



Index Hotels Revenue Optimisation



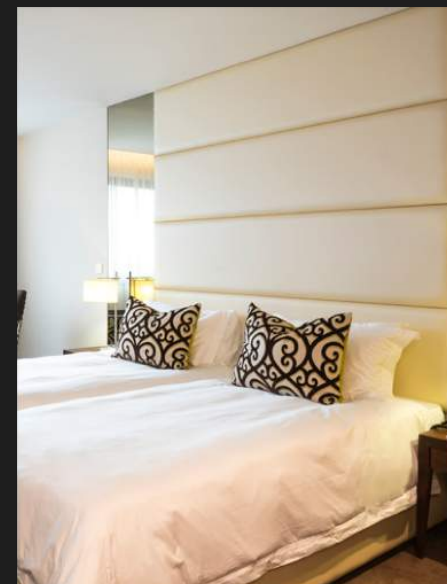
Sophisticated Revenue Management

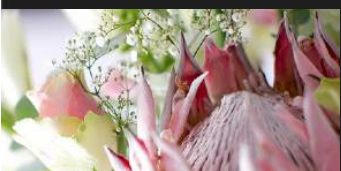
The fast-evolving distribution landscape and need for strategic skills in the generation of revenue and augmentation of sales has placed tremendous pressure on hotel operators, especially those of independent hotels.

Index's Revenue Optimisation team offers hotels and resorts a comprehensive and fully integrated approach to state of the art technology, optimal distribution, strategic sales and marketing.

Our team develops a holistic strategy by analysing the right data, business and channel mix and implements the most favourable distribution network to increase revenue and sustainable profit streams.

Our hotels and resorts have access to our dedicated global revenue optimisation team who can capture sales opportunities through multiple channels. Our devoted team continuously drives information on our hotels towards preferred partners, which gives them exposure to targeted sales opportunities. This allows revenue to expand, while the inventory is controlled through a centralised system

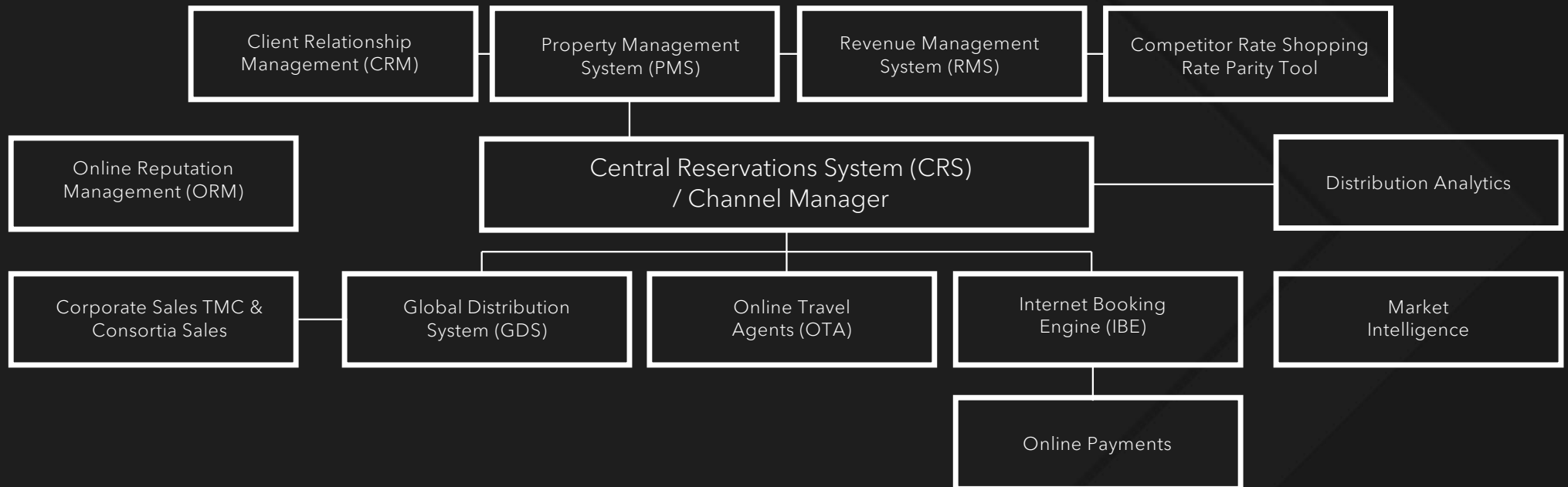




Key Service & Expertise

- ✧ Best-in-class Tech Stack
- ✧ Intelligent Integration
- ✧ Advanced Distribution & Optimization
- ✧ Data Analysis & Business Intelligence
- ✧ Revenue, Sales & Marketing Strategies
- ✧ Comprehensive Reports
- ✧ Global Sales Resources & Representation
- ✧ Consortia & Corporate RFP Management
- ✧ Digital Marketing & Direct Booking Strategy
- ✧ Creative, PR and Communications

Advanced Distribution & Optimization



Intelligent Integration

Revenue Management

- ✧ Optimal integrated distribution technology for revenue optimization
- ✧ Experience in multiple Revenue Management Systems
- ✧ Complete maintenance and management of systems
- ✧ System Optimization & Rate Loading
- ✧ OTA Strategy + Extranet Optimization
- ✧ Hotel positioning and pricing strategy
- ✧ Ongoing monitoring of booking data for adjusted strategies
- ✧ Google & Website Optimization
- ✧ Online Reputation Management
- ✧ Direct Booking Strategy
- ✧ Property Management System Optimization and management of key areas to maximise functionality and quality of data
- ✧ Bi-Weekly and Monthly Performance Reports



Sales Management

- ✧ Coordination of Hotel Sales Strategy
- ✧ Support in-house Sales Team
- ✧ Dedicated Team and system to manage all aspects of the RFP Process
- ✧ Business Intelligence Tools to identify key corporate accounts
- ✧ Sales Representation in key markets
- ✧ Representation at industry trade shows and events
- ✧ Access to key consortia programs
- ✧ GDS Chain Code
- ✧ Monthly Reports - Market Feedback, Performance, Production and Sales Calls



Marketing Management

- ✧ Management of key Social Media Platforms
- ✧ Extensive Digital Marketing Strategy to support the Direct Booking Strategy
- ✧ Pay Per Click Campaign (PPC) and Real Time Ads Management
- ✧ Metasearch Management
- ✧ TripAdvisor Sponsored Placement and TripAdvisor Business Advantage Management
- ✧ Digital Marketing Material Design
- ✧ PR & Communications Support
- ✧ Website Design and Maintenance (Optional)
- ✧ Monthly Reports - Overview of Marketing Activities and Performance



All-Inclusive Pricing

Depending on the level of service required, our per key pricing model includes all the relevant fees as well as the complete management of systems and processes by an experienced team.

For example, the following fees are included:

Distribution Technology and implementation
Complete Management of Systems

Sales functions, Representation in Key Markets
Support to internal Sales initiatives

Online Marketing Budgets, Social Media Management,
Email Distribution Platform & Design Hours

Pricing Excludes:

New Website Development, Website Hosting and Maintenance.

PMS, RMS and CRM software and licenses.

Consortia Program participation fees may apply.



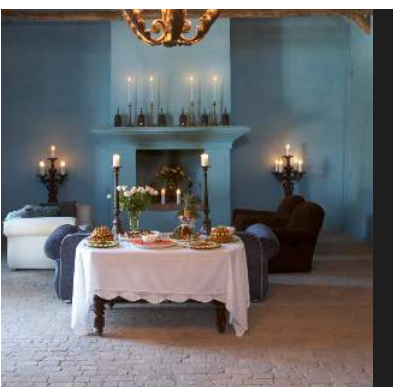
Skills & Experience

Key people with revenue management skills is becoming a necessity for any size hotel; your hotel will now have access to an internationally accredited and experienced revenue management team.

Our team will fulfil the roles of your Revenue and Sales & Marketing personnel and become an extension of your team.

Eliminate payroll burden and further training and development costs in difficult financial times.





Piece of Mind

Know that your investment is in the hands a dedicated and experienced team.

Sophisticated Revenue Management and Revenue Optimization through an integrated approach to Revenue, Distribution, Sales and Marketing

Global distribution network aligned with the most powerful in the world

Focused and sophisticated e-commerce presence

Access to the very latest hotel e-marketing technology

World class rich visual Monthly Performance reports which deliver critical insights

Quarterly Performance Reviews - Strategic analysis of hotel performance enabling intentional actions to the changing markets



Service Levels



Standard Revenue & Distribution Management

Channel Distribution Strategy and Coordination

Complete Optimization of Distribution Network

Central Reservations System Management

Integrations Management

Rate Loading and Maintenance



Advanced Revenue Optimisation & Distribution Management

Technical Distribution Plan

Central Reservations System Management

Channel Distribution Strategy and Coordination

Complete Optimization of Distribution Network

Integrations Management

Hotel Positioning Plan

Pricing Strategy

Rate Loading and Maintenance

Monthly Performance Reports



Comprehensive Revenue Optimisation & Sales Management

Revenue Optimization

- Technical Distribution Plan
- Central Reservations System Management
- Channel Distribution Strategy and Coordination
- Complete Optimization of Distribution Network
- Integrations Management
- Hotel Positioning Plan
- Pricing Strategy
- Rate Loading and Maintenance
- Monthly Performance Reports
- Property Management System Configuration & Optimization
- Google & Website Optimization
- Google Analytics Optimization
- Google My Business Optimization
- Online Reputation Management Analysis & Recommendations

Sales Management

- Sales Coordination
- Sales Representation
- Monthly Sales Reports
- Representation at Events



All-Inclusive Revenue Optimisation, Sales & Marketing Management

Revenue Optimization

Technical Distribution Plan
Central Reservations System Management
Channel Distribution Strategy and Coordination
Complete Optimization of Distribution Network
Integrations Management
Hotel Positioning Plan
Pricing Strategy
Rate Loading and Maintenance
Monthly Performance Reports
Property Management System Configuration & Optimization
Google & Website Optimization
Google Analytics Optimization
Google My Business Optimization
Online Reputation Management Analysis & Recommendations
ECommerce Management

Sales Management

Sales Coordination
Sales Representation
Monthly Sales Reports
Representation at Events

Marketing Management

Marketing Plan and Strategic Support
Social Media Management
Digital Marketing Management
PR & Communications

Loyalty Program Management

Optimization Strategy and
Recommendations





Thank You!

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