

AlignAlytics



Value Through Data

Are You Turning Away Revenue?

10 Signs You Need to Take Revenue Management More Seriously



www.align-alytics.com



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Revenue Management isn't just for airlines or hotels anymore. As guest expectations shift, demand becomes more volatile, and costs continue to rise, holiday park operators are under pressure to do more with less—less time, less certainty, and often less insight. Traditional approaches to pricing, driven by instinct or outdated spreadsheets, struggle to keep up with the pace and complexity of today's booking environments.

The result? Too many operators are unknowingly capping their own revenue potential—selling out too early, over-discounting late, or failing to differentiate high-value stays. If you're seeing high occupancy but low profitability, or you're frequently firefighting pricing decisions, it's time to ask yourself some tough questions.

We've identified 10 warning signs that suggest it's time to rethink your approach. If even a few of these feel uncomfortably familiar, it could be time to get serious about Revenue Management.

1. **Not hitting your occupancy targets:** There is demand but at what price? So failing to hit targets is a failure of forecasting and a massive loss of revenue
2. **Infrequent Price Adjustments:** Inconsistent demand requires regular price tweaks to avoid under or over-selling
3. **Selling Out Too Early:** Early sales may feel good but often mean missing out on higher-value bookings closer to the break date
4. **Making Drastic Price Reductions (especially at the last minute):** Sudden price shifts often signal poor demand modelling and reactive strategies
5. **Dependence on Spreadsheets:** As complexity grows, spreadsheets and basic Business Intelligence tools can't keep up with dynamic pricing needs
6. **Unnecessarily upgrading customers for free:** An imbalance in how you price core and premium grades that is a gift for some customers
7. **Copying Competitor Pricing:** Useful as a guide but never assume your competitor has got its pricing right
8. **Relying on Gut Instincts:** Experience is valuable, but incremental pricing decisions require data, not just intuition
9. **Static Grade Pricing:** Pricing grades individually improves occupancy and yields more, as demand patterns differ between core and premium
10. **Lack of Launch Price Process:** Generating brochure prices effectively sets you up for success, but for most commercial managers it can feel like laborious guesswork

About Us

- UK-based, but with global expertise
- Deliver Value through Data
- Specialist in Travel & Leisure
- FT Recognition as pricing experts

FT FINANCIAL
TIMES

AlignAlytics 

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