

1. Record Nr.	UNINA9910131529203321
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Titolo	Hotel pricing in a social world : driving value in the digital economy // Kelly A. McGuire; foreword by Jeannette Ho
Pubbl/distr/stampa	Hoboken, NJ : , : John Wiley & Sons, Incorporated, , [2016] ©2016
ISBN	1-119-19240-4 1-119-16228-9 1-119-19241-2
Descrizione fisica	1 online resource (275 p.)
Collana	The Wiley & SAS business series
Disciplina	910.46068
Soggetti	Hotels - Rates Online social networks - Economic aspects Electronic commerce Revenue management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Note Chapter 6: Total Hotel Revenue Management; Revenue Management Beyond Rooms: A Process*; Guest-Centric Revenue Management; What Is the Goal of Total Hotel Revenue Management?; Putting It All Together; Conclusion; Additional Reading; Note; Part Three: The Future of Revenue Management: Pricing as a Business Strategy; Chapter 7: Pricing as a Strategic Tool*; Strategy Considerations; Pricing to Support Business Strategies; How to Be More Strategic in Pricing; Benefits of Strategic Pricing; Conclusion; Additional Reading; Revenue Management Perspectives: ADR versus Market Share; Notes Chapter 9: The Future of Revenue Management*
Sommario/riassunto	Take control of revenue management in the new hotel economy. Hotel Pricing in a Social World: Driving Value in the Digital Economy is an insightful resource that provides guidance on improving organizational decision making to keep your hotel relevant, from a pricing standpoint, in the often chaotic hotel landscape. This groundbreaking book clearly

showcases the current environment of the hotel industry, and describes new and emerging trends that can impact your revenue management tactics. This essential text prepares you to survive and thrive in today's highly competitive market, and outlines the best approach to building profitable pricing strategies that follow both tactical and strategic best practices. Revenue management has become a key activity in the highly social environment of today's hotel industry, thanks to mobile technology and social media. Though relatively new, revenue management is a quickly-evolving discipline that requires precision if you want to maintain your hotel's relevance in the market. -Leverage original research, case studies, and industry examples to understand the practical application of key concepts -Explore current market conditions that have an impact on revenue management -Consider how advances in data management, analytics, and data visualization can impact revenue management practices -Identify how revenue management can help you take advantage of market opportunities and overcome challenges. Hotel Pricing in a Social World: Driving Value in the Digital Economy is an essential text for hotel CFOs, CMOs, revenue managers, and operations managers who want to leverage revenue management techniques to keep their hotel competitive.

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