



EyeforTravel TDS North America  
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# Discussion Items

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- Align analytics and strategic initiatives to pressing matters in your organization and make fact based decision.
- Focus on fundamental revenue management strategies, leadership buy in, teaching/training and moving the needle in results.

# Discussion Items

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- Hyatt Place & Hyatt House Key Focus Areas for 2014 and looking to 2015
- Key changes made to our yielding and pricing practices in our organization based off data
- Leadership focus on this driven top down to ensure it is being utilized by the hotels
- Bottom line, trying different things to get different results!

# 2014 Focus Areas & Best Practices

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# 2014 Focus Area

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RATE!!!

RATE!!!

RATE!!!

RATE!!!

RATE!!!

# Property Reviews / Best Practices

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## Goal:

To identify new strategies and opportunity areas, that if managed differently, could help grow rate, while not negatively impacting overall revenue growth.

- If we continue to manage things the same way, we will achieve the same results.

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What were our  
key opportunity/focus area  
findings?

# 2014 Focus Areas

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- Weekday focus on rate / mix
  - Underperforming to competitive set weekday
- Better focus on Rational Pricing to market
  - Drive more Rack business
- Fairly price BAR pricing to comp set
  - STR Data Review / Comp Set Discussion
- Better use of FPLOS Pricing
  - Make our pricing more dynamic to steal share from the comp sets



# 2014 Focus Areas

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- Advance Purchase cut off reviews
  - Opportunity to increase the booking window for Advance Purchase
  - Opportunity to adjust Advance Purchase discount based on market findings
- Room Type & LOS Pricing
  - Opportunity to implement room type upcharges
  - Review LOS pricing more often

# 2014 Focus Areas

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- Weekday group business base
  - Ensuring group evaluations are done
- Weekend group business pricing
  - Are we taking too much? It is priced well?
- Group pricing needs to be set so that transient strategies do not need to be adjusted to accommodate group pricing
- More aggressive yielding over high demand dates
- Better focus on yielding NLRA rate types
  - AAA, Seasonal Sales, CTP, WWR, Volume Accounts

# 2014 Focus Areas

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- Review of special offers, packages and promotions in place
  - Are there too many offerings at one time?
  - Are we in promotion overload?
  - Proper yielding over high demand periods
  - Limiting Seasonal Sale participation
- Better use of Displacement Tool each month
- Better use of Mix of Sales Report / Future Pace
  - Proactively planning for the upcoming quarters
  - Pricing and yielding

# 2014 Focus Areas

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Who can guess the most consistent change that was made at all hotels reviewed for areas of opportunity?

# 2015 RFP / Account Pricing Changes

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# 2015 Volume Account Focus

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- 2015 RFP Season
  - Ability to maximize high weekday demand
  - Limit the room nights booked by LRA accounts
  - Room Type availability to accounts
    - Only offering the Standard Room Type
      - Minimum 60% of hotels base room type
    - Discontinuing Run of House offerings
    - Discontinue offering LRA on Upgraded room types

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Thank you for your time today!

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