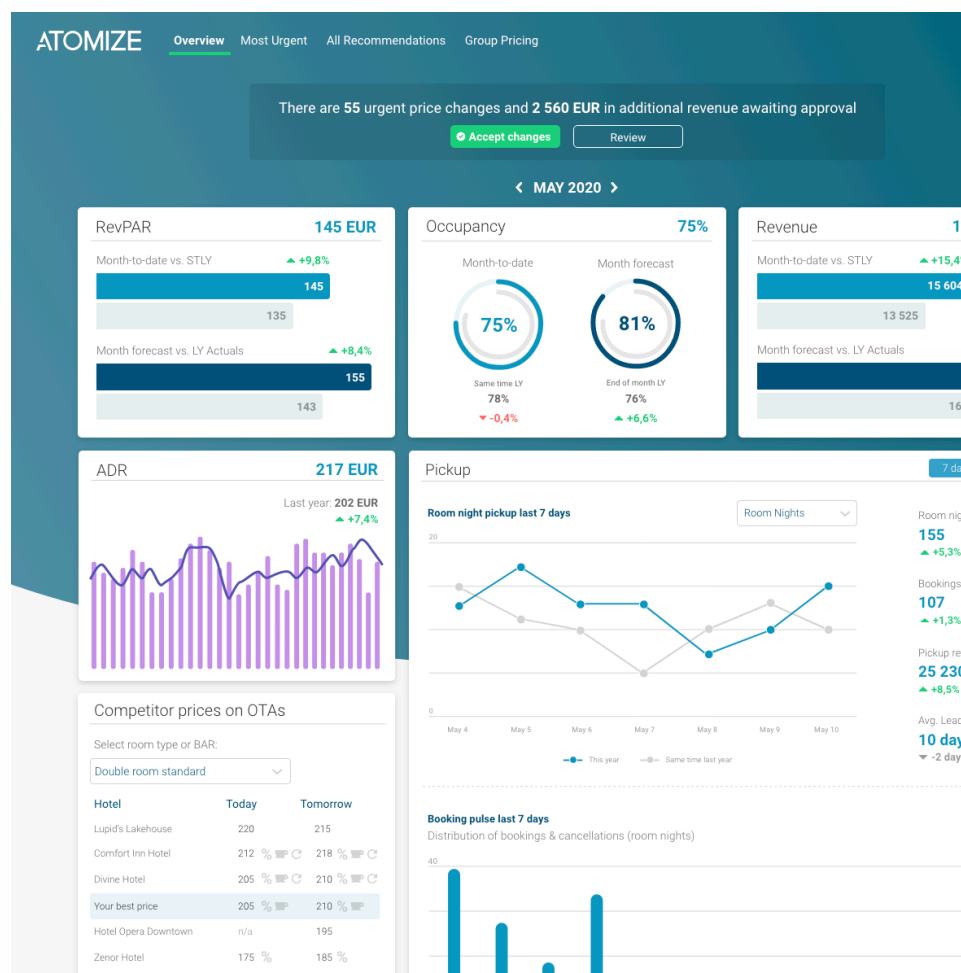


The Ultimate Guide to Revenue Management Systems

2022 EDITION

Sponsored by **ATOMIZE**



What is Revenue Management Software?



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Revenue management software automates the process of using analytics to determine the right price for hotel rooms to maximize revenue and profitability.

The primary goal is to sell the right product to the right customer at the right time for the right price on the right channel. Revenue management software ingests historical and market data, combines this with forward-looking demand signals and recommends a rate for each segment and room type at your hotel, specific for each channel on which you are selling.

Recently, modern software has moved from on-premise to cloud-based applications that are delivered as Software-as-a-Service, meaning multiple users can login to the applications from anywhere they have an Internet connection.

What's inside this buying guide?

- ▶ Introduction
- ▶ Key Benefits
- ▶ Trends & Developments
- ▶ Key Features
- ▶ Critical Integrations
- ▶ Pricing & Implementation
- ▶ Questions to Ask Vendors
- ▶ ROI Calculator
- ▶ Curated Resources

Revenue Management Software Benefits and Business Value

What it does

1

Drive more revenue

A revenue management system helps hotels determine how much to charge for their rooms each day. By accurately pricing hotel rooms based on real-time supply and demand data, hotels can drive average daily rate, revenue and most importantly RevPAR Index.

2

Forecast demand accurately

A good RMS will detect changes in demand and potential guests sensitivity to price, and build a more accurate demand forecast based on actual activity in the market.

3

Create operational efficiencies

Automating your revenue management with a revenue management system means hoteliers no longer have to build spreadsheets and reports, calculating the demand by hand every day, and then entering those numbers into a spreadsheet and reporting system. This frees revenue professionals up for more strategic thinking around positioning their hotel in the market.

The average Atomize customer shows a RevPAR index increase of 15-20% after 6-12 months.

How it adds value

- **Set & optimize prices.** Hotels that switch onto a revenue management system generally experience a RevPAR increase of between 5 - 20 % as a result of optimized automatic price setting per room type.
- **Streamline & automate manual workflows.** Hotels that use revenue management systems save between 20 - 40 hours per month by streamlining manual workflows. An RMS also serves to visualize complex data sets into an easy to use and easy to understand user interface that saves revenue managers from difficult manual calculations and cumbersome spreadsheets.
- **Leverage large data sets to enable complex decision making.** Whether its pulling in thousands of records of historical data from your PMS, connecting to city-wide group demand data sets or integrating rate shopping data from competitors—an RMS helps bring all of this data under one roof and deliver it in a simple way that helps revenue managers make more informed & data driven decisions.

Special thanks to our sponsor for making this guide possible



Atomize

Top Rated Revenue Management System

Reviews
115

Recommend
94%

Integrations
14

Visit Website

Read reviews

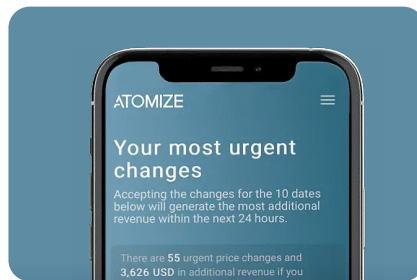
Products

Learn more about Atomize's deep revenue management capabilities



MULTI PROPERTY

The Multi-Property Dashboard will help you monitor the performance of your entire hotel portfolio by providing you with aggregated KPIs.



MOBILE FIRST

Take your RMS on the go with a system designed for mobile devices



FULL AUTOMATION

Accept recommendations automatically to save time

FEATURED REVIEW

"We started working with Atomize 2.0 beginning of Covid-19, using their new real-time pricing algorithm and it has turned out to be a great success. It has generated a massive RevPar increase for our hotels. After 6 months of letting Atomize navigate us through Covid-19, we trust the system entirely and we are now running 100% on Autopilot for both our hotels. It is also a very handy system and saves a lot of time"

Joost Splinter, IT Director, Hotels Van Oranje

Trends & Future Predictions for Revenue Management Software

Bought to you by

ATOMIZE



↗ 2021-2022 Trends

Shift to centralized revenue operations. There has been a significant shift to centralized revenue operations with many companies recognizing that revenue isn't just an outcome but rather the result of a full business process where commercial teams work together. It is recognized that centralized RevOps isn't possible without robust integration and automation of the organization's technology stack and the leading SaaS companies are overhauling their technology to make organizational alignment easier to achieve. As hotel organizations start to rebuild after the devastating effects of the pandemic there is an opportunity to relegate the traditional structures to the history books and create lean centralized commercial teams whose cross-functional accountability is underpinned by interconnected technologies and automated processes

Prioritizing automation. COVID-19 has forced many hoteliers to ask if it is possible to do more with fewer people, to use technology to unburden their teams, make day-to-day operations more efficient and facilitate the convergence of commercial functions. As a consequence commercial teams have begun transforming. More and more hotels are dismantling silos and old rivalries to promote collaboration between sales, marketing, and revenue management. For the best results, these multi-disciplinary teams will leverage an ecosystem of interconnected solutions rather than function-specific tools. From a revenue management perspective, this means automating the complex task of demand modeling and price optimization, and presenting the results and supporting metadata in an intuitive interface that can be used and understood by all members of the commercial team.

Less focus on historical data. Instead of relying on general compset information, OTB, and historical data like in the past, broader and more dynamic data is needed now. This means using live and, if possible, forward-looking data to analyze price elasticity, make rate and distribution decisions, and forecast accurately during the recovery phase. This is the only way to seize emerging opportunities before your competition does.



Key features to look for when choosing a revenue management software solution

1 Automated recommendations

With the push of a button, your price recommendations will instantly be reflected in your PMS. Neither analysis nor manual updates are required. Choose between accepting your recommendations one-by-one, in bulk or even override specific recommendations with ease.

2 Price sensitivity chart

When setting the room price you need to take both internal and external data into consideration. The Price Sensitivity Chart is a graph illustrating the current optimal room price in relation to change in revenue and occupancy rate. It helps you to make sure your price points are accurate.

3 Open pricing

Your RMS must be able to price room types and channels independently of each other, rather than in lockstep with a set BAR price. For example, on some days you want your AAA rate to be 10% less than BAR, on other days you may want it 1% less than BAR.

4 Pacing reports

Pacing reports help you always know your pace, down to pacing at a room type level. You can compare your pacing with the reference arrival date of choice.

5 Data visualization and intelligent reporting

A good RMS not only presents your data in tabular reports, but allows you to visualize your data and reports in graphical form. This allows revenue teams to better understand trends, outliers and patterns in data. It's important that your RMS be able to build, export and share your most critical reports. Revenue teams must be able to share reports at the push of a button with management, ownership and other departments within the hotel.

5 Real-time Price Automation

With real-time price optimization you take advantage of even the slightest changes in the market or your internal (PMS) data to maximize your property's revenue. By automatically retrieving and analyzing internal and external data your RMS updates a hotel's room rates in real-time.

FEATURED CONTINUED

6 Cloud technology

An RMS that runs on multi-tenant cloud architecture allows your systems to integrate and share data more seamlessly, and allows developers to push updates to your software in real time. No more purchasing new versions of software just to get the latest features.

7 Group booking pricing module

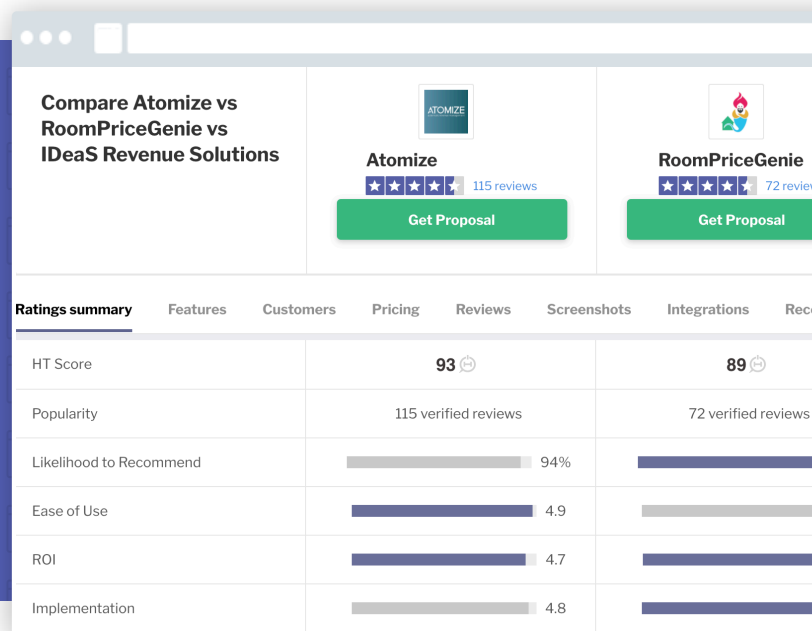
A Group Booking Price Module not only provides you with the current optimal group price, but also a secondary price, which is the lowest price point you should accept because you would be better off, from a yield perspective, to sell the inventory on the open market instead.

7 Future Demand Insights

With forward looking data, revenue managers have access to booking and travel intent data needed to reliably forecast demand in uncertain times. Essential for accurate topline predictions and relevant promotions. These future demand insights will give you an unprecedented leg up on your competition.

Want to easily compare features of top revenue management software products side by side?

[Launch Comparison →](#)



Top Rated Revenue Management Software Products

FEATURED**Atomize**

Top Rated Revenue Management Software

Reviews
115Recommend
94%Integrations
14[Demo](#)[Read Reviews](#)**IdeaS**

Top Revenue Management System

Reviews
371Recommend
90%Integrations
84**Gamechanger**

Top Revenue Management System

Reviews
179Recommend
90%Integrations
79**RoomPriceGenie**

Top Revenue Management System

Reviews
72Recommend
97%Integrations
31**Pace Revenue**

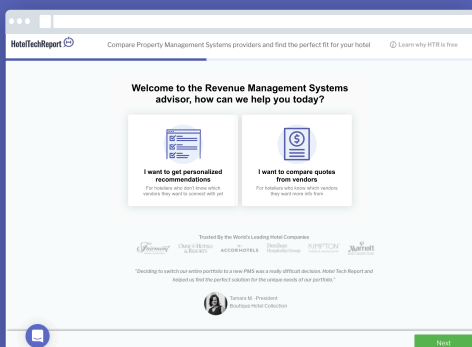
Top Revenue Management System

Reviews
78Recommend
95%Integrations
13**BEONPRICE**

Top Revenue Management System

Reviews
73Recommend
94%Integrations
42**SPOTPILOT**

Top Revenue Management System

Reviews
55Recommend
97%Integrations
18

Want to find out which revenue management software solution is best for your hotel in under 2-minutes?

[Take the quiz →](#)

What hoteliers are saying about their revenue management software providers



Review of  Atomize

[Reservations Manager](#) from [Hotel in Sweden](#)

"Atomize allows pricing *without* being limited by BAR levels - that is the way to go. Room types are priced independently of one another, with the option to set parameters. Great that you can use Atomize on any device, desktop, tablet, or mobile phone - no challenges."



Clear overview and great support!

Clear overview in the UI, handy reminders via the email and a very user

Assistant GM
Hotel in Oost-Vlieland



Very good RMS

Very synthetical and analytical dashboard Good prices

CEO
Resort in Paris



Great BI Dashboard

Proposed Prices are M
sense + great BI Dashb

Managing Director
Serviced Apartment in

Very helpful

marily to gain
gence. With their

n Sunny Beach



Easy and User Friendly

Atomize addresses requirements. I like the interface, dashboard user

Sales Manager
Hotel in Accra



Amazing Tool

It's Easy to use. Deep Reporting and overall it's automated.. The main thing

Senior Revenue Manager
Resort in Bengaluru

[Read more reviews on www.hoteltechreport.com](http://www.hoteltechreport.com)



Pointers from industry experts

Niall Lenihan

Partnership Manager, Net Affinity

“Provides immediate pricing updates to hotels and resorts. These pricing updates are based on the market demands of the specific property and its location. In providing these updates the Revenue and Reservations team can focus on the key elements of their role.”



Krasimir Trapchev

Co-founder and CEO, Clock Software

“Atomize is a brilliant next generation revenue management and price optimisation tool. The level of automation is amazing - the system doesn't need any particular setup or mapping. The product evolution is also really great - on top of the great work Atomize have already been doing on the BAR rates, they have recently added group price optimisation too.”



Tijl Speetjens

Business Development Manager, OTA Insight

“Atomize is and RMS is working with real-time price optimizations which makes them one of a kind. It is easy-to-use and they also offer great customer support. They are a valued partner and we enjoy working with them along with our mutual customers.”

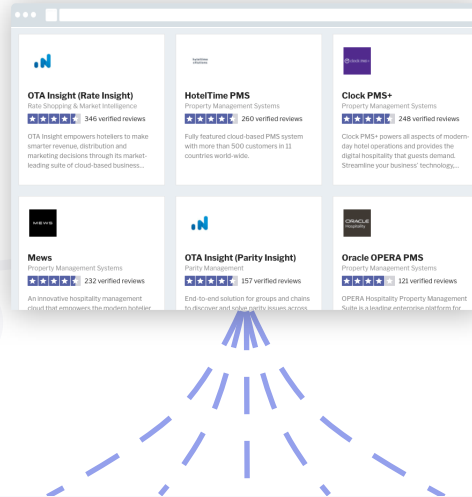


● Want to save time and money on integrations?

Learn more about  hapi

Critical integrations

Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.



- **Property Management System.** A strong two-way integration with the Property Management Systems allows Duetto to pull historical information on rates and revenue, analyze the data and then return an accurate matrix of pricing recommendations for each segment and room type.
- **Central Reservations (CRS).** A strong connection between the RMS and the CRS helps hoteliers avoid failed updates, lost reservations and bad reports when data and files are not transferred accurately between the two systems.
- **CRM.** An RMS-CRM connection is critical when hoteliers want to price based on a guest's value to your property. Without this connection, hotels cannot price based on loyalty or past purchase behavior.
- **Booking Engine.** Without a connection between the RMS and the booking engine, the right recommended rates cannot be pushed to the guest at the time of booking.

What questions should smart buyers ask vendors?



#1 Can the software price room types, segments and channels independently of each other?

An RMS should allow hoteliers to flex their rates and discounts independently based on demand. Using an Open Pricing methodology, hoteliers are able to yield each segment, channel and room type independently and in real time.

#2 Will the software integrate with my PMS, CRS, CRM and booking engine?

An RMS won't work properly unless it is connected with a two-way integration to the PMS, meaning the system can pull rates and availability, analyze the data and then return a recommended rate to the PMS. Without a connection to the CRM, rates will not factor in loyalty or past purchase behavior.

#3 What kind of data shapes the pricing algorithm?

All revenue management systems will pull in historical data, plus factor in pace and pickup, but advanced systems are able to react quickly to changes in market conditions with real-time pricing data, such as website activity, competitive rates, reputation scores and air traffic.

#4 Will I need a dedicated staff to operate the system?

Modern RMS technology will automate much of the process, but most still require acceptance of the recommended rates. Users can override the rate recommendations should they know something about the market that the system doesn't.

#5 Does the software provide forecasting by segment and room type?

To price appropriately, hoteliers must understand the supply and demand dynamic of each segment and room type independently, rather than making blanket statements that apply to the entire hotel.

What success metrics (KPIs) should you focus on?

- ▶ **RevPAR.** Revenue management software is designed to find your hotel's optimal business mix, balancing occupancy and ADR to ultimately drive revenue per available room.
- ▶ **Profit.** More importantly, a modern revenue management system will place an emphasis on net revenue per available room, or RevPAR after operating costs like labor and acquisition costs are deducted. It's critically important for hoteliers to focus on bottom line profitability (gross operating profit per available room) as well as top line revenue.
- ▶ **RevPAR index.** Perhaps the most important metric, RevPAR Index measures a hotel's revenue versus its defined competitors in the market. This metric is sometimes also referred to as the Revenue Generation Index (RGI). If every hotel in the market sees revenue increases, RevPAR Index will show a hotel how its revenue has changed in comparison with the comp set. Duetto users on average see year-over-year RevPAR Index growth of 6.5%.

Pricing & implementation guidance



PRICING

What are the typical pricing models and ranges that I should budget for?

- **Monthly SaaS Fee.** Pricing depends on the type of property, functionality needed and other factors - but what you pay should be in line with the returns you expect. Some providers offer free or near-free solutions, while pricing for others ranges up to \$20 per room, per month. As this technology is directly connected to how much revenue you capture and profits you earn, it's the one area you don't want to skimp on.



IMPLEMENTATION

What does the typical implementation timeline and process look like to go live?

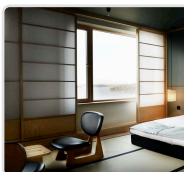
- **5-8 Weeks.** Hoteliers will first go through a thorough discovery meeting where the vendor will learn and document the hotel's current business processes and goals. Once the contract is signed and discovery is complete, the typical rollout timeline is 8-12 weeks. It starts with a deployment and onboarding stage where the vendor will map out the hotel's system data and activate integrations. Next, the vendor will go through a data quality evaluation process before preparing the hotel to learn the application and activate pricing recommendations. The final step once all integrations are live and data passes quality assurance is team training.



Furthering Reading & Success Stories

Read real stories from hoteliers like you about how they leveraged revenue management systems to grow their business.

SUCCESS STORIES



Yasuragi increased its RGI by 47,3 % during the pandemic



Learn how Wayfarer Group outperformed their compset by 15%



How Grand Hotel ter Duin boosted occupancy and RevPAR



Ecclestone Square Hotel Increases Revenue by 18% with Atomize

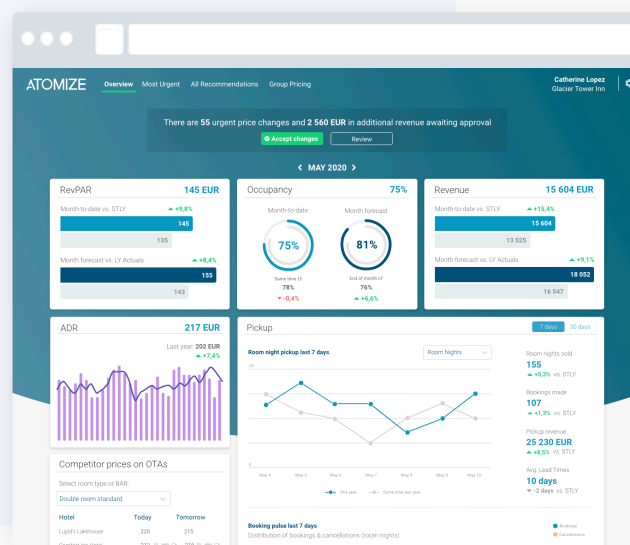
FURTHER READING

- [What is Big Data and How is it Impacting the Hotel Industry?](#)
- [What is a Revenue Management System?](#)
- [This is How to Succeed as a Hotel Revenue Manager](#)
- [3 Surprising Routines that Unlock Revenue Management Genius](#)

SPECIAL THANKS TO OUR SPONSOR FOR MAKING THIS FREE GUIDE POSSIBLE

ATOMIZE

Atomize is a next-generation Revenue Management Software, powered by dynamic pricing, price automation, and future demand insights to capture maximum revenue from market demand. Atomize RMS helps hotels around the globe to maximize their revenue, by automatically setting the optimal price per room type, in real-time. Used in more than 50 countries, across five continents, by properties in the wide range of 50 to 1250 rooms. Atomize is a lean revenue management software designed for hoteliers who want to do more with less.



About Hotel Tech Report

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Each month 140,000+ hoteliers across 150+ countries research and discover new ways to leverage technology to drive revenue, increase operational efficiency and improve the guest experience.

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