

**Insights Middle East provides an independent, detailed commercial overview with recommendations.**

We recommend you a full yearly commercial overview followed by a 6 months visit to identify gaps and recommend best practices and validate the foundations of your top line strategy alignment of all stakeholders.

## **Yearly Commercial Overview – 2 days on property – from 2750 USD**

### ▶ **Current Hotel Performance**

1. Validation of the Competition set
2. Performance vs. Market and Competition set
3. Performance by Market segmentation vs. Budget and vs. Last Year
4. Distribution channel statistics review
5. Geographical Origin of Business statistics review

### ▶ **Revenue Management**

1. Demand Calendar
2. Forecasting
3. Pricing structure and positioning
4. Inventory management and Yielding
5. Review Weekly revenue meeting minutes

### ▶ **Sales strategy**

1. Optimization of resources, Targets, Reporting
2. Sales activity plan
3. Contracting (Corporate, Wholesalers & DMCs)
4. Contract templates review
5. Review Weekly sales meeting minutes

## **Add On – Select any of the below for an extra 500 USD to 1100 USD**

### ▶ **MICE & Groups**

1. Demand Calendar
2. Pricing
3. Evaluation of leads
4. Review of proposal and contract templates

### ▶ **Marketing overview**

1. Digital Marketing initiatives overview
2. Offline marketing overview
3. Brand identity adherence
4. Database

5. Loyalty programme in place

▶ **Reporting templates**

1. Design of customized Month end report template
2. Design of customized Market Segmentation template
3. Design of Demand Calendar template
4. Design of Action plan template
5. Design of Weekly Revenue & Sales weekly meeting template

Deliverables include a detailed report per area including best practice and time lime for self-implementation. If the Hotel needs IME team to support that phase, separate offer will be provided depending on review findings.

### **6 month follow up visit - one day on property from 1250 USD**

Based on initial report, we suggest quarterly reviews to follow up on previous weak points.

- ▶ Review implementation as per initial report
- ▶ Performance vs. Market and Competition set
- ▶ Performance vs. Budget and Market segmentation
- ▶ Distribution channel statistics review
- ▶ Demand Calendar
- ▶ Forecasting accuracy

**For more information, Contact us:**

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