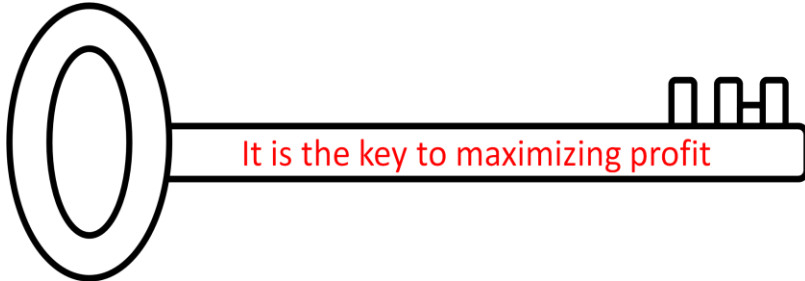


# Show Me the Money! Notes (Key)

Complete the graphic organizers with the correct answers.

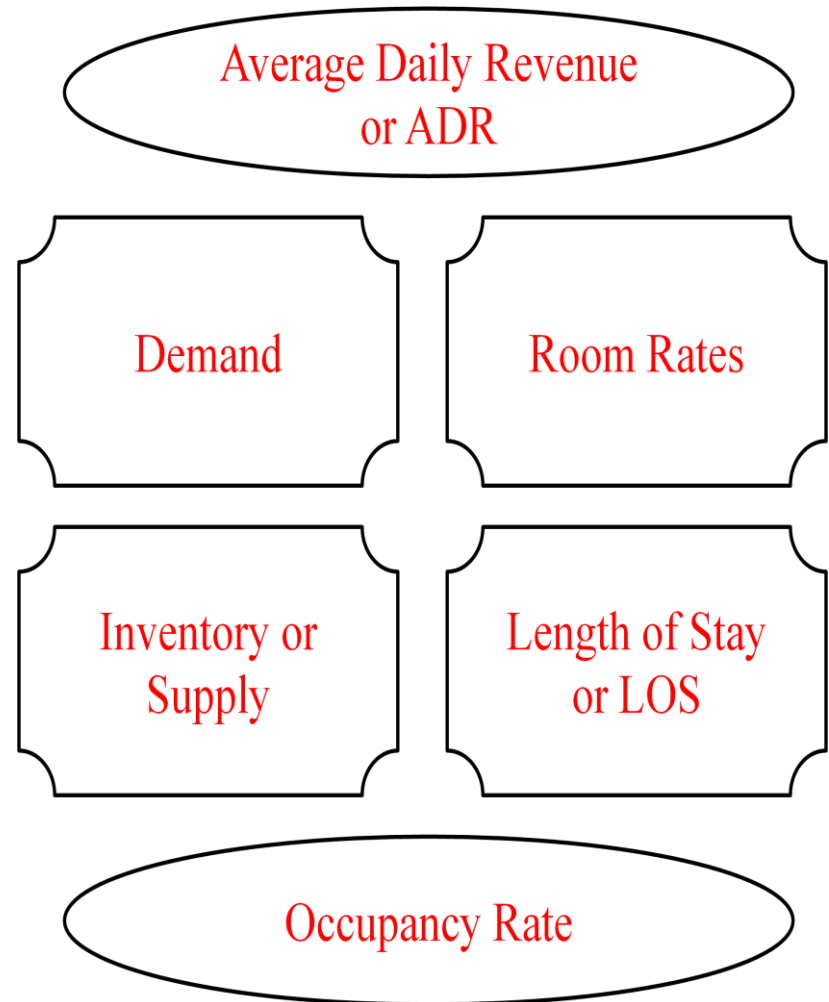
## Why is Revenue Management Important?



### Revenue Manager Responsibilities

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

## Factors of Influence on Revenue Management



# Show Me the Money! Notes (Key)

Complete the graphic organizers with the correct answers.

Room revenue forecasting should include:



Budgets

