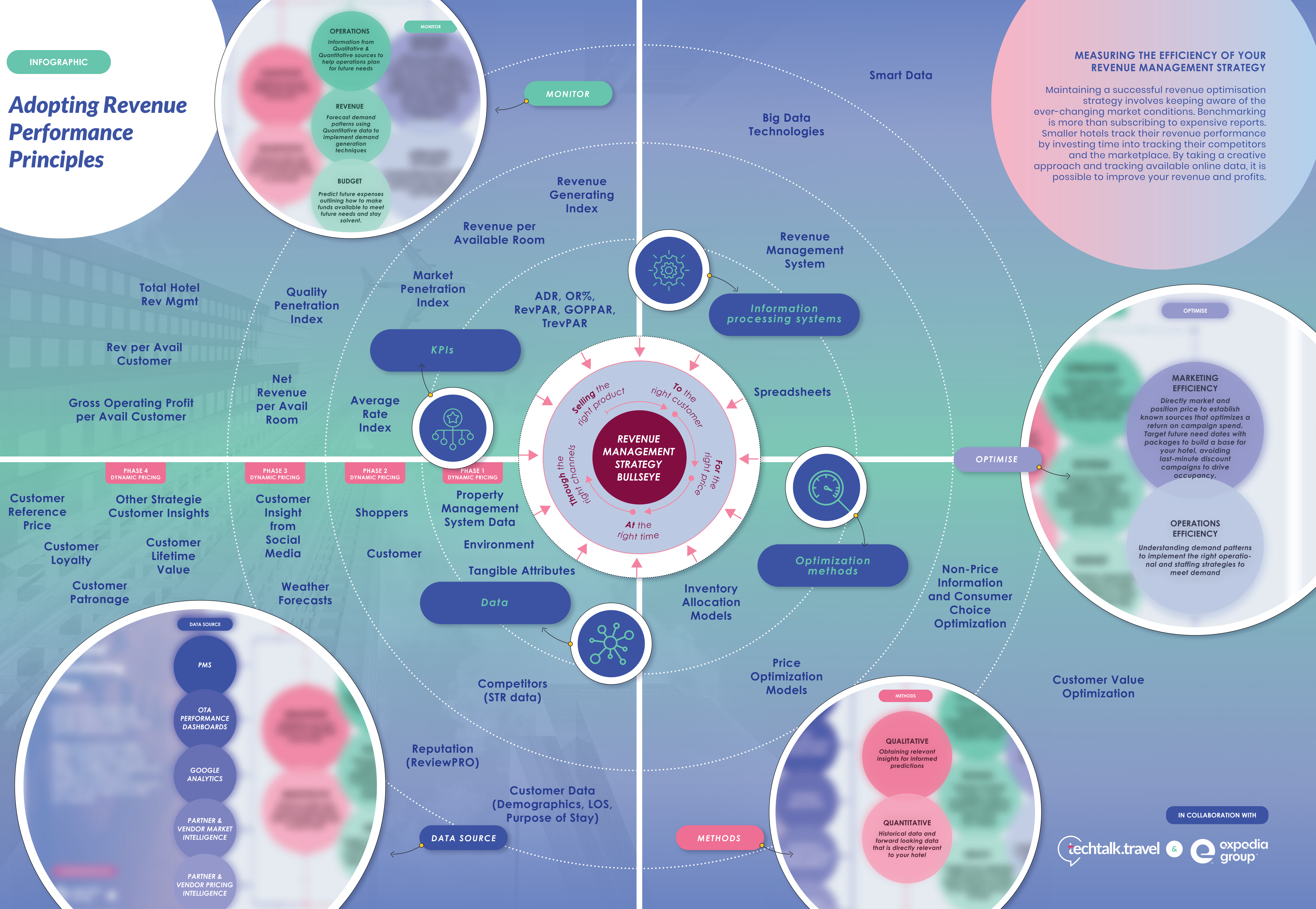


# Adopting Revenue Performance Principles

## MEASURING THE EFFICIENCY OF YOUR REVENUE MANAGEMENT STRATEGY

Maintaining a successful revenue optimisation strategy involves keeping aware of the ever-changing market conditions. Benchmarking is more than subscribing to expensive reports. Smaller hotels track their revenue performance by investing time into tracking their competitors and the marketplace. By taking a creative approach and tracking available online data, it is possible to improve your revenue and profits.



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