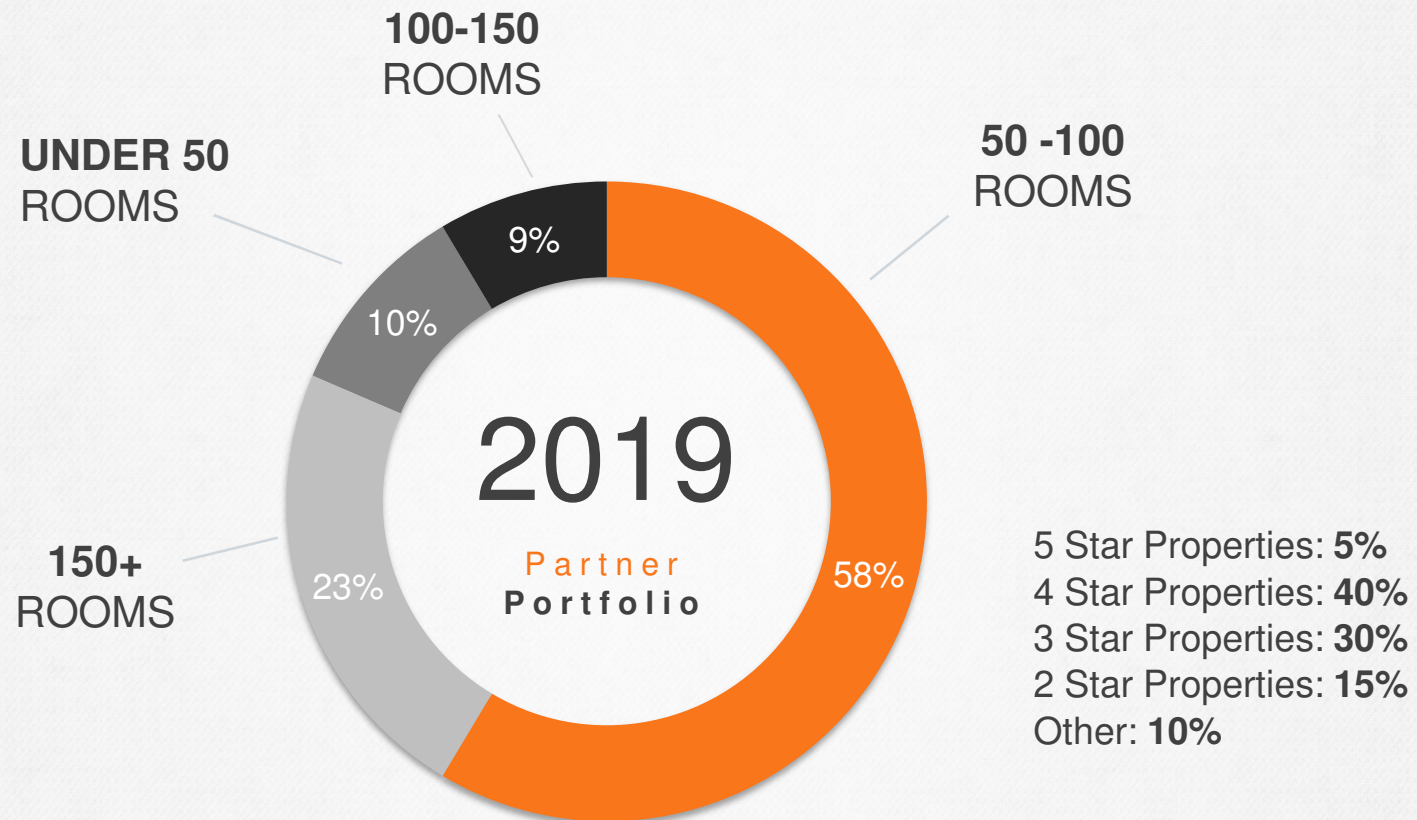
As HotelPartner scans every market up to 500 days in advance which enables us to see how the market is acting and how each and every hotel is set-up or even what their pricing strategy is up to 90 days in advance.

While revenue managers usually only have their hotel or cluster in an overview and at best the competition, HotelPartner offers a complete birds eye view in and outside of the market. This allows for more precise strategic manoeuvres and decisions.

WHAT DO WE TAKE INTO CONSIDERATION WHEN IT COMES TO PRICING?



PORTFOLIO OVERVIEW



NEARLY 500 PARTNERS PUT THEIR TRUST IN HOTELPARTNER

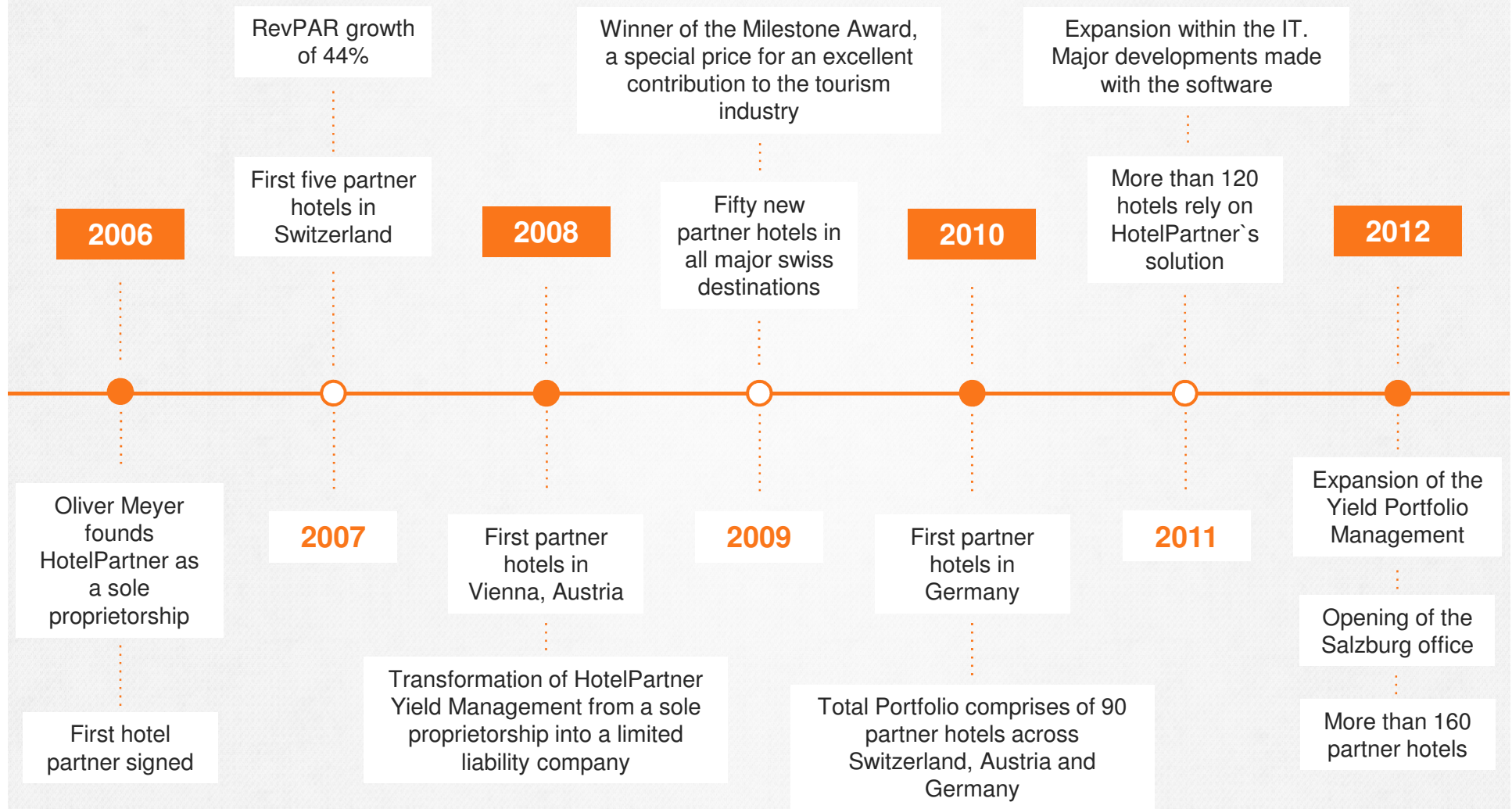
“As a hotelier, it`s important that **I can concentrate on the hotel`s core services** – such as **looking after our guest**. HotelPartner is well versed in the **latest IT technologies** and **supports us with its extensive expertise and professionalism**.

I particularly value the **close and productive collaboration**, both in the determination of our market and pricing strategy and the weekly fine-tuning in the operation business for last minute arrangements. I would choose HotelPartner again, above all because **it is able to meet our individual needs.**”

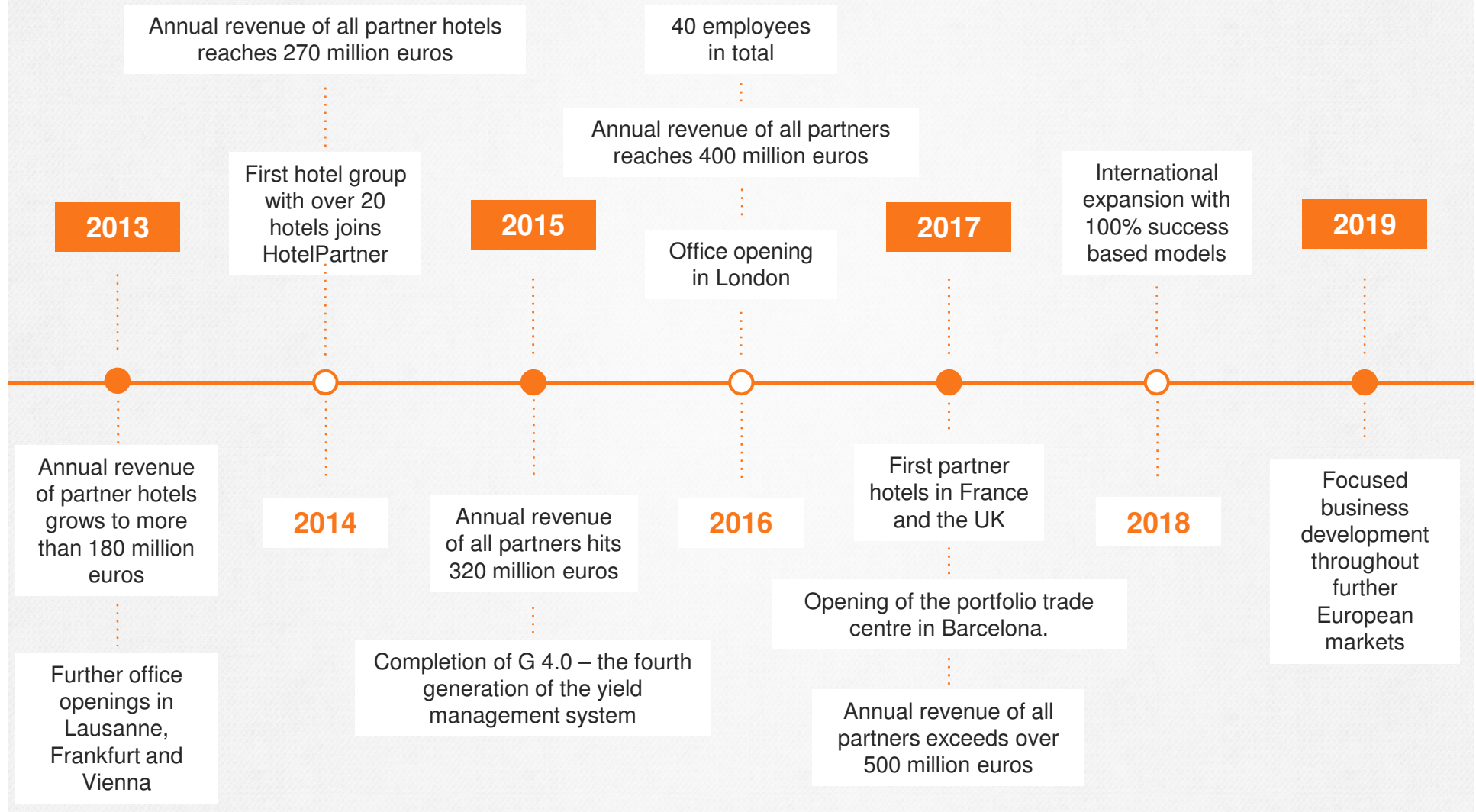


Thomas P. Egli
Director – Seehotel Hermitage ****, Lucerne

Milestones



Milestones



HotelPartner Infographic

Schindellegi

International Headquarters
Chaltenbodenstrasse 16
8834 Schindellegi

Hamburg

Portfolio-Center Deutschland
Regional Head Office
Neuer Wall 32
20354 Hamburg

Barcelona

Trade Center
Carrer de Paris 162
08036 Barcelona

Barcelona

Portfolio-Center Spain
Paseo de Gracia 60
08007 Barcelona

Vienna

Regional Head Office
Int. Business Development
Schottengasse 1
1010 Wien

Salzburg

Portfolio-Center Austria
Sigmund-Haffner-Gasse 14
5020 Salzburg

London

Portfolio-Center United Kingdom
1 Northumberland Av.
(Trafalgar Square)
WC2N 5BW London

New & Developing Markets

– Focus 2019

- Norway
- Finland
- Denmark
- Sweden
- Czech Republic
- Hungary
- Slovakia
- Ireland
- Amsterdam
- Brussels
- Greece

