`1st Part

General

Type of hotel: (Urban or leisure)
Location : Continent
Location : Country
Location : City
Chain (Y/N)
Total number of hotels :
Total number of rooms :
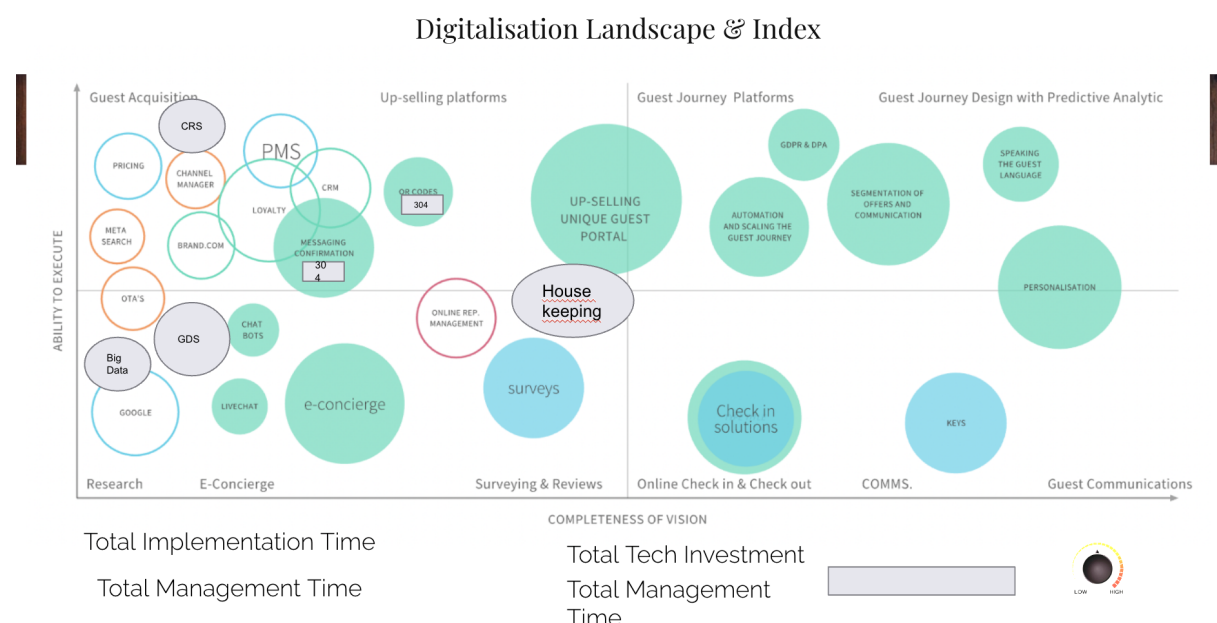Category /Star Rating :
Current GOP % :
Who is in charge of Revenue Management?
Who is in charge of Sustainability?
Who is in charge of Profitability?

2nd Page
DIGITALIZATION AND AUTOMATION (Infographic)

Digitalisation Landscape & Index

- PMS
- RMS
- Rate Shopper
- BI/BIG DATA
- ERP
- Channel Manager
  - 1 way integrated to PMS
  - 2 ways integrated to PMS
- CMS

- CRS
- GDS
  - Cost per reservation
- BE
- Web APP
- Widgets (e.g.THN)
- Immersive web applications
- (Metaverse) 0
- CRM
- Loyalty programme
- Chat bot
- E-concierge
- Online check-in
- Online check out
- Guest messaging
- Upselling: <mark>3x o peso dos outros</mark>
  - Pre-stay
  - At arrival
  - In stay
    - Email - 5
    - Messaging 80
- Operational apps (e.g for housekeeping)
- Any other strategic platform you are using/looking at?

<mark>**Adicionar - Preço e tempo de implementação e tempo de gestao**</mark>

3rd Page

CHANNEL STRATEGY & DISTRIBUTION

- What percentage of your total business is yieldable?
- What percentage of direct channels ?
  - Web
  - Other
- What percentage from OTA
- What percentage from the loyalty programme?
- TOUR OPERATION
- WHOLESALERS
- CORPORATE
- GROUPS : MICE
- GROUPS : LEISURE
- CREW
- Do you use channel differentiated pricing?
- Do you offer rate parity?
- Do you offer inventory parity?

- Do you have added values on your direct channels?
- Do you offer allotments or guarantees?
- What is your breakdown of room, ancillaries, F&B ? (percentage)

ANCILLARIES
3.8%
EXPERIENCES
9.0%

M&E
22.1%

ROOMS
51.4%

F&B
13.7%
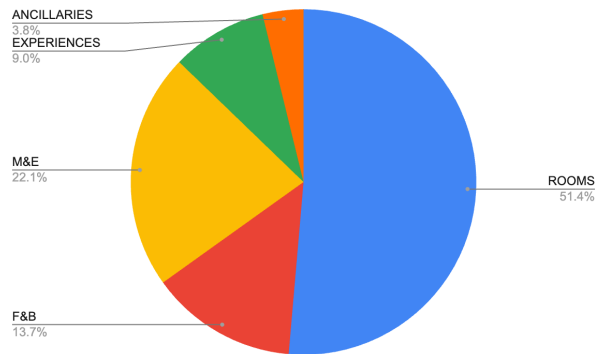
- Are you measuring the profit contribution of each channel?
- Do you make yielding decisions based on channel costs?
- Do you measure the profit contribution of each segment?
- Is your rooms strategy fully aligned with your meeting room strategy?
- Do you align costs with your revenue forecast?
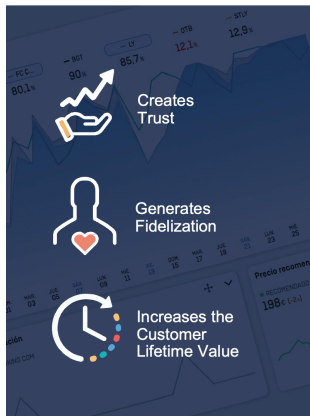- Is your marketing spend aligned with your demand forecast?

4th Page

PRICING STRATEGY

- Do you have a policy of price integrity?
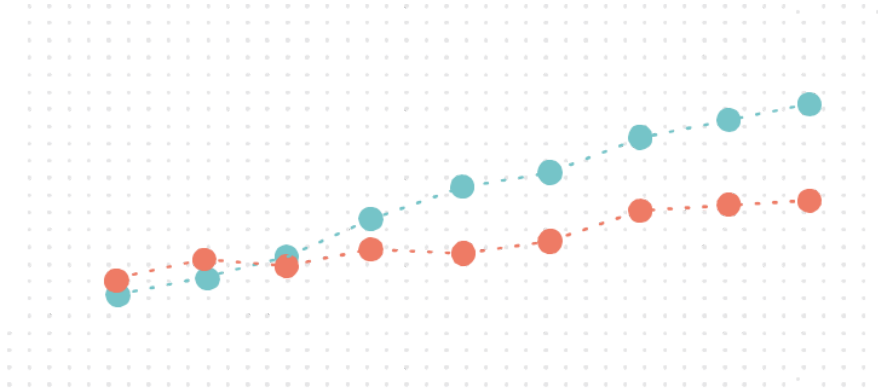
Competitive set Average Price   Hotel Current Price

Creates Trust

Generates Fidelization

Increases the Customer Lifetime Value

- Segmentation
  - By market
  - By channel
- Do you use quality as a data point for your hotel? (HQI)
- Do you use event data? (Y/N) - PROVIDER
- Do you use flight data? (Y/N) - PROVIDER
- Do you use forward looking market data? PROVIDER
- Do you monitor competitor pricing?
- Do you monitor your market positioning?
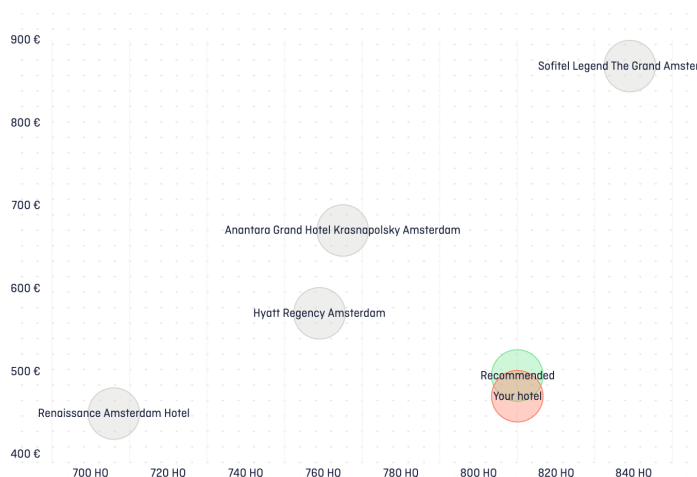
- Do you use dynamic pricing? (open pricing)
- Do you index your rates ? - which segments?
- Do you use dynamic pricing for upgrades?
- Do you price rooms individually?
- How do you differentiate room types ?
- Do you use attribute based pricing?
- How do you price groups?
- Do you price the COR segment dynamically?
- Do you sell packages (with flights?)

5th Page CUSTOMER JOURNEY :

REVENUE GENERATION & RETENTION

(pre-populated from digitalisation section)
Loyalty
- Recruiting loyalty program members
- Customer Life Time Value
- Ask what percentage of guests arrive through this channel

Revenue Generation   (GRAPHIC) This should be also questions,.

- POST BOOKING
  - Room upgrades
  - Choose your room
  - Design your stay with ancillaries
    - See below inhouse and outside the property
- CHECK-IN
  - Early check in
  - See below inhouse and outside the property
- POST CHECK IN
  - Cross selling (other hotels in the chain)
- CHECK OUT
  - Late checkout
  - Future Bookings

- Experiences in house
  - Early check in
  - Late checkout
  - Spa
  - F & B
  - Shops
  - Mini Pharmacy
  - Baby Seating
  - Etc
- Experiences outside the property
  - Boat rides
  - Tickets for attractions
  - Ticket for concerts
  - Flights
  - Taxis
  - Transfers
  - Cross selling
- Metaverse
  - Virtual Shops
    - Revenue Share
    - Real Estate rental

What do we do in each of the phases above

Are you currently Revenue Retention in your hotel? (explain - Graphic)
- Contacting guests and offering
  - Skip room cleaning
  - Skip twowel change
  -
  - Skip Sheet changes
    - Show strategies to engage -
      - Give free drink for exchange of skipping or reducing the cleaning
      - Late check out
      - Etc
    -

6th Page
COSTS OPTIMIZATION

- Cost of cleaning a room
- Sustainability
  - Water Recycling
  - Renewable Energy
- Buying local
- Preventive Measures
  - Maintenance
  - Staff health: having a doctor on premise
- If the hotel uses single use plastic or use amenities
- Human Resource Retention

- Centralized supplies purchase
- Cost of laundry
  - Sheets
  - Towels

Savings Case Study   Dispensers versus single use (information for calculus)

Hotel A has 100 rooms and 75% occupancy. Guests, on average, use a little less than one bottle per night per room depending on the amenity. They use 25,000 bottles of shampoo, 20,000 bottles of conditioner and 22,000 bottles of body wash each year. They use 1 oz. bottles and pay $.30 per bottle.

Financial Savings

Current Amenity Cost = 67,000 bottles @ $0.30/oz. = $20,100

Product Cost in Dispensers = 33,500 oz. @ $0.18/oz. = $6,030

Annual Product Cost Reduction
$14,070   70% SAVINGS

Environmental Savings

Current Plastic Consumption = 67,000 1 oz. bottles @ 0.29 oz. = 19,430 oz. or 1,214 lbs.

Plastic Consumption Using Gallon Refills = 262 gallons @ 4.05 oz. = 1,061 oz. or   66 lbs.

Annual Plastic Reduction
1,148 lbs.   95% REDUCTION

7th Page

SUSTAINABILITY

Are you using water recycling or reuse technology?

https://biorock.com/products/large-sized-systems/multirock

Are you using any renewable energy sources?

    If so, which ones?

            Solar energy panels?

Do you measure the time your team needs to manage different solutions?

8) **FInal Part**

PROFITABILITY INDEX _____(0 -100)

Tech Stack (Digitalisation Index)	**__10__(0 - 10)**
Channel Strategy & Distribution Index	**__10___(0 - 100)**
Pricing Strategy	**_50____(0 - 100)**
Customer Journey	**__50___(0 - 100)**
Revenue Retention	**___10__(0 - 100)**
Revenue Generation	**__10___(0 - 100)**
Cost Optimization	**__10___(0 - 100)**
Sustainability	**__5___(0 - 100)**