

Hire the services of **AMC Hospitality**  
for dedicated Revenue Management support

We provide a personalized and targeted approach  
to gain market share and ensure profitable revenues



## Who are we?



With a decade of experience in Revenue Management, **Mailsy Pensivy, CRME** has been successful in optimizing Topline revenues (Rooms and Food & Beverage) and increasing profitability in different types of hotels.

Her experience with various hotel sizes, business mix (airport, downtown corporate or resort hotel) and geographic markets (Paris, Miami, Los Angeles or Washington, DC) gave her the tools to analyze quickly the opportunities and challenges of a property and find the key levers to work on for short and long-term impact.

Certified in Hotel Real Estate Investments and Asset Management from Cornell, Mailsy applies a “360 degree” approach to Revenue Management in both branded and independent hotels to optimize the Bottom Line.

## Why hire us?

We offer an **on-going Revenue Management support** with fully customizable a la carte services for a personalized and dedicated approach to the hotel needs. While we prefer to support the hotels in the implementation phase, we can also perform **one-time 360-degree audits to assess and prioritize the key opportunities** of a property.

We can accompany hotels and Bed & Breakfasts throughout their life cycle and provide thorough Asset Management plans to assess the (re-)positioning, market and operational outlooks.

## Our services include:

- Full on-going Revenue Management Support
- One-time Audit Services
- Budget Creation
- Asset Management Services

## Interested in our services?

Contact AMC Hospitality at  
[mpensivy@amchospitality.com](mailto:mpensivy@amchospitality.com)

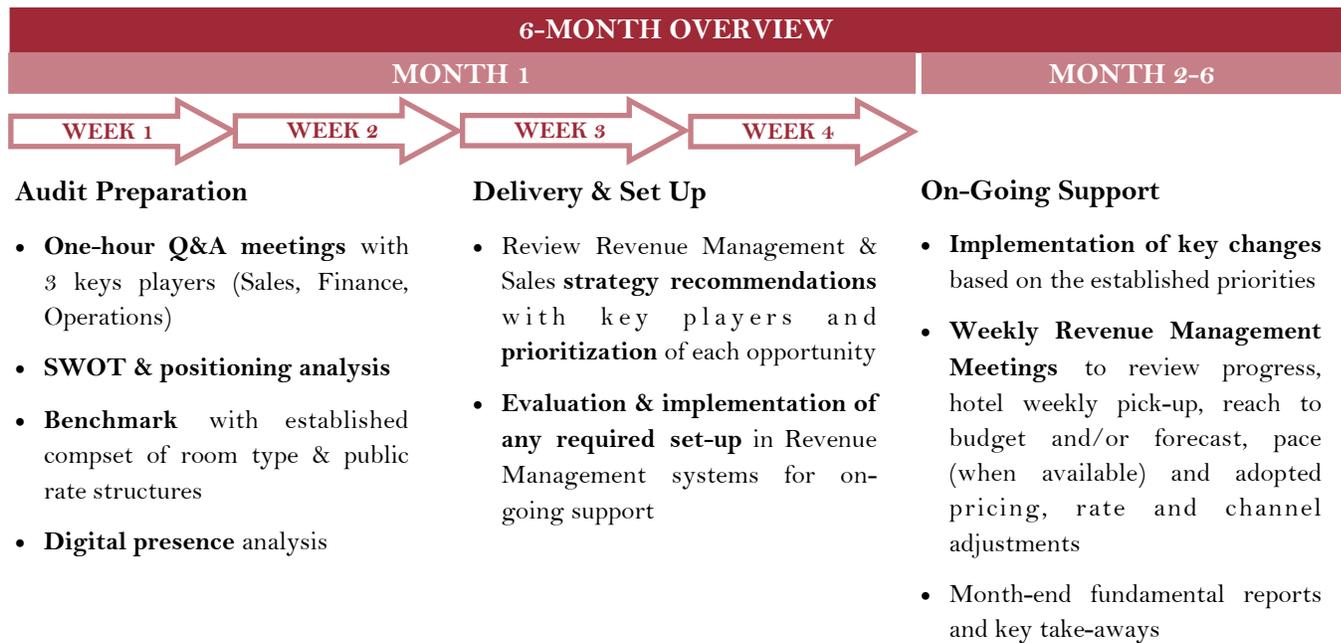
## Core competencies

- ◆ Hotel **pre-opening** market feasibility analysis
- ◆ Hotel positioning and **re-positioning** statement definition
- ◆ **Budget & Forecast** development
- ◆ **Pricing strategy** by segment and channel
- ◆ **Room Type** optimization
- ◆ **Food & Beverage** pricing strategy
- ◆ Distribution **Channel Management**
- ◆ Alignment of the **Sales & Marketing** efforts with the Hotel Revenue Management Strategy
- ◆ **Content optimization** across all channels
- ◆ **Group pricing & overall revenue contribution** evaluation
- ◆ **Wholesale & Negotiated** rates performance analysis
- ◆ **Reservation Processes & Operations**

# Full on-going Revenue Management Support

This solution is the **most impactful** option and includes the following steps:

1. **Initial Revenue Management Audit**
2. Prioritization of the **key opportunities** to tackle and the **strategies** to activate
3. **Weekly Revenue Management Meetings** to discuss the progress and ensure the strategy in place is successful



## Why do we recommend a 6-month commitment?

The answer is simple. A **strategy is different from a tactic**: it is a **long-term approach** that takes time to prove its results; it needs to be tweaked and optimized to ensure real results.

### A la carte add-ons

We strongly believe in a personalized approach as every property has its own sets of priorities that needs to be aligned with the external and internal factors that impact its performance.

As a result, hotels can choose additional features to complement the essential on-going support. We have monthly support services and one-time analyses depending on the hotel needs.

Contact us at [mpensivy@amchospitality.com](mailto:mpensivy@amchospitality.com) if you are interested in this service!

# Budget creation



We assist hotels in drafting a **business plan** and an **annual projection by segment**

*This requires an analysis of the **market threats and opportunities**, an overview of the **actual hotel performance** and the definition of the **strengths and weaknesses by segment and channel** compared to the established competitive set*



Once the overall strategy is approved, we will **elaborate further the budget** to the level of details needed by the hotel (**monthly or daily**)



These services will always require a thorough discussion to ensure there is a clear direction for the hotel and the proper action plans in place to gain market share



Similar to our Forecast option in our on-going services, we can afterwards provide a **monthly 90-day Forecast by segment** with a comparison to budget

Ask for pricing if you are interested in this service!

Contact us at [mpensivy@amchospitality.com](mailto:mpensivy@amchospitality.com)

# Asset Management services

**Looking to open a new property? To re-position an asset?**

**We are here to help!**

When we provide **Asset Management Plans**, we partner with STR and Kalibri to get the relevant market and submarket information to provide a 10-year outlook for the project.

Included in our Asset Management Plan, we will:

- Analyze the **overall market trends** and specific threats and opportunities for the asset
- Establish the **primary and secondary competitive sets** based on competitive indexes for each property
- Define the **positioning** of the asset by segment
- Recommend **key operational decisions** to reach a targeted occupancy and ADR over a 10-year outlook
- Provide a **10-year Forecast for all revenues and expenses with yearly EBITDA**

**Ready to move forward with your project?**



We can help **determine the pricing structure, inventory optimization and channel strategy** and create a **critical path** of all necessary implementations for:

- Revenue Management tools
- Distribution structure
- Reservation systems

## **Pricing varies based on the extent of the project**

Contact us at [mpensivy@amchospitality.com](mailto:mpensivy@amchospitality.com). We will organize a quick introduction call to review the parameters of the project and send out pricing based on the anticipated number of hours required.