

议题

- > 酒店收益管理现状
- > 收益管理未来发展新技术
- > 新领域的收益管理
- > 酒店集团化收益管理

收益管理管理什么



合适产品



合适价格



合适渠道



合适客户

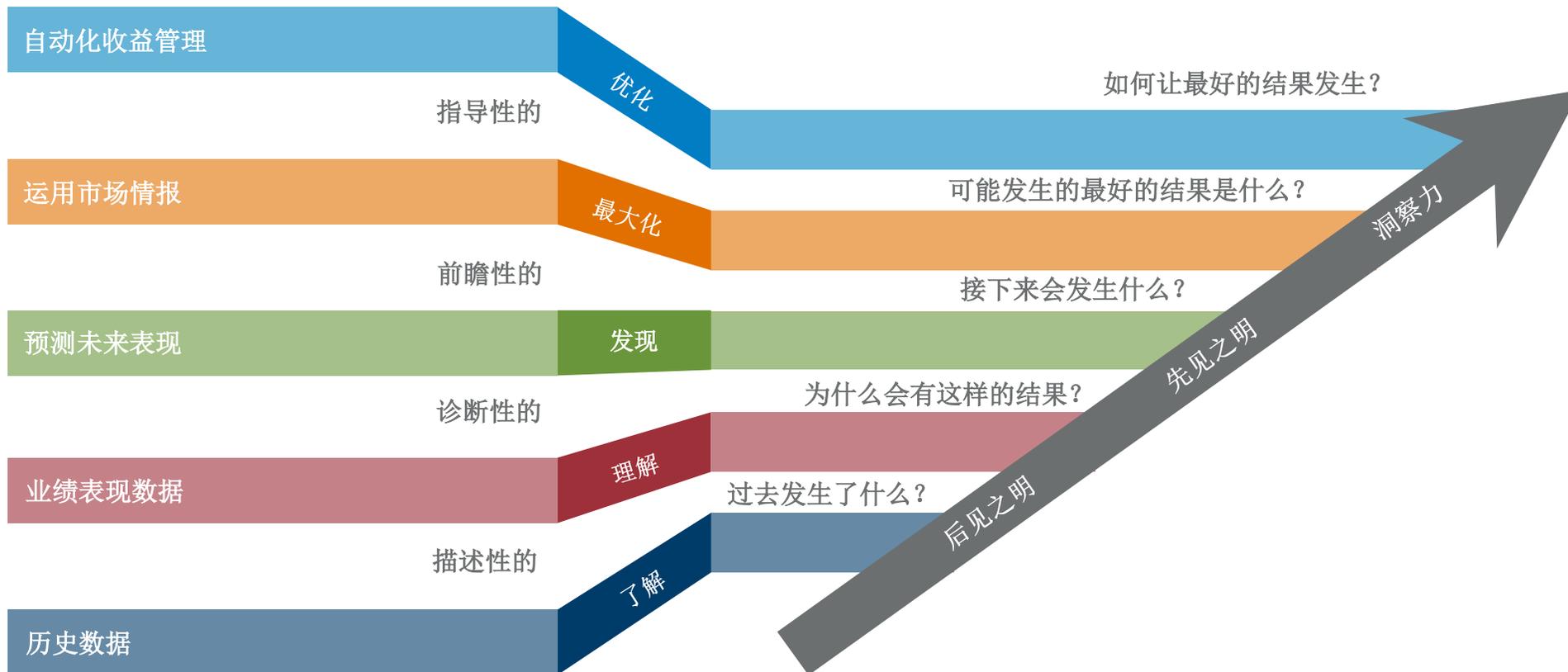


合适时间

酒店收益管理现状

No.	Marketing Budget	Category	Unit	Cost	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
13460	Benefits	1-Personnel	0	12,034	12,565	10,874	13,095	16,302	12,357	12,357
20249	Payroll taxes	1-Personnel	0	345	347	354	1,953	1,850	543	543
78745	Salaries	1-Personnel	1	8,345	8,345	8,345	8,345	8,345	8,345	8,345
78023	Commissions and bonuses	1-Personnel	0	2,000	2,000	178	178	374	17,770	20,770
23074	Personnel Total	1-Personnel	1	20,724	20,724	19,556	23,365	26,814	29,675	32,070
14878	Web Research	2-Marketing	0	521	521	521	521	521	521	521
10587	Independent Research	2-Marketing	1	2,000	2,000	178	178	374	17,770	20,770
10587	Form Research Fees	2-Marketing	2	12,800	2,200	178	178	374	17,770	20,770
12695	Market Research Total	2-Marketing	3	15,321	4,721	719	719	1,569	18,811	22,061
54714	Printing	3-Comm	0	2,000	2,000	11,195	15,657	18,520	456	754
75371	Advertising	3-Comm	3	8,200	4,420	3,000	3,500	1,200	13,890	244
91218	Direct Advertising	3-Comm	2	18,200	4,900	2,000	2,100	1,200	1,200	25,700
32964	Managerial Advertising	3-Comm	1	1,200	1,200	2,000	8,000	900	500	1,500
65968	Communication Total	3-Comm	0	18,432	431	1,243	14,600	4,900	4,200	4,200
89083	Travel	3-Comm	0	0	0	0	0	0	0	0
07421	Phone	3-Comm	0	0	0	0	0	0	0	0
80012	Computer/Office Equipment	4-Other	4	10,260	1,243	190	1,000	12,890	812	261
24607	Postage	4-Other	8	19,300	19,300	12	1,000	12,890	812	261
3115	Other Total	4-Other	0	290	15,333	12,416	12	567	234	11,505
10480	Benefits	4-Other	2	200	200	15,000	16,501	13,804	340	230
30246	Payroll taxes	4-Other	0	400	400	750	750	750	750	750
78745	Salaries	4-Other	2	881	881	881	881	881	881	881
78023	Commissions and bonuses	1-Personnel	0	20,583	18,136	394	200	370	746	247
78023	Personnel Total	1-Personnel	0	12,034	13,565	11,831	13,375	16,302	144	207
23074	Personnel Total	1-Personnel	1	345	347	354	1,953	1,850	543	543
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酒店收益管理现状——理解和应用差异巨大



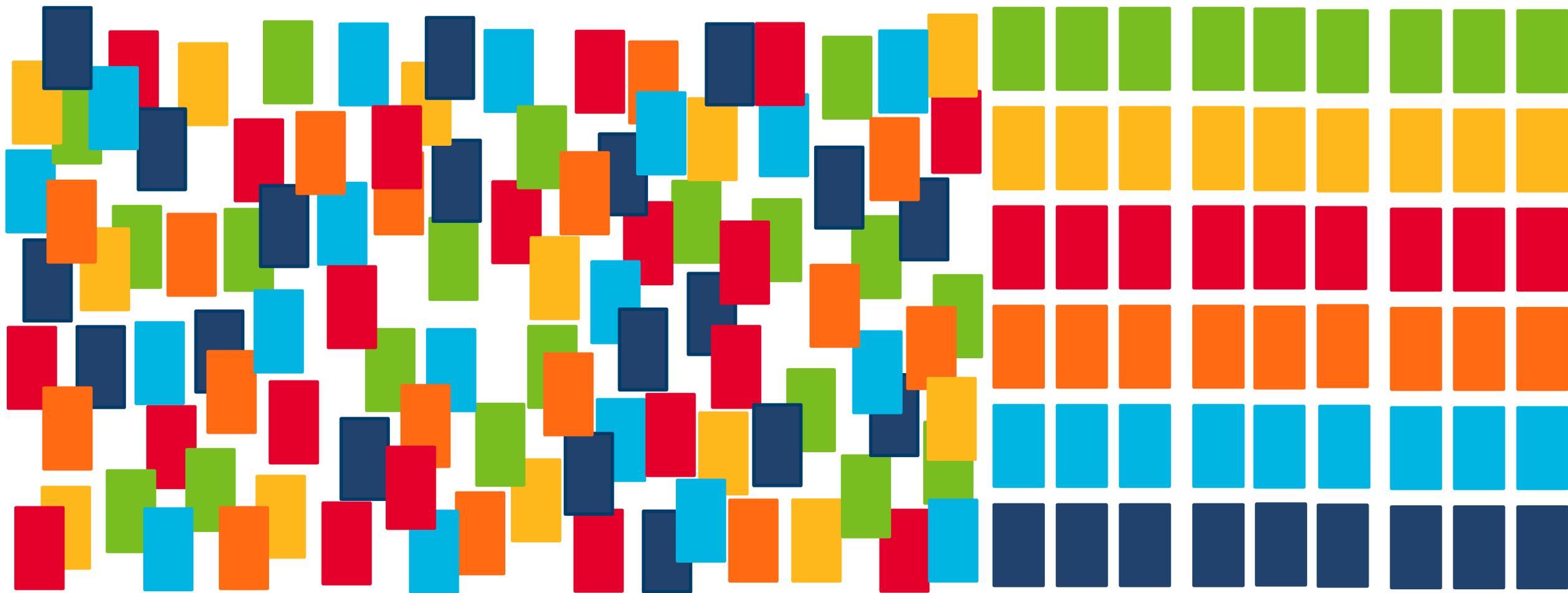
未来技术发展——收益科学



An overhead view of a group of business professionals sitting around a large wooden table. They are all focused on their mobile devices, including smartphones and tablets. One man in the center is using a laptop. The scene illustrates a modern, data-driven work environment.

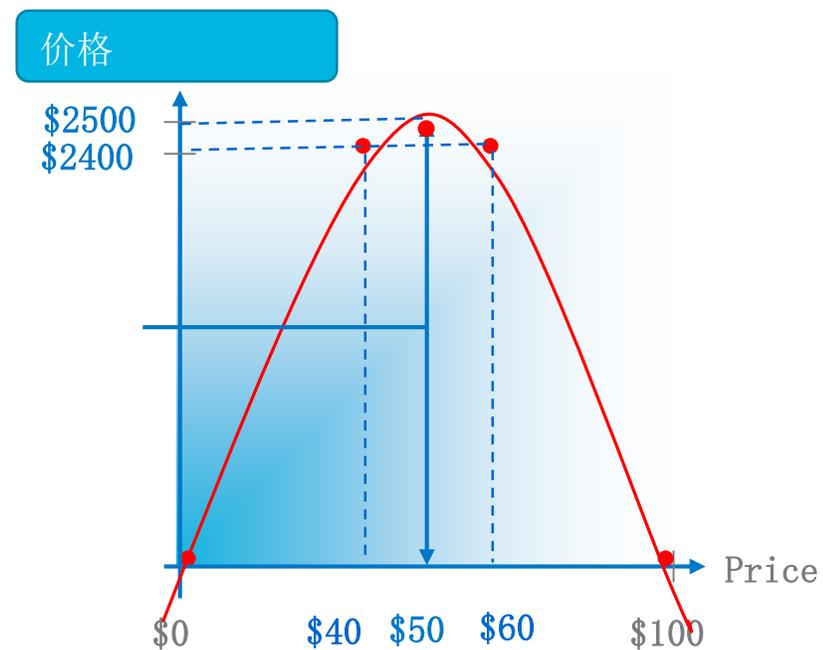
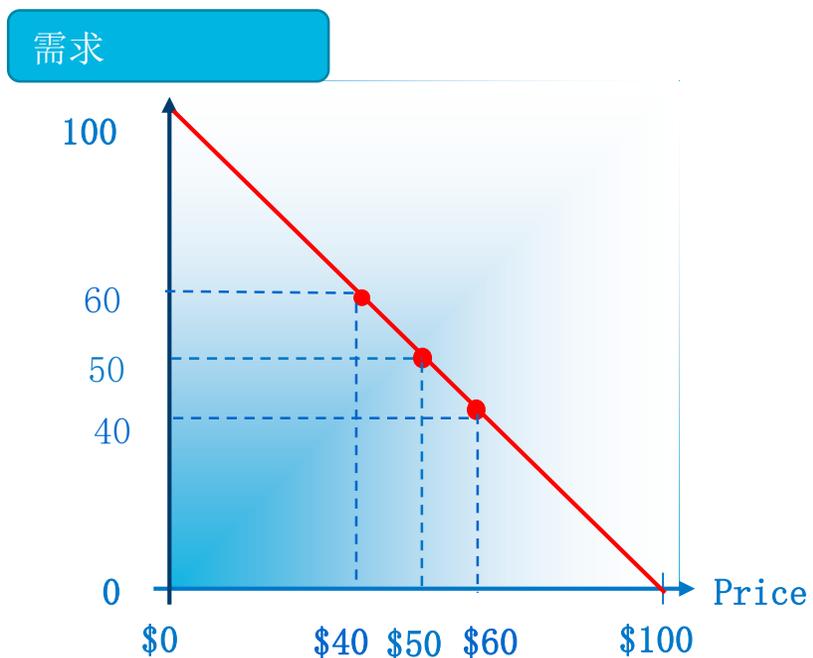
我们生活在数据中

大数据到智慧数据



智能定价

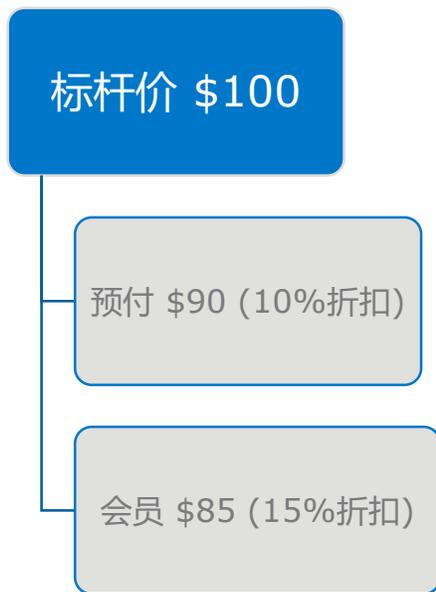
价格	\$0	\$40	\$60	\$100
需求	100	60	40	0
收入	\$0	\$2,400	\$2,400	\$0



价格优化的效果是4%的收入增长

智能定价

标准定价 - 低需求



标准定价 - 高需求



智能定价 - 低需求



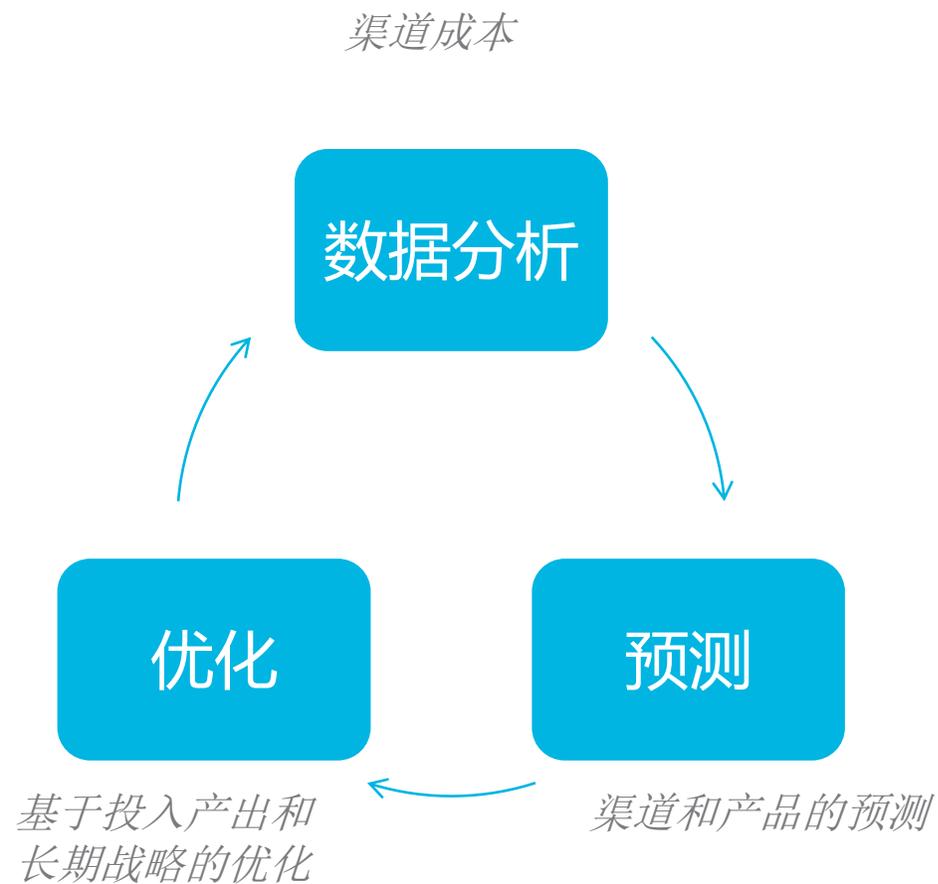
智能定价 - 高需求



渠道收益



收入和利润





每客收益



离开



搜索



抵达



住前

住后

常旅客



休闲



住中

商务



住中

住中

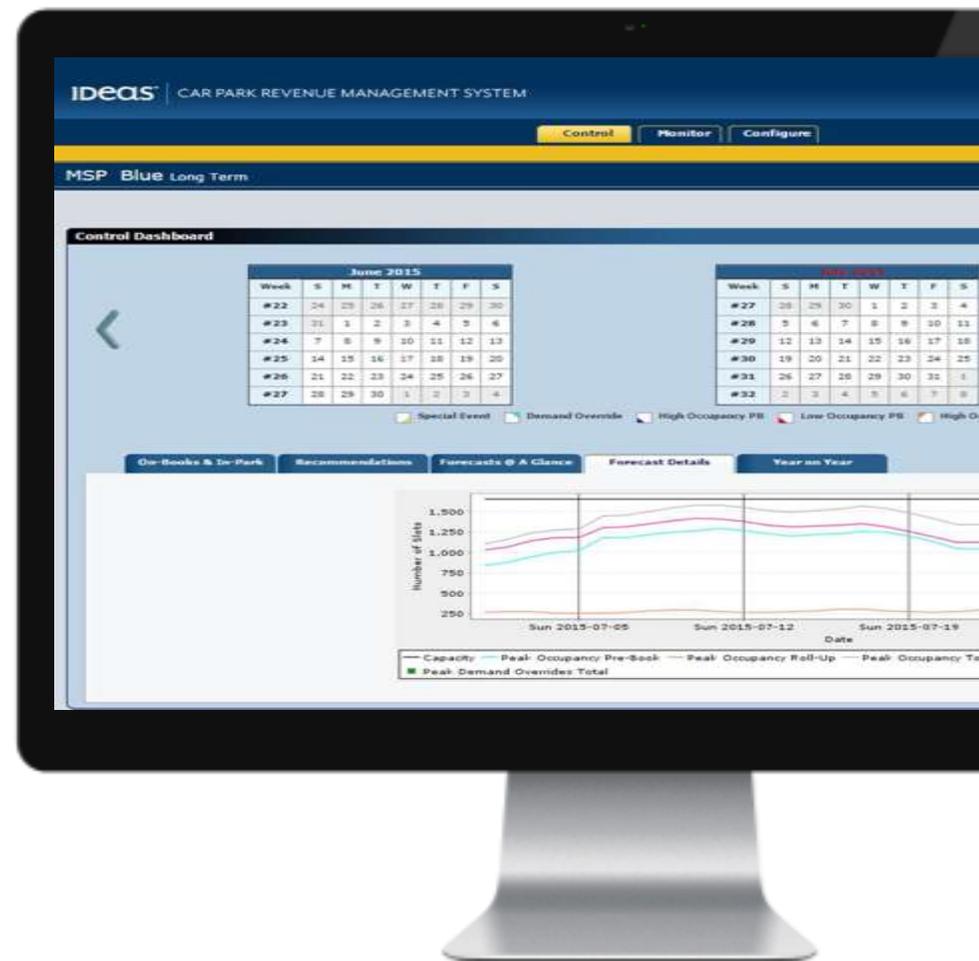


客户需求循环

新领域的收益管理



停车场收益管理



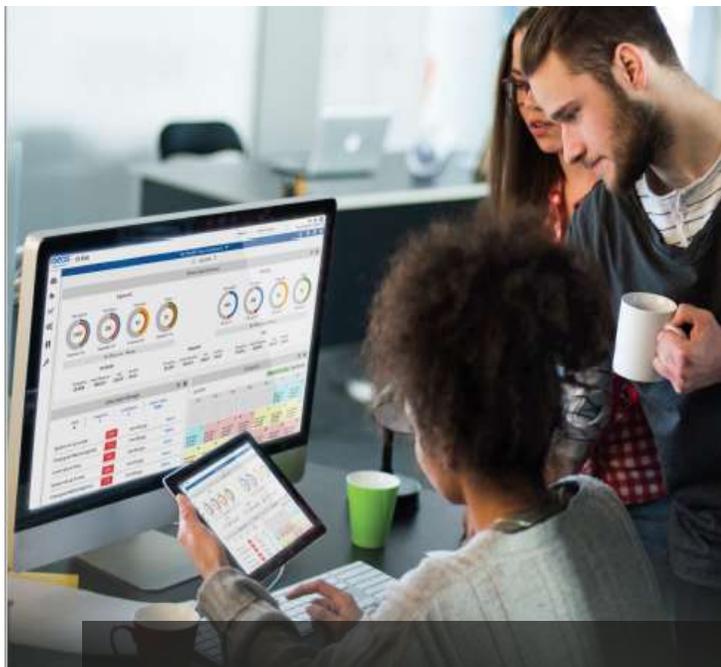
会议场地收益管理

- 置换成本计算
- 客房及宴会收益优化
- 利润优化

Event Month	Year	Status	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Grand Total	
May	2014	Delite	0	2	1	2	2	1	2	3	3	2	2	0	3	1	1	0	0	0	1	0	0	0	0	1	1	0	0	2	1	1	0	0	63
		Prepaid	1																																1
		Cancelled	7	3	1	1	3	0	11	20	10	4	5	10	13	9	10	8	3	1	11	12	10	7	0	1	1	2	3	2	3			184	
		Turn Down	2													1	1																	4	
May 2014 Total			10	6	2	3	2	10	13	16	17	12	14	14	9	3	1	11	20	13	9	4	2	3	1	2	4	4	4	1			292		
June	2014	Delite	3	7	0	0	0	1	1	3	0	0	0	1	1	0	0	0	0	2	2	4	7	2	0	4	3	1	1			118			
		Cancelled	2	6	0	11	12	6	2	3	7	10	9	6	2	3	0	11	13	14	8	2	0	15	15	11	10	1					220		
		Turn Down																																0	
June 2014 Total			5	13	0	11	12	6	3	10	10	13	6	2	4	11	13	14	8	2	2	15	17	11	11	11	4	1				343			
July	2014	Delite	1	1	2	1	2	3	7	0	0	0	0	0	0	0	0	0	0	1	1	3	0	2	2	1	3	0	3			121			
		Cancelled	10	13	15	3	1	0	0	7	10	9	3	3	0	10	11	12	8	2	1	0	10	10	6	0	0	0	0				206		
		Turn Down	1	1																														2	
July 2014 Total			12	15	17	4	12	10	10	10	10	13	13	10	10	10	11	12	8	3	2	13	12	7	2	1	3	3				329			

- 数据分析模型
- 按天按时间段预测





人员结构

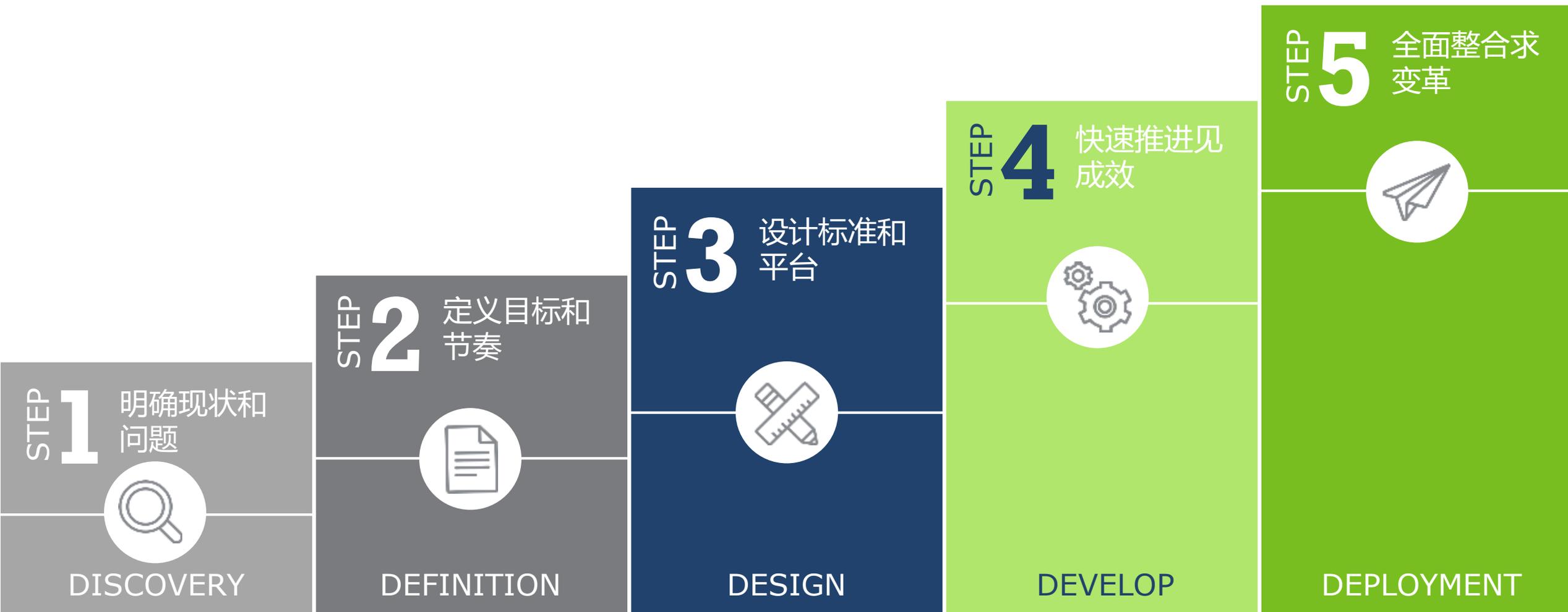


流程



工具

集团化收益管理发展路径



Thank You



info@ideas.com | ideas.com

