

# Octopus



## REVENUE

Revenue Management Services

Revenue Management Training

System Implementations

Industry Events



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Connect with us





# BRIGHT IDEAS

## in revenue management

The primary aim of hotel revenue management is to sell the right product to the right customer at the right time for the right price.

The challenge that we face is, revenue management has become much more convoluted in today's world, with complex distribution and savvy customers.

### How can we help?

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Octopus Revenue provides a practical and cost-effective approach to hotel revenue management, offering both short and long-term, flexible support.

This gives hotels across the globe access to specialist hotel revenue management support, guidance and training, as and when needed, to help drive your business forward.

Contact us to talk  
about your revenue  
management needs...

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Our **revenue management services** include:

### Outsourced Revenue Management

Typically, hotel owners face the on-going problem of having zero time for revenue management, this coupled with a lack of skill on-site and, the struggle to recruit a revenue manager, makes for missed revenue opportunities.

Outsourcing is a highly cost effective way to ensure that the revenue management responsibilities for your hotel are covered when and where needed, without the cost of employing a full-time revenue manager on a permanent basis.

### Revenue Management Consultancy

If you have a special project to tackle and don't know where to start, then let us help. Whatever you require, from general advice on areas of hotel revenue management, hotel performance, current structure and processes. Or for bigger projects, advice, options and solutions for long term plans - whatever your need, we can help.

### Revenue Management Audit Service

Our audit service involves a thorough assessment of your current revenue management practices. This impartial and in-depth report will provide you with a detailed review of the performance of your property within its' market-place, with recommendations to leverage all revenue and profit opportunities.

### System Implementations, System Upgrades & Systems Training

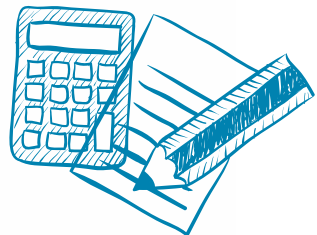
Technology is a huge investment for any business. Let us manage this process on your behalf, freeing up your team to run the business as usual, ensuring that you have an organised and seamless transition which runs on schedule. Whilst you are busy looking after your guests, let us take the pressure away by working as part of your team, ensuring all deadlines are met with minimum disruption to your operation.

## Why outsource?

- ✓ **Cost effective**  
Tailor made with you in mind to provide the correct support when and where needed.
- ✓ **Immediate impact**  
Our experienced team know what works, we hit the ground running, making improvements to your business from the get go.
- ✓ **Flexible**  
We can increase or decrease our input, in line with your budget.
- ✓ **Free up your time**  
To allow you to run your business with peace of mind that we are leveraging all potential revenue opportunities.
- ✓ **Upskill the team**  
We can coach the team along the way, to embed a revenue management culture at your property.

### Revenue management support from 4 hours per week

Our flexible contracts are available from as little as 4 hours per week, and are tailor made with you in mind, providing balanced support to help you achieve your goals.



Providing **revenue management training** for your employees is one of the best long-term revenue management strategies a hotel can adopt. Both revenue managers and other customer contact staff can benefit greatly from revenue management training courses, as they focus on a range of topics that will ultimately increase revenue opportunity for your hotel.

Our **revenue management training courses** are designed for both experienced revenue managers who would like formal training in their field, and, aspiring revenue managers who would like to progress in this area of expertise.

We pride ourselves in the knowledge that all our revenue management training courses are crafted by experienced hotel revenue managers who have a solid background in this field, making them relevant and up to date in today's hotel industry.

### Training Courses


Our courses run as open workshops, in key locations across the United Kingdom, and cover a host of topics, ranging from pricing and distribution, to forecasting and revenue analysis.

### Online Learning

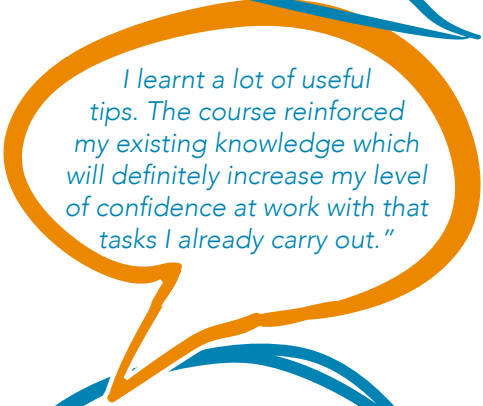
A cost-effective option for hotels, which means our first-class, up to date training is fully accessible to hotels worldwide.

### Bespoke Training

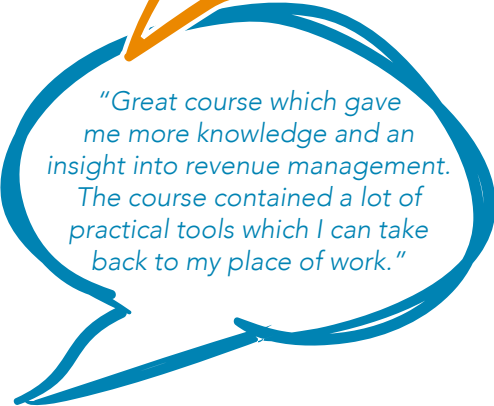
We can adapt and create training content to suit your needs, offering bespoke training packages which can be a full day, a half day or smaller bite sized chunks, run on-site, directly with your team.



*"Very practical course, and very useful to me in my everyday job. I'm looking forward to the next course."*



*I learnt a lot of useful tips. The course reinforced my existing knowledge which will definitely increase my level of confidence at work with that tasks I already carry out."*



*"Great course which gave me more knowledge and an insight into revenue management. The course contained a lot of practical tools which I can take back to my place of work."*

## About Us

Octopus Revenue is a business model designed to offer revenue management support, training & development to both independent and branded properties.

Our service offers a fully flexible approach, tailored to the hotel's needs and budget, offering both short and long-term revenue management solutions.

Founded in January 2014 by Sarah Thompson, a hospitality professional with over 20 years' experience in her field. Sarah has worked with major chains and independent groups gaining a broad spectrum of knowledge within the industry. Sarah is commercially aware, 100% driven, and has established an excellent track record in hotel operations and revenue management.

## Why choose Octopus Revenue?

We have the confidence and knowledge to support your business in all areas of revenue management.

We know we can do this because:

- ✦ We have experience in hotel revenue management
- ✦ We always deliver for our clients
- ✦ We have the experience and know how to develop your revenue strategies
- ✦ We would never take on a project we do not think we can deliver
- ✦ We already know what works and what doesn't
- ✦ We work within agreed time scales in order to meet your expectations
- ✦ We work as part of your team, understanding your business and your values
- ✦ We have developed a community of industry specialists who can use each other's services and expertise and recommend those within our circle of contact
- ✦ We value your business
- ✦ We love what we do

**For more information on any aspects of our revenue management services, please contact us today – we are here to help drive your business forward.**

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