



You bring
the Goals

We bring
the Growth

Get ready to unlock your hotel's revenue
potential with a dedicated Revenue Manager

BWHSM | Hotels



What is the **Rent a Revenue Manager** Service?

Our RRM service is your hotel's secret weapon for achieving optimal room revenue performance. They work closely with your team on the ground to craft and maintain a winning revenue strategy, managing pricing and availability across all channels and partners.

Their mission? To boost your revenue and market share!

Our RRMs are laser-focused on the following KPIS:

- **Growing RevPAR** (Revenue Per Available Room)
- **Increasing RevPAR Index** (Market Share Position)
- **Boosting Direct Bookings** and Brand Revenue

They also tackle hotel-specific goals like budgeted revenue uplifts, rooms forecasts, and targeted improvements in key areas such as Groups or Wedding Revenues.



The Key **Benefits**

Dedicated Revenue Resource

Focus on revenue without being pulled into hotel operations. Service levels can be tailored to your business with short term consultancy contracts available.

Industry Expertise

Our RRM's bring years of experience across multiple brands, destinations, and property types.

BWH Expertise

Tailored advice on the optimal hotel strategy.

Cost Effective

Enjoy the benefits of a revenue expert without the payroll costs, plus 51 weeks of continuous support each year including maternity/ paternity & holiday

3 You bring the goals, we bring the growth



A Success Story

A hotel that joined our program in April 2024 saw a **48% increase in RevPAR** from April to July, with a **39% growth in RePAR index**. By July, they achieved fair share in occupancy and a **30% year-on-year ADR increase**. This success was driven by close collaboration between the RRM and the hotel's management and front desk teams, optimising pricing, strategies, and processes to capture all revenue opportunities.



“The Rent a Revenue Manager Service has revolutionised our approach to revenue management. The team are such experts in what they do and are always on hand to offer personalised advice based on real-time data. The platforms they use are cutting-edge and have provided us with capabilities we wouldn't have had access to otherwise, at a price we can afford. The results have far outweighed our expectations, we've achieved so much more than we could have on our own.”



Are You Ready to Elevate Your Revenue?

For a tailored discussion about your hotel's potential, get in touch with our RRM team today:

Revenue@BWHHotels.co.uk

