

Understand your customer's spending habits

and capitalize on rate and ancillary spend

Pan Pacific Case Study



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What Do We Revenue Manage Today?



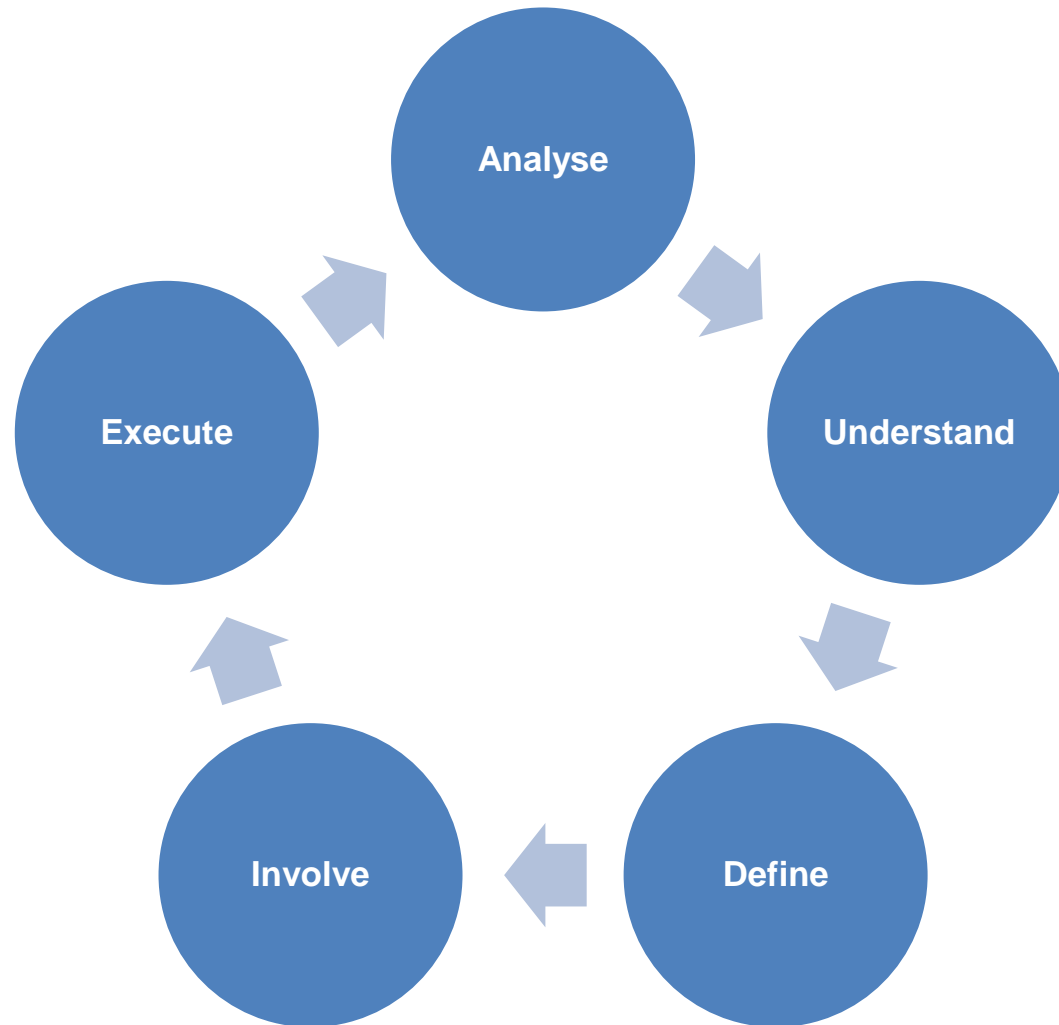
- We had to become more open minded
- Look around, look for opportunities
- Change our thinking
- Get others on board and get the buy in
- Understand the whole, not just the parts



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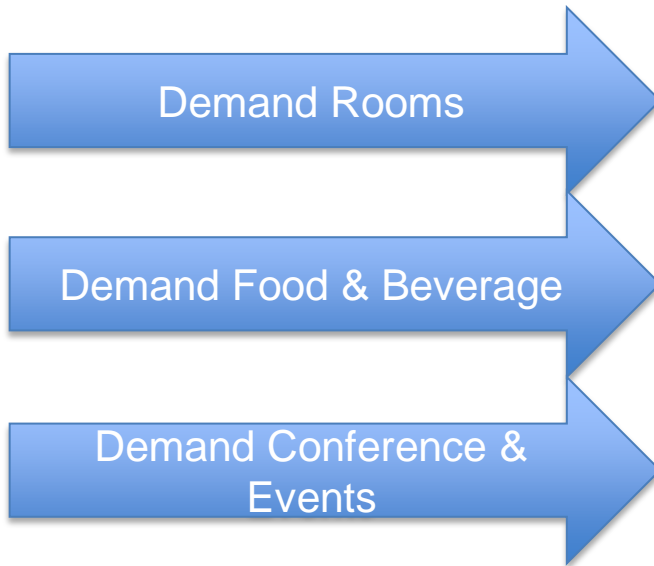
Developing a Strategy

A Strategy is NOT a List of Action Items

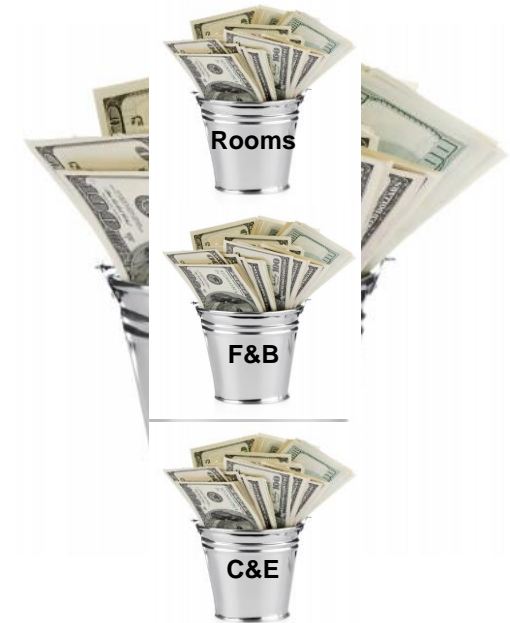


Total Revenue Management

Changing Our Thinking – Total Revenue



$$\begin{aligned}
 \partial_j^P R_t(x_t, p, \omega) &= p_j \partial_j^P u_t(x_t, p, \omega) \\
 &+ 1(j = j_t) u_t(x_t, p, \omega) + \partial_j^P R_{t+1} \\
 &\times (x_t + \alpha_t - a_t u_t(x_t, p, \omega), p, \omega) \\
 &- \sum_{i \in \mathcal{L}_t} \partial_j^P u_t(x_t, p, \omega) \partial_i^X R_{t+1} \\
 &\times (x_t + \alpha_t - a_t u_t(x_t, p, \omega), p, \omega) \quad (5)
 \end{aligned}$$



Total Revenue Management

Changing Our Thinking – Revenue Opportunities

Rooms	Bar	Banquet Room Rental	Fax	Lunch Menus	Kids Club	Viewing Terrace
Internet	All Day Dining	Late Check-out	In Room Movies	Dinner Menus	Casino	Bicycles
High Speed Internet	AV Equipment	Early Check-in	Specialty Restaurant	Spa	Coffee Corner	Tea Breaks
Club Lounge	Business Services	Telephone	High Speed Internet	Golf	Credit Card Commission	Game Arcade
Airport Transfer	Transport Services	Extra Beds	Kiosk	Souvenirs	Tennis	Watersport activities

Total Revenue Management

Changing Our Thinking – The Real Value of a Customer

Revenue Stream / Segment	Rooms
	70%
Corporate	200 140
BAR booker	250 175
Wholesale	190 133
MICE	200 140
Tours	150 105

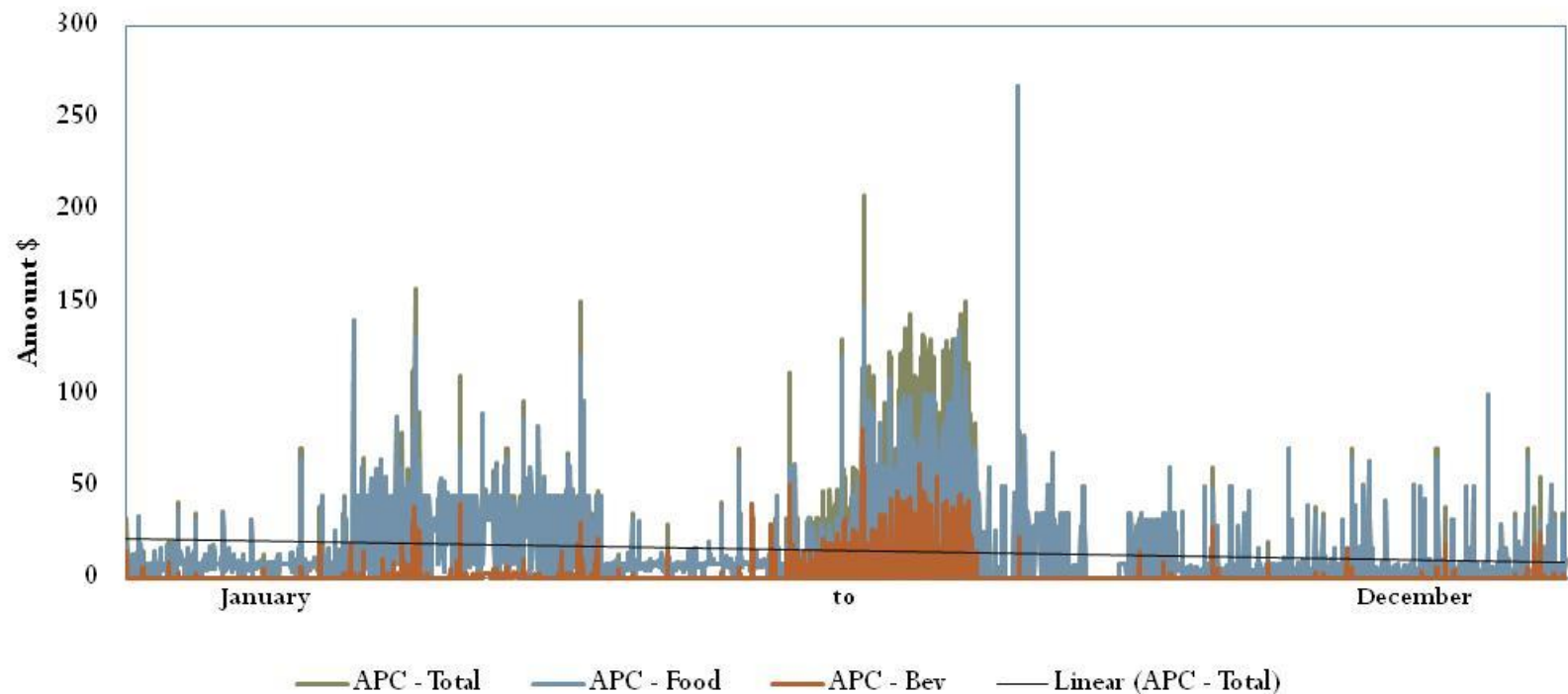


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Total Revenue Management

Changing Our Thinking - Ancillary Spend Seasonal

Average per cover





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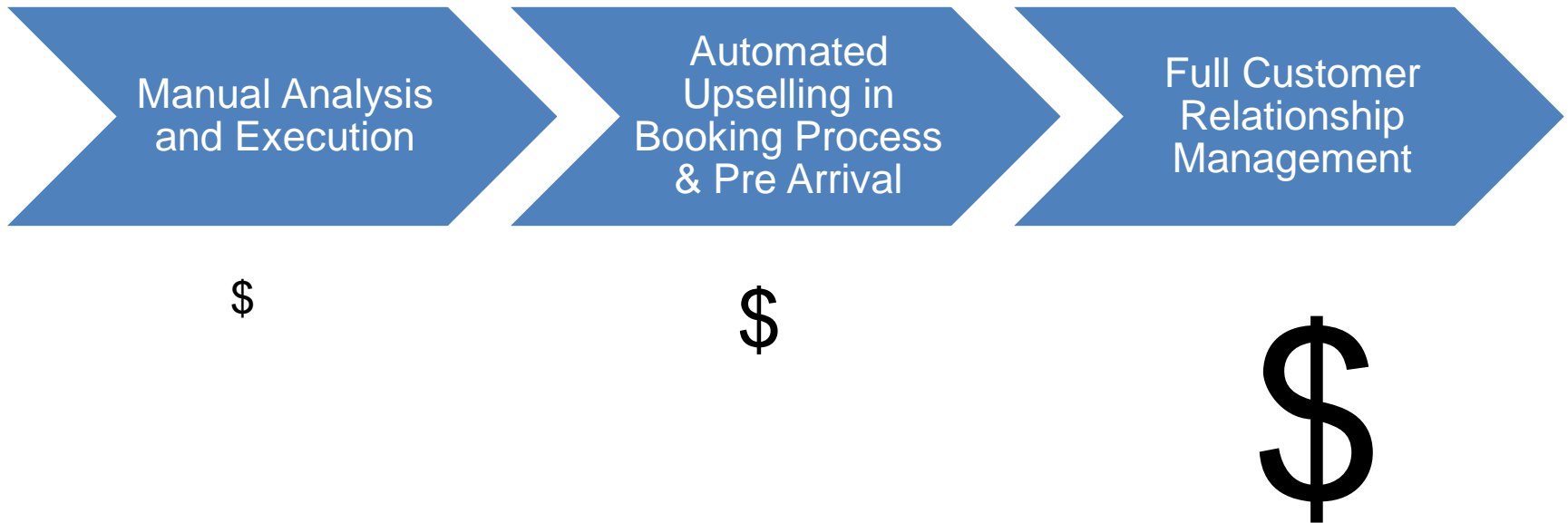
Total Revenue Management

Changing Our Thinking - Revenue Meetings Concept



Total Revenue Management

Increasing Ancillary Revenues via Upselling





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Manual Analysis and Execution

Packaging

Activity	Mechanics	Channel
Increase Restaurant Revenues	Analyse Segment Likely to Buy Dinner	
	Package incl. dinner	EDM Brand Website Package TPI
	MICE Lunch in Restaurant	MICE Sales Team



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Automated Upselling

In Booking Process & Pre Arrival

Upselling in Booking Process

Pre Arrival Upselling

Front Office Upselling



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Full Customer Relationship Management



- Revenue Management System
- EDM Solution
- Upselling Software

- Customer Relationship Management