



PROPOSAL

Proposed By :
Proactive Hospitality Solutions

www.proactivehospitalitysolutions.co.za

A photograph of three business professionals in a meeting. A man with a beard and short hair is smiling and looking towards a woman with short blonde hair and glasses. The woman is also smiling and looking towards a woman with long brown hair. They are standing in front of a whiteboard with colorful sticky notes. The background is a stone wall. The image is partially obscured by a dark blue diagonal line that runs from the top left to the bottom right.

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INTRODUCING

PROACTIVE HOSPITALITY SOLUTIONS PROVIDES
STRATEGIC HOSPITALITY MARKETING, SALES AND
RESERVATIONS SOLUTIONS

You can increase occupancy, grow your revenue, and have a larger market share if you close the gap between what travellers search for and how they perceive your establishment. Our experienced hospitality marketing professionals know how to close this gap.

OUR PROPOSAL

OTA MANAGEMENT: SETUP PACKAGE

The Online service is geared toward ensuring a consistent online presence across Online Booking Platforms and implementing rate strategies that will provide the maximum number of bookings.

We achieve this by following a very specific formula that includes extensive analysis of both the individual property and the overall market, combined with years of experience and know-how.

OBJECTIVES TO BE ACHIEVED:

- Revenue Management:
 - Develop and implement optimal rate strategies tailored to each property's location and product offerings.
 - Dynamically create and adjust rates to optimize occupancy and revenue generation.
- Site and Revenue Optimization:
 - Establish rate parity across diverse online channels.
 - Optimize the synergy between the property's website and online booking platforms.
- Brand Awareness:
 - Build brand visibility and recognition through online booking channels.
- Brand Consistency:
 - Ensure uniform representation of the property's brand across all online channels, including consistent messaging, imagery, promotions, and logos.
- Increase Room Nights:
 - Boost room bookings by strategically distributing content across online platforms.

SET UP PACKAGE INCLUDES:

- Channel manager setup.
- Property info setup and checks
- Online presence analysis
- Online Listing setup structure for main OTA extranets and Local Site distribution (Within the best accommodation style structure for a property)
 - Main Extranets
 - Booking.com
 - Expedia
 - Agoda
 - Airbnb
 - Tripadvisor

OUR PROPOSAL

OTA MANAGEMENT: SETUP PACKAGE

- Local Sites
 - SafariNow
 - Afristay
 - Lekkeslaap
- Content building
 - Images
 - Facilities
 - Amenities
- Revenue Structure
 - Monthly revenue track creation
 - 6-Month special strategy
 - GEO Opportunities
 - Promotional campaigns
 - Rate Analysis
 - Competitor Analysis creation
 - Rates Management / distribution setup
- Analysis Structure
 - Area Analysis
 - Review Analysis
 - SWOT Analysis
- System Audit
- Extended ad hoc support available

OUR PROPOSAL

OTA MANAGEMENT: CONTENT & MAINTENANCE PACKAGE

The Online service is geared toward ensuring a consistent online presence across Online Booking Platforms and implementing rate strategies that will provide the maximum number of bookings.

We achieve this by following a very specific formula that includes extensive analysis of both the individual property and the overall market, combined with years of experience and know-how.

OBJECTIVES TO BE ACHIEVED:

- Site Optimization & Rate integrity on all online channels.
- Ensure brand parity is maintained through various online channels.
- Ensure optimization between own website and online channels.
- Increase Brand Awareness
- Establish a billboard effect within large presence of online booking channels.
- Brand Consistency
- Ensuring that all online channels are consistent in how they portray the properties brand, through wording, photographs, specials and logos.

CONTENT & MAINTENANCE PACKAGE INCLUDES:

Platform checks & consistent updates:

- Rates
- Policies
- Descriptions
- Images
- Amenities
- Property Facilities
- Seasonal Tagging
- Parity Alignment
- New Updates actioned as brand collateral changes / updates are available.
 - New Descriptions updates every 3 months.
- Channel Manager optimization.
- Online Presence analysis / review
- Online Listing setup structure for main OTA extranets and Local Site distribution (Within the best accommodation style structure for a property)

OUR PROPOSAL

OTA MANAGEMENT: CONTENT & MAINTENANCE PACKAGE

Main extranets:

- Booking.com
- Expedia
- Agoda
- Airbnb
- Tripadvisor

Local sites:

- SafariNow
- Afristay
- Rates Management / structure distribution
 - Monthly revenue track
 - 6-Month promotional structure
 - GEO Opportunities
 - Promotional campaigns
- Extended ad hoc support available
- Lekkeslaap

PHASE 1: OPTIMIZATION (WEEKS 1-4)

WEEK 1: CHANNEL MANAGER OPTIMIZATION AND RESTRUCTURING

- Review and Update Channel Manager Configuration
 - Room Information: Ensure all room information is accurate and up to date.
 - Rates: Review and update rates to reflect current pricing strategies.
 - Facilities & Amenities: Verify and update the list of facilities and amenities.
 - Images: Update images to ensure they are current and high quality.
 - Description: Revise descriptions to ensure they are engaging and informative.

WEEK 2: ONLINE PRESENCE ANALYSIS

- Online Brand Creation
 - Integrate new listings to enhance the online brand.
 - Identify and structure valuable and brand-focused listings.
- Online Presence Analysis Report
 - Complete a detailed report on the current online presence and identify areas for improvement.

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OTA MANAGEMENT: CONTENT & MAINTENANCE PACKAGE

WEEK 3: 3-MONTH SPECIAL STRATEGY DEVELOPMENT

- Special Strategies Based on Analysis
 - Develop strategies targeting:
 - Mobile: Optimize for mobile users.
 - Genius: Implement strategies for Genius program participation.
 - Visibility Boosters: Use visibility boosters to increase listing exposure.
 - Preferred Program: Engage in preferred programs for better placement.
 - Last-minute/Early Booker: Create special offers for last-minute and early bookers.
 - Rate Plan Optimization: Optimize rate plans based on market and competitor analysis.

PHASE 2: IMPLEMENTATION AND REFRESH (WEEKS 5-8)

WEEK 5: BRAND & COLLATERAL UPDATE ON ALL EXTRANETS

- Update Main Extranet Information
 - Room Information: Ensure all room details are current.
 - Rates: Update rates to align with pricing strategies.
 - Facilities & Amenities: Verify and update facilities and amenities information.
 - Images: Refresh images to ensure quality and relevance.
 - Description: Enhance descriptions to improve engagement.

WEEK 6: BRAND & COLLATERAL UPDATE ON ALL LOCAL SITES

- Update Local Site Information
 - Room Information: Ensure all room details are up-to-date.
 - Rates: Review and adjust rates as needed.
 - Facilities & Amenities: Verify and update facilities and amenities information.
 - Images: Refresh images to ensure they reflect the current property.
 - Description: Revise descriptions to ensure accuracy and appeal.

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OTA MANAGEMENT: CONTENT & MAINTENANCE PACKAGE

WEEK 7: BUILD A MONTHLY REVENUE SHEET

- Base Revenue Tracking
- Develop a monthly revenue sheet to track base revenue and monitor performance.

PHASE 3: ONGOING MAINTENANCE AND IMPROVEMENT

WEEK 9-12: REPEAT ABOVE STRUCTURE ON AN ONGOING BASIS

- Increase Ranking Monthly
 - Continuously work to improve ranking on all listing platforms.
- Enhance Listing Basis/Brand Quality
 - Regularly update and improve listings to maintain high-quality brand representation.
- Maintain System
 - Consistently review and update the channel management system to ensure optimal performance.
 - Consistently review and update the Extranet and local site systems to ensure optimal performance.

Key Deliverables

- Optimized and restructured channel manager configuration.
- Enhanced online brand presence with new listings.
- Comprehensive online presence analysis report.
- Effective 3-month special strategy.
- Updated brand and collateral information on all extranets and local sites.
- Monthly revenue tracking sheet.
- Ongoing improvement and maintenance of online presence and channel management system.

This phased approach ensures a thorough setup and optimization process in Phase 1, followed by consistent implementation and brand collateral updates in Phase 2, and ongoing maintenance and improvement in Phase 3 to sustain and enhance the property's online presence and performance.

OUR PROPOSAL

OTA MANAGEMENT: STANDARD OTA PACKAGE

The Online service is geared toward ensuring a consistent online presence across Online Booking Platforms and implementing rate strategies that will provide the maximum number of bookings.

We achieve this by following a very specific formula that includes extensive analysis of both the individual property and the overall market, combined with years of experience and know-how.

OBJECTIVES TO BE ACHIEVED:

- Revenue Management
 - Ensure that the property is utilising the optimal rate strategy in line with its location and product offering.
 - Adjust rates to ensure maximum occupancy.
- Site and Revenue Optimization
 - Ensure rate parity is maintained through various online channels.
 - Ensure optimization between own website and online channels.
- Increase Brand Awareness
 - Through online booking channels
- Brand Consistency
 - Ensuring that all online channels are consistent in how they portray the properties brand, through wording, photographs, specials and logos.
- Increase room nights.
 - Through the optimized distribution of content to the online channels.

STANDARD OTA PACKAGE INCLUDES:

- Optimize Channel Manager Operations
- Conduct Property Information Checks and Adjustments
- Perform Online Presence Analysis
- Online Listing setup structure for main OTA extranets and Local Site distribution (Within the best accommodation style structure for a property)

Main extranets:

- | | |
|---------------|---------------|
| • Booking.com | • Airbnb |
| • Expedia | • Tripadvisor |
| • Agoda | |

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OTA MANAGEMENT: STANDARD OTA PACKAGE

Local sites:

- SafariNow
- Afristay
- Regularly Update Content, Including:
 - Images,
 - Facilities,
 - Amenities
- Revenue Structure
 - Monthly revenue track creation
 - 3-Month special strategy
 - GEO Opportunities
 - Promotional campaigns
 - Rate Analysis
 - Competitor Analysis
 - Rates Management / distribution
- Conduct Quality Checks for Channels on a Monthly Basis
- Develop and Implement a Rolling 3-Month Promotional Strategy, Considering Geo Opportunities
- Update Task Lines on Channel Manager and Listing Platforms:
 - Rates
 - Policies
 - Descriptions
 - General Information
- Establish an Analysis Framework Covering:
 - Competitor Analysis,
 - Area Analysis,
 - SWOT Analysis
- Strategic Implementation
 - Creation and implementation of the following strategies
 - Trial and testing to find the best mix of conversion model placement
 - Short lead Targeting
 - Last minute & within the month structure
 - Mid Lead Targeting
 - Consistent 2 – 6 month lead structure
 - Long lead Targeting
 - Stronger / higher intensity structure focus on 7 - 12 months forward book

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OTA MANAGEMENT: STANDARD OTA PACKAGE

PHASE 1: INITIAL SETUP AND ANALYSIS (WEEKS 1-4)

WEEK 1: PROJECT KICK-OFF AND PLANNING

- Kick-off Meeting: Introduce team, discuss objectives, timelines, and deliverables.
- Gather Information: Collect property details, current rate strategies, and existing online presence.

WEEK 2: OPTIMIZE CHANNEL MANAGER OPERATIONS

- Channel Manager Setup: Ensure the Channel Manager system is correctly configured.
- Property Information Checks: Verify and update property details, images, facilities, and amenities.

WEEK 3: PERFORM ONLINE PRESENCE ANALYSIS

- Market Analysis: Conduct a thorough analysis of the market and competitors.
- Online Presence Review: Evaluate current online listings and identify areas for improvement.

WEEK 4: ESTABLISH ANALYSIS FRAMEWORK

- Analysis Framework Setup: Develop frameworks for competitor, area, and SWOT analysis.

PHASE 2: IMPLEMENTATION AND OPTIMIZATION (WEEKS 5-8)

WEEK 5: ONLINE LISTING SETUP

- Main Extranets: Review and optimize listings on Booking.com, Expedia, Agoda, Airbnb, and Tripadvisor.
- Local Sites: Set up and optimize listings on SafariNow, Afristay, and Lekkeslaap.

WEEK 6: RATE STRATEGY AND REVENUE MANAGEMENT

- Rate Parity: Ensure rate parity across all online channels.
- Rate Analysis: Analyse current rates and adjust to optimize occupancy.

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OTA MANAGEMENT: STANDARD OTA PACKAGE

WEEK 7: CONTENT UPDATES AND BRAND CONSISTENCY

- Content Updates: Regularly update images, facilities, amenities, descriptions, and policies.
- Brand Consistency: Ensure consistent brand portrayal across all online channels.

WEEK 8: REVENUE STRUCTURE SETUP

- Monthly Revenue Tracking: Create a structure for monthly revenue tracking.
- Promotional Strategies: Develop a 3-month special strategy, including GEO opportunities and promotional campaigns.

PHASE 3: STRATEGIC IMPLEMENTATION (WEEKS 9-12)

WEEK 9: STRATEGIC CREATION AND TRIAL TESTING

- Strategy Creation: Develop short lead, mid lead, and long lead targeting strategies.
- Trial and Testing: Begin trial and testing to find the best mix of conversion model placements.
 - Short Lead Targeting: Implement strategies for last minute and within-the-month bookings.
 - Mid Lead Targeting: Develop a consistent 2 – 6-month lead structure.
 - Long Lead Targeting: Focus on stronger/higher intensity structures for 7 - 12 months forward bookings.

WEEK 10: QUALITY CHECKS AND ADJUSTMENTS

- Monthly Quality Checks: Conduct quality checks for all channels and make necessary adjustments.

WEEK 11: ROLLING 3-MONTH PROMOTIONAL STRATEGY

- Review Promotional Strategy Implementation: Implement the rolling 3-month promotional strategy.

WEEK 12: UPDATE TASK LINES

- Task Lines Updates: Regularly update rates, policies, descriptions, and general information on Channel Manager and listing platforms.

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PHASE 4: ONGOING MAINTENANCE AND SUPPORT

- Monthly Tasks:
 - Revenue Tracking and Analysis: Continuously track and analyse revenue.
 - System quality checks for structure accuracy and consistency
 - Content Updates: Regularly update content and ensure brand consistency.
 - Promotional Strategies: Develop and implement ongoing promotional strategies.
 - Quality Checks: Conduct monthly quality checks and make necessary adjustments.
 - Rate Management: Continuously manage and adjust rates to optimize occupancy.
- Key Deliverables
 - Optimized Channel Manager operations
 - Updated and consistent property information across all channels
 - Comprehensive market and competitor analysis
 - Optimized rate strategies
 - Regularly updated content
 - Rolling 3-month promotional strategy
 - Implemented strategic targeting (short, mid, long lead)
 - Continuous testing and optimization for conversion models

This phased approach ensures a comprehensive strategy implementation while maintaining a consistent and optimized online presence to maximize bookings and increase brand awareness.

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OTA MANAGEMENT - REVENUE MANAGEMENT PACKAGE

The Revenue Management service is geared towards maximizing the analytical data available for strategic implementation of rate strategies along with extensive revenue tracking and reporting that will provide an overview of change and pattern development.

We achieve this by following a very specific formula that includes extensive analysis of both the individual property and the overall market, combined with evolving a Revenue structure built and structured towards the property requirements.

OBJECTIVES TO BE ACHIEVED:

- Revenue Management
 - Ensure that the property is utilising the optimal rate strategy in line with its location and product offering.
 - Adjust rates to ensure maximum occupancy.
- Site and Revenue Optimization
 - Ensure rate parity is maintained through various online channels.
 - Ensure optimization between own website and online channels.
- Increase Brand Awareness
 - To be actioned through all online booking channels.
- Brand Consistency
 - Ensuring that all online channels are consistent in how they portray the properties brand, through wording, photographs, specials and logos.
- Increase room nights.
 - Through the optimized distribution of content to the online channels.

OTA FRAMEWORK

- Develop and Implement OTA Management & Strategic Framework
- Optimize Channel Manager Operations
- Conduct Property Information Checks and Adjustments
- Perform Online Presence Analysis
- Align Online Listings with Property Development
- Evaluate Listing Opportunities Based on Operational Requirements

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OTA MANAGEMENT : REVENUE MANAGEMENT PACKAGE

- Regularly Update Content, Including:
 - Images,
 - Facilities,
 - Amenities,
 - Seasonal Tagging
- Track Monthly Revenue and Conduct Quality Checks for Channels
- Ensure Local Site Listings are Complete and Optimized
- Devise and Implement a Rolling 3-Month Promotional Strategy, Considering Geo Opportunities

Update Task Lines on Channel Manager and Listing Platforms:

- Rates
- Policies
- Descriptions
- General Information

Establish an Analysis Framework, Covering the following Analysis:

- Rate
- Competitor
- Area
- Review
- SWOT
- Conduct System Audits and Optimize Channel Manager Operations Assess Listing Opportunities Based on Operational Needs

RATES MANAGEMENT & REVENUE FRAMEWORK

- **Implement Daily Revenue Tracking and Reporting:**
 - Revenue Split Data:
 - Monitor and analyse revenue distribution across various streams (e.g., accommodation, dining, activities).
 - Identify key contributors to revenue and optimize marketing efforts accordingly.
 - Occupancy & ADR (Average Daily Rate):
 - Track daily occupancy rates and ADR to assess overall performance.
 - Utilize this data for real-time decision-making, such as adjusting room rates or promotions.

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- Cancellation Reporting:
 - Implement a system to track and analyze cancellation rates.
 - Identify patterns or reasons for cancellations to improve customer retention and optimize booking policies.
- Monthly Forecasting:
 - Develop and maintain monthly revenue forecasts based on historical data and market trends.
 - Adjust strategies in response to changing forecasts to maximize revenue potential.
- Monthly Market Segments/Area/Sources of Revenue:
 - Break down revenue data by market segments, geographic areas, and sources (direct bookings, online travel agencies, etc.).
 - Identify profitable segments and channels, adjusting marketing efforts accordingly.
- Trend Reporting:
 - Analyse long-term trends in revenue, occupancy, and other key metrics.
 - Identify emerging patterns and adapt strategies to capitalize on opportunities or mitigate risks.
- Dynamic Pricing Model:
 - Develop and implement a dynamic pricing model that adjusts room rates based on demand, seasonality, and competitor pricing.
 - Ensure the model is responsive to real-time data and market conditions.
- **Strategically Implement Dynamic Pricing Based on Property Requirements:**
 - Continuous Monitoring:
 - Regularly monitor market dynamics, competitor pricing, and demand fluctuations.
 - Adjust pricing strategies in response to changes in the competitive landscape.
- **Generate Monthly Revenue Reports:**
 - Detailed Analysis:
 - Provide detailed insights into monthly revenue performance.
 - Highlight areas of strength and improvement, allowing for targeted strategies.

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- Benchmarking:
 - Compare monthly performance against industry benchmarks and set targets.
 - Use benchmarking to identify areas for improvement and refine pricing strategies.
- Develop Targets Based on Property Requirements:
 - Revenue Goals:
 - Establish revenue targets aligned with the property's financial objectives.
 - Break down targets into specific segments, channels, and revenue sources for focused efforts.
 - KPIs (Key Performance Indicators):
 - Define and track KPIs such as RevPAR (Revenue Per Available Room) and GOPPAR (Gross Operating Profit Per Available Room).
 - Use KPIs to evaluate performance against targets and industry standards.
- Formulate Online and Direct Pricing Strategies:
 - Direct Booking Incentives:
 - Develop strategies to encourage direct bookings through the property's website.
 - Implement special promotions, loyalty programs, or exclusive discounts for direct reservations.
 - Channel Management:
 - Optimize pricing strategies for different online channels while considering associated commission costs.
 - Ensure a balanced distribution of bookings across various channels to maximize revenue.

PHASE 1: BUILDING PROCESS (WEEKS 1-4)

WEEK 1: SETUP PROCESS

- Channel Manager Setup & Structure
 - Review system requirements.
 - Build and set foundational information & structure for the channel manager system for both online & operator distribution.

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OTA MANAGEMENT: REVENUE MANAGEMENT PACKAGE

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OUR PROPOSAL

OTA MANAGEMENT: REVENUE MANAGEMENT PACKAGE

WEEK 2: ONLINE PRESENCE ANALYSIS

- Online Brand Creation
 - Integrate new listings to create a strong online brand presence.
 - Identify and structure listings that add value and align with the brand.
- Online Presence Analysis Report
 - Complete a comprehensive report on the current online presence and identify areas for improvement.

WEEK 3: BUILD EXTRANET & LOCAL SITE LISTING STRUCTURES

- Listing Information Sourcing
 - Use insights from the online presence analysis report to source and structure listing information.
- Platform Listings Setup
 - Examples include Booking.com, Expedia, Agoda, Airbnb, Mr & Mrs Smith, SafariNow, Afristay, TravelGround/LekkerSlap, and SA Places.

WEEK 4: LISTING SITES STRUCTURE

- Key Items for All Listings
 - Descriptions
 - Rates
 - Policies
 - Images
 - Restrictions
 - Opportunities
 - Amenities/facilities
 - Brand Optimization

WEEK 4: CREATION OF REVENUE REPORTING MODEL

- Structure Reporting
 - Daily Revenue Reporting
 - Revenue segments
 - Target development
 - Rate development
 - Monthly Reporting
 - Financial year overview
 - Current year
 - Following year

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OTA MANAGEMENT: REVENUE MANAGEMENT PACKAGE

PHASE 2: IMPLEMENTATION AND OPTIMIZATION (WEEKS 5-8)

WEEK 5: COMPETITOR AND RATES ANALYSIS

- Monthly Review
 - Conduct monthly reviews of rates and competitor structures.
 - Make necessary adjustments and align with market trends.

WEEK 6: 3-MONTH SPECIAL STRATEGY DEVELOPMENT

- Special Strategies Based on Analysis
 - Develop strategies targeting:
 - Mobile: Optimize for mobile users.
 - Genius: Implement strategies for Genius program participation.
 - Visibility Boosters: Use visibility boosters to increase listing exposure.
 - Preferred Program: Engage in preferred programs for better placement.
 - Last-minute/Early Booker: Create special offers for last-minute and early bookers.
 - Rate Plan Optimization: Optimize rate plans based on market and competitor analysis.

WEEK 7: REVIEW ANALYSIS

- Review Information
 - Gather and analyse information from Agoda, Booking.com, Expedia, TripAdvisor, and other third-party review sites.

WEEK 8: SWOT ANALYSIS AND GEO OPPORTUNITIES

- SWOT Analysis
 - Identify strengths, weaknesses, opportunities, and threats for brand structuring and placement.
- GEO Targeting
 - Develop a GEO targeting structure based on market booking and demand patterns.
 - Adjust the strategy according to market shifts.

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OTA MANAGEMENT: REVENUE MANAGEMENT PACKAGE

ONGOING TASKS

- Special Performance Analysis
 - Review performance of specials loaded.
 - Optimize offers based on growth in demand markets and additional placement opportunities.

PHASE 3: REVENUE STRUCTURE EXPANSION (WEEKS 9-12)

WEEK 9-12: OVERVIEW AND REVIEW

- Current Delivery Review
 - Review all avenues for accuracy, functionality, and feasibility.
- Increase Delivery Reporting Accuracy
 - Enhance the accuracy and information outset of reporting.
- Focus on Data-Driven Executions
 - Utilize data to drive future strategy execution.
- Maximize Revenue Conversion Structure
 - Set correct and functional outlines in place.
 - Establish clear and organized focus points within each sector for execution.

PHASE 4: SYSTEMS ANALYSIS (WEEKS 13-16)

WEEK 13-16: SYSTEM REVIEW AND IMPROVEMENT

- Systems Analysis
 - Review the entire system structure for weak points.
 - Improve overall performance and efficiency.
- Identifying Updated & Enhanced Key Selling Points
 - Analysis
 - Analyse area, target market, and customer segments.
- Propose Specials and Future Structures
 - Based on findings, propose specials and future strategies.
- Competitor Analysis (Quarterly Review)
 - Seasonal Rate Change Review
 - Align rate structure with market changes.
- Event Analysis
 - Target Market and Segments
 - Review target market and segments.
 - Packages and Targeted Clientele
 - Develop and optimize event packages for targeted clientele.

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OTA MANAGEMENT - REVENUE MANAGEMENT PACKAGE

PHASE 5: RELOOKING ONLINE PRESENCE (WEEKS 17-20)

WEEK 17-20: DIGITAL MARKETING AUDIT

- Audit Components
 - Main OTA performance
 - Local sites performance
 - Content package in use
 - Brand portfolio (logo, images)
 - Competition positioning
 - Website analysis for brand presentation
 - Visibility analysis

PHASE 6: ONGOING MAINTENANCE AND SUPPORT

MONTHLY TASKS:

- Revenue Tracking and Analysis
 - Continuously track and analyse revenue.
- System Quality Checks
 - Ensure structure accuracy and consistency.
- Content Updates
 - Regularly update content and ensure brand consistency.
- Promotional Strategies
 - Develop and implement ongoing promotional strategies.
- Quality Checks
 - Conduct monthly quality checks and make necessary adjustments.
- Rate Management
 - Continuously manage and adjust rates to optimize occupancy.

PHASE 7: REVIEW AND FUTURE PLANNING (WEEK 21+)

WEEK 21+: REVIEW AND EVALUATE

- Review Past Phases
 - Evaluate the results produced in previous phases.
- Analyse and Plan
 - Analyse information to assist in structuring the next 12-month phased strategy.

OUR PROPOSAL

OTA MANAGEMENT - REVENUE MANAGEMENT PACKAGE

Key Deliverables

- Properly set up and structured channel manager system.
- Enhanced online brand presence with new listings.
- Comprehensive online presence analysis report.
- Effective 3-month special strategy.
- Updated brand and collateral information on all extranets and local sites.
- Monthly revenue tracking sheet.
- Ongoing improvement and maintenance of online presence and channel management system.
- Data-driven revenue structure expansion.
- Enhanced systems analysis for performance and efficiency.
- Strategic competitor and event analysis.
- Thorough digital marketing audit.
- Continuous maintenance and support for sustained success.
- Review and planning for future strategic development.

This phased approach ensures a thorough setup and optimization process in Phase 1, followed by consistent implementation, revenue structure expansion, systems analysis, online presence re-evaluation, ongoing maintenance, and future planning in subsequent phases to sustain and enhance the property's online presence and performance.

OUR PROPOSAL

PRICING

Package:	Setup Package	Content & Management Package	Standard OTA Package	Revenue Management Package
Allocation:	3-Months (60 Hours)	10 Hours Monthly	25 Hours Monthly	40 Hours Monthly
Min. Term:	Once-Off	6-Month	6-Month	12-Month
Price:	R 28 500.00	R 3 800.00 per month	R 9 500.00 per month	R 28 000.00 per month

*Ad hoc services available on request.

*Prices are subject to change without prior notice.



THANK YOU!


We look forward to working with you on this project!

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