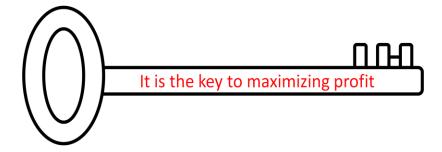
Show Me the Money! Notes (Key)

Complete the graphic organizers with the correct answers.

Why is Revenue Management Important?



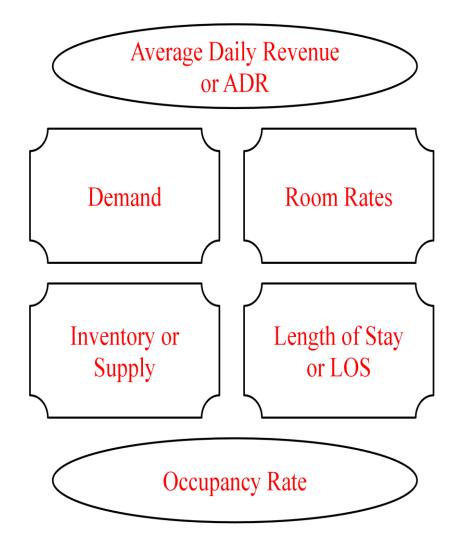
Revenue Manager Responsibilities

- O 1. Devise and implement pricing strategies
 - Approve flexible room rates
 - Approve discounts to a variety of groups
 - Approve exclusive rates to select guests
 - 2. Meet revenue goals

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- 3. Bring value to guests
- △ Forecast future room sales

Factors of Influence on Revenue Management



	Name	Period	Date
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Show Me the Money! Notes (Key)

Complete the graphic organizers with the correct answers.

Room revenue forecasting should include:

Rooms available to sell

- Estimated rooms to be sold
- Estimated occupancy rate
- Estimated ADR

Budgets

Long-range budget

• Scheduling large expenditures

Annual budget

• Estimated spending for one year, often divided by department

Monthly budget

• Used to operate the business daily. Especially important for seasonal hotels.