



HOTEL SALES AND REVENUE MANAGEMENT: A Guide for Small & Medium Size Hotels & Hospitality Beginners

Ash Sarswat

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The author realised that small and medium size hotels find revenue management as a very complex topic and the techniques are hard to use on daily basis while this size of hotels require strong RM techniques to improve their cash flow and online visibility.

The revenue management discussions and ideas are usually confined to top management offices and most of the time these brilliant ideas do not provide expected results.

This book provides concise ideas to start a RM culture in all departments and emphasise the importance of historical data analysis, minimum stay restrictions, sales leads and the importance of Online Travel Agents (OTA) as well as companies providing search engine optimisation, channel management tools with practical examples

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