

Amadeus Hotel Revenue Management System

Business Management



Analyze every angle
& make the right play

Amadeus Hotel Revenue Management System Increase profits or single properties

A pioneer in hotel revenue management since 1991, Amadeus Hospitality delivers the most innovative and complete revenue management solution. Amadeus was first to introduce hotel cluster and group demand forecasting and optimization in the market place.

Amadeus Hospitality offers a powerful decision support tool with extensive reporting capabilities, a robust forecasting engine and cluster optimization increasing revenue by at least 4 to 8%.

For optimal results, our solution delivers a single hotel and multi property version that is custom configured to your unique business needs at every implementation. Any technical architecture is possible, from a traditional client-server licensed installation to a full ASP mode.

Best-in-class reporting

Achieve greater understanding of your business with over 250 distinct and customizable reports

- > Benefit from an extensive Management Information System providing detailed performance analysis of individuals, groups and allocations from booking to checkout.
- > Improve sales and marketing decision-making with reports by segment, rate code, channel, country of origin, room class, yield class and travel agency.
- > Track revenues for room, F&B and other revenue departments.
- > Follow pickup and materialization trends, on-the-books business and length-of-stay patterns.

- > Reduce manual reporting with direct data export to any Windows application.
- > Manage multiple properties more effectively through the consolidation of data.

Enhanced forecasting

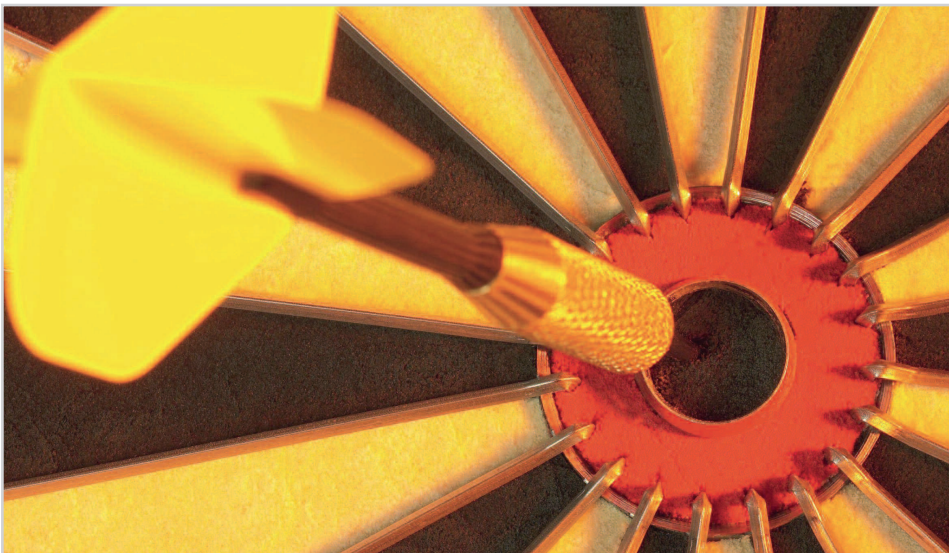
Stay one step ahead of demand with a market-leading forecast engine

- > Maximize your revenue contribution and minimize opportunity losses from discounted business with our advanced forecasting methodology.
- > Benefit from a self-learning forecast model that perfects the art of prediction.
- > Make sound decisions based on unconstrained demand, not on availability.
- > Take advantage of models custom-built based on your customers' unique behaviour.
- > Get an accurate picture of future demand reforecasted daily for a minimum of 365 days.
- > Improve short and long term planning with a comprehensive budgeting module.

Cutting-edge optimization

Capitalize on your hotel rooms' true worth with dynamic daily recommendations

- > Harness the power of superior optimization allowing Revenue Managers to determine daily rules that guarantee the highest possible contribution.
- > Define rules for an individual hotel, a sub-group of hotels or for the entire chain based on a number of criteria :
 - Sale price threshold
 - Under or over booking level by room class or hotel
 - Optimal room sales by rate category
 - Maximum or minimum length of stay
 - Group booking rules



through demand forecasting and optimization for hotel groups

- Optimal number of rooms to transfer between room categories or hotels
 - > Have better control of your business with a dynamic tool-learning as it goes-to make daily adjustments in rate recommendations according to demand fluctuation.
 - > Identify critical days that require extra attention through an alerter dashboard allowing for timely decisions to maximize revenue and profits.



Ground-breaking deal quotation

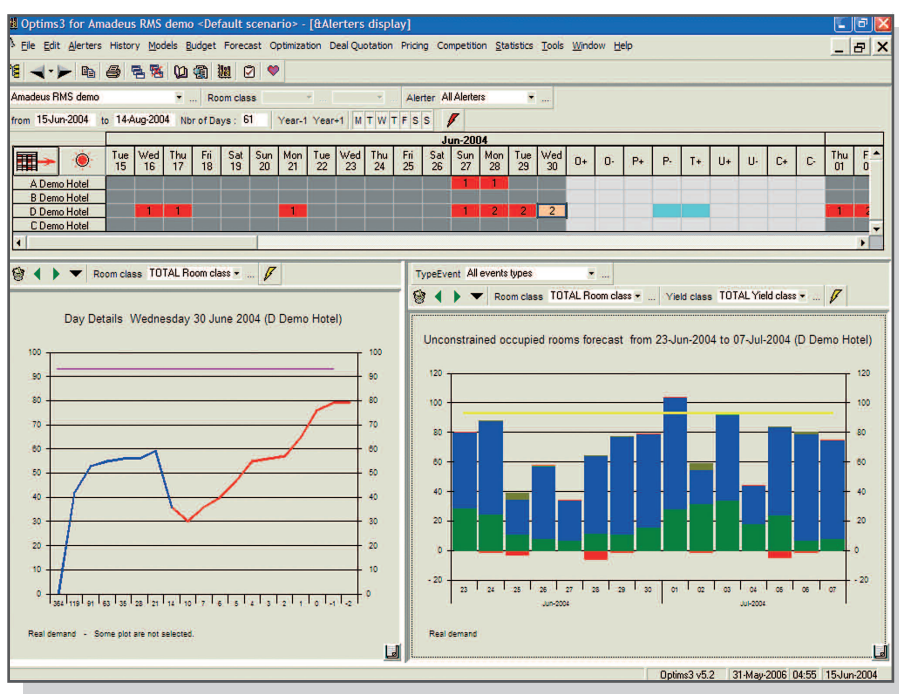
Maximize total revenue and capacity through optimal group, series and contract placement

- > Quote an optimal rate and room category for a specific group to maximize profits.
- > Obtain a highly accurate displacement analysis including an assessment of additional revenues such as F&B and banqueting while factoring room cost and commissions.
- > Recommend the most profitable alternative dates for each group and build the right mix of business on any given day.
- > See the effects of cluster optimization through optimal placement of group rooms over multiple hotels and room categories.

Personalized services

Obtain comprehensive audits, advice, training and support from experienced consultants

- > A team of experts will develop and implement a training plan specific to your needs.
- > Tailored programs to train your staff to the highest standards are conveniently conducted in your premises.



The Alerter display indicates those critical days that require immediate attention. The alerts can be tailored to highlight significant changes in forecast, on-the-books and recommendations. Display any analysis in one screen for better understanding and control of your business.

- > Our trainers will remain with you to guide you through the early steps of “go-live”.
- > Multilingual support desk staff is available at anytime.
- > Our proven customized services can successfully address your critical business requirements.
- > Our post installation services measure the impact of our revenue management solution to your bottom-line.

To find out more

If you would like more information or to set up a meeting, please e-mail us at :

hospitalitymarketing@amadeus.com

aMaDEUS

Your technology partner

www.amadeus.com/hotels