



MAXIMIZING THE REVENUE POWERED BY AI

RevEVOLVE helps hoteliers transform static data into actionable strategies, boosting revenue and optimizing distribution for sustained competitive advantage.



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EVERY RATE YOU SET IS A REFLECTION OF YOUR CONFIDENCE IN TOMORROW, PRICE WITH PURPOSE, AND LEAD WITH INSIGHT.

In the ever evolving landscape of hospitality, the difference between thriving and merely surviving lies in **precision, foresight, and agility**. As guest behavior becomes less predictable and competition grows fiercer, hoteliers are looking for a smarter, faster, and more dynamic way to stay ahead of the curve.

RevEVOLVE is not just another revenue management tool, it's your **AI powered revenue** strategist, purpose built to understand the unique rhythms of your property, market, and guest trends. Designed by hoteliers for hoteliers, RevEVOLVE blends the art of pricing with the science of automation to deliver **real time occupancy forecasting, dynamic pricing recommendations, market intelligence, and segment specific strategies** all tailored to help you make informed decisions, every single day.

Whether you're managing a boutique resort, a city hotel, or a multi-property group, **RevEVOLVE transforms static data into actionable strategy**, helping you maximize revenue, optimize your distribution, and maintain pricing integrity even in volatile markets.

Let's dive deeper into how RevEVOLVE is helping revenue managers lead with clarity, confidence, and measurable impact.

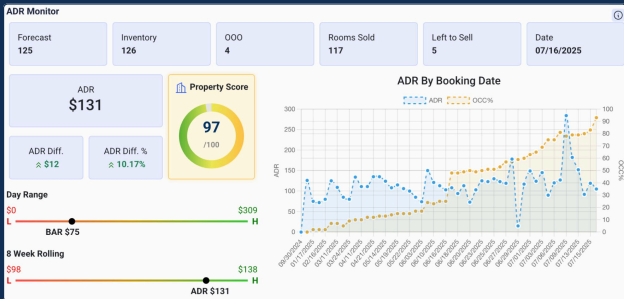
HOW HYATT PLACE CHICAGO/ITASCA HOTELS BOOSTED REVENUE BY 25% WITH RevEVOLVE?

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Hyatt Place Chicago/Itasca leveraged the full potential of RevEVOLVE'S AI powered revenue management platform to transform its pricing strategy and booking intelligence. By integrating RevEVOLVE'S dynamic pricing engine, real-time demand forecasting, and competitor rate monitoring, the property identified key demand windows, optimized its OTA and direct booking mix, and aligned rate structures with market trends.

As a result, the hotel saw a remarkable **25% uplift in revenue** over a 3 month period, driven by improved ADR, smarter inventory distribution, and increased conversion during high impact events. This success story proves how data backed decision making, powered by RevEVOLVE, directly contributes to measurable business growth.

ADR Trends & Occupancy Optimization



On July 16, 2025, the Hampton Inn Seattle Airport property achieved an impressive ADR of \$131, with 117 rooms sold out of 122 available leaving only 5 to go. With a 10.17% YoY ADR uplift, a Property Score of 97, and Occupancy nearing full capacity, this data snapshot isn't just impressive it's actionable.

For a revenue manager, these insights are the building blocks of strategic excellence:

ADR Tracking

With today's ADR sitting just \$7 below the 8 week peak of \$138, there's clear upward rate momentum to justify higher future pricing.

Dynamic BAR Positioning

With the Best Available Rate (BAR) at \$75 and a rolling ADR high of \$138, managers can confidently shift toward rate maximization without overexposing inventory.

ADR Trends & Occupancy Optimization

Pacing vs. Forecast

125 rooms were forecasted, 117 sold a near match that shows accurate forecasting and strong pricing power.

Demand Heatmapping

The ADR/Occupancy chart shows sharp spikes around July end, indicating high demand periods, critical for deploying dynamic pricing and close to arrival controls.

OCC vs ADR Correlation

The rising occupancy trend in the upcoming days implies upward pricing elasticity, a green light to optimize rates for remaining inventory and last minute bookers.

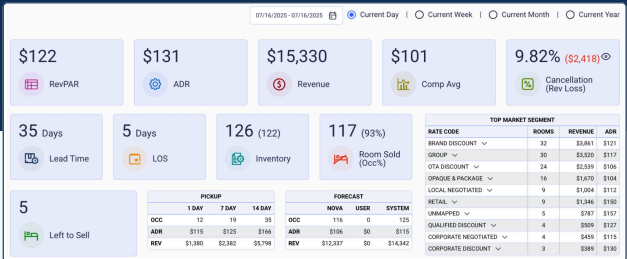
In short, RevEVOLVE AI arms revenue managers with more than just it delivers real time clarity, rate confidence, and strategic foresight to lead with precision.



Room Pickup, Segment Mix & Cancellation Impact For Strategic Profitability

With \$15,330 in daily revenue, RevPAR at \$122, and an ADR of \$131, the property performance for July 16 is an ideal case study in how integrated forecasting, market segmentation, and booking momentum can shape powerful pricing and distribution decisions.

Let's break down the key insights



1. Performance Overview

- Revenue:** \$15,330 generated from 117 rooms sold (93% occupancy).
- ADR:** \$131 comfortably above the Comp Set Average of \$101, reflecting strong pricing power.
- RevPAR:** \$122 indicating excellent revenue efficiency per available room.
- Lead Time:** 35 days, showcasing forward visibility for planning.
- Length of Stay (LOS):** 5 days, optimal for weekday to weekend blending.
- Cancellation Rate:** 9.82% (\$2,418 in revenue loss) slightly high, warranting overbooking buffer or stricter cancellation policies.

Room Pickup, Segment Mix & Cancellation Impact For Strategic Profitability

Revenue Manager Tip: Focus on conversion driving tactics for long lead time bookings, and introduce cancellation penalties or credit based retention incentives to reduce leakage.

2. Pickup Trends & Booking Momentum

01 Day Pickup	12 rooms at \$115 ADR	\$1,380
07 Day Pickup	19 rooms at \$125 ADR	\$2,382
14 Day Pickup	35 rooms at \$166 ADR	\$5,798

This shows a **positive upward trend** in booking pace and ADR, with guests willing to pay more closer to arrival. The **Booking Window Compression** is visible perfect for **last minute yield adjustments**.

Strategy Action: On high demand nights with late pickup, increase rates dynamically 24-48 hours before arrival. Use fences like “book now, pay later” to hold inventory at higher rates.

3. Segment Performance Breakdown

01 Day Pickup	Brand Discount (32 rooms, \$3,861, ADR \$121)
07 Day Pickup	Group (30 rooms, \$3,520, ADR \$117)
14 Day Pickup	(24 rooms, \$2,539, ADR \$106)

Room Pickup, Segment Mix & Cancellation Impact For Strategic Profitability

4. Forecast Accuracy Check

System Forecast	125 rooms	\$14,342	ADR \$115
Actual Sold	117 rooms	\$15,330	ADR \$131
NOVA AI Forecast	116 rooms	\$12,337	ADR \$106

Forecast accuracy from RevEVOLVE'S AI model (NOVA) is within a tight 1% variance from actual rooms sold. This proves high forecast precision, which is essential for automated rate adjustments and strategic group block management.

Tactical Move: Trust the system forecast for short term pricing. When variance is under 5%, it's safe to automate pricing strategy with minimal human override.



Pickup Analysis For Dynamic Revenue Acceleration

When it comes to revenue growth, timing is everything and the Pickup Analysis board is the ultimate compass for a revenue manager navigating through demand fluctuations. The snapshot from July 10th to July 29th, 2025, offers powerful insights into booking pace, pricing efficiency, and optimal rate alignment across forecasted periods.

Pickup Analysis																			
NOTE	DATE	TRANSIENT CURRENT YEAR			PICKING & FORECAST			1 DAY PICKUP			7 DAY PICKUP			14 DAY PICKUP			CUSTOM DAY PICKUP		
		ON THE BOOKS	ADR	REV	FORECAST	RDS ADR	OPTIMAL BAR	RMS	ADR	REV	RMS	ADR	REV	RMS	ADR	REV	RMS	ADR	REV
	07/10/2025 Thu	105	\$107	\$11,268	105	103	\$107				23	\$115	\$2,641	45	\$199	\$4,372			
	07/11/2025 Fri	118	\$112	\$13,273	118	118	\$112				21	\$130	\$2,737	45	\$113	\$4,502			
	07/12/2025 Sat	118	\$115	\$13,654	118	117	\$115							35	\$193	\$3,598			
	07/14/2025 Mon	108	\$118	\$12,823	100	94	\$118				31	\$118	\$3,649	50	\$122	\$6,110			
	07/15/2025 Tue	114	\$119	\$13,558	114	102	\$119				23	\$115	\$2,638	41	\$126	\$5,147			
	07/16/2025 Wed	117	\$131	\$15,330	125	101	\$115	12	\$115	\$1,380				35	\$166	\$5,797			
	07/21/2025 Mon	94	\$106	\$9,962	110	88	\$114	14	\$131	\$2,103	38	\$121	\$3,374	37	\$112	\$4,141			
	07/22/2025 Tue	81	\$114	\$9,362	119	100	\$114	12	\$128	\$1,667	22	\$114	\$2,509	33	\$114	\$3,642			
	07/23/2025 Wed	84	\$115	\$9,669	117	101	\$113							31	\$117	\$3,628			
	07/24/2025 Thu	83	\$106	\$8,825	110	107	\$112							28	\$192	\$5,374			
	07/25/2025 Fri	87	\$116	\$11,219	126	118	\$114				26	\$191	\$5,492	41	\$122	\$5,020			
	07/26/2025 Sat	93	\$121	\$11,367	126	116	\$112				32	\$197	\$6,373	49	\$126	\$6,162			
	07/28/2025 Mon	71	\$112	\$7,962	115	88	\$111	23	\$129	\$2,900	41	\$122	\$4,985	49	\$117	\$5,722			
	07/29/2025 Tue	76	\$113	\$8,573	122	100	\$110	11	\$129	\$2,703	37	\$123	\$4,540	46	\$119	\$5,362			

Pickup Momentum By Date

Each row tells a story the relationship between **On the Books (OTB)** reservations, **Forecasted Demand, Rate Trends, and Revenue Realized**. Let's examine the highlights

July 16, 2025

A high-performing day with:

- 117 OTB rooms
- ADR at \$131 (116% from Optimal BAR of \$115)
- \$15,330 in Revenue
- 12 rooms picked up just in the last 24 hours
- 7-day pickup revenue of \$2,382 and 14-day at \$5,797

Strategic Win: A strong yield uplift achieved through short term demand compression.

Pickup Analysis For Dynamic Revenue Acceleration

July 21–22, 2025

- ADR softened to \$106–\$114
- Lead pickup shows 28–22 rooms over 7 days at lower rates
- Forecast suggests stable demand but signals an opportunity to test rate elasticity or bundle value added services

Action: Introduce small value bumps (free parking, breakfast) to preserve ADR.

July 25–27, 2025

- A strong weekend surge
- 14-day pickup: 49 rooms at \$137 ADR (July 26)
- Indicating high willingness to pay and lower price sensitivity

Action: Set up dynamic rate ladders & minimum LOS restrictions to maximize these peak days.

The Role of Forecasting Accuracy

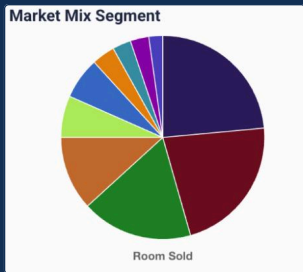
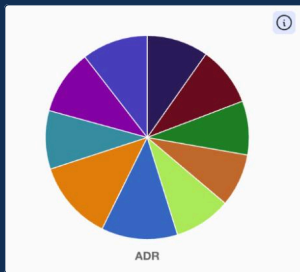
Comparing **System Forecast** with **R28 Rolling Averages** and **Optimal BAR** gives you clarity

- Forecasted Occupancy trends accurately anticipate actual pickup volumes
- ADR Opportunity on select days (e.g., July 21–22) where actuals may exceed forecasted pricing

Tip for Revenue Managers: Use this triad *Forecast vs R28 Avg vs Optimal BAR* as your yield control dashboard. If your pickup outpaces R28 averages but your BAR stays flat, it's time to raise the floor.

Decoding Market Segments, Where Revenue Is Born, Not Just Booked

MARKET SEGMENT	ROOMS SOLD	ADR
BRAND DISCOUNT	32	\$121
GROUP	30	\$117
OTA DISCOUNT	24	\$106
OPAQUE & PACKAGE	16	\$104
LOCAL NEGOTIATED	9	\$112
RETAIL	9	\$150
UNMAPPED	5	\$157
CORPORATE NEGOTIATED	4	\$115
QUALIFIED DISCOUNT	4	\$127
CORPORATE DISCOUNT	3	\$130



In the fast-paced world of hotel revenue management, understanding who books your rooms is just as important as knowing how many. **The Market Mix Segment** analysis offers a strategic lens into room distribution across booking channels and the revenue contribution by each.

Decoding Market Segments, Where Revenue Is Born, Not Just Booked

Segment Breakdown, Volume Vs Value

Let's dive into how each segment is performing and why it matters

Segment	Rooms Sold	ADR	Strategic Insight
Brand Discount	32	\$121	Highest volume contributor this segment is clearly driving your base business. Ensure continued visibility through brand loyalty programs.
Group	30	\$117	Solid performer ideal for shoulder nights. Upsell premium services or extend stays to increase yield.
OTA Discount	24	\$106	Volume focused but lower yield. Consider rate parity and dynamic rate rules to reduce undercutting.
Opaque & Package	16	\$104	Opportunity segment often attracts last minute buyers. Flash deals or bundling can drive incremental value.
Local Negotiated	9	\$112	Stable and predictable a good base layer for weekday business travelers.
Retail	9	\$150	High ADR segment deserves priority inventory during compression. Push direct booking incentives here.
Unmapped/ Misc	5	\$157	Unexpected yield leader explore the source and try to standardize this demand channel.
Corporate Negotiated / Corporate Discount / Qualified Discount	11 (Combined)	\$115-\$130	These segments offer control, predictability, and often longer stays. Consider special offers aligned with corporate travel patterns.

Decoding Market Segments, Where Revenue Is Born, Not Just Booked

Strategic Use Of This Analysis

Rate Mix Optimization: Revenue managers can balance low yield, high volume (e.g., OTA) and high yield, low volume (e.g., Retail, Corporate) to maintain **ADR integrity**.

Marketing Alignment: These insights fuel targeted marketing efforts. For instance, amplify **Retail rates on high demand days**, and **Brand Discount loyalty offers during soft periods**.

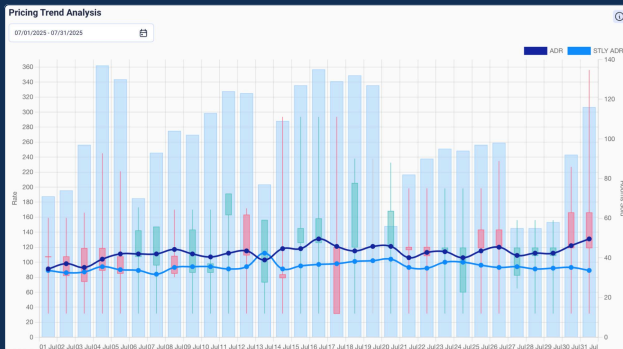
Forecast Adjustments: If **Group business** unexpectedly underperforms, you can shift inventory to **Package** or **Retail** channels to plug revenue gaps.

Key Takeaway

Revenue isn't just about sold rooms it's about **selling to the right segment at the right time, at the right price**. Monitoring your segment mix ensures you're not over reliant on discount-driven bookings while still keeping occupancy healthy.



Pricing Trend Analysis, Aligning Rates With Market Pulse For Maximum Yield



In hospitality revenue management, pricing is never static it's strategic. The **"Pricing Trend Analysis"** visualization highlights daily Average Daily Rate (ADR) movement alongside prior year comparisons, competitor rates, and demand behavior, enabling revenue managers to make timely and data-backed decisions.

Rate Strategy in Action, What the Chart Tells Us

Solid upward ADR trend

The dark blue line (Current ADR) consistently tracks above the lighter blue line (Same Time Last Year ADR), signaling year over year growth and strong pricing confidence.

Pricing Trend Analysis, Aligning Rates With Market Pulse For Maximum Yield

Rate Compression Observed

Between July 15–18, ADRs spike with corresponding compression in the competitor rate bars, a clear indicator of high demand days, possibly tied to events or seasonal peaks.

Post-Peak Dips

The small declines around July 22–25 suggest a period of softened demand, allowing savvy revenue leaders to adjust their rate mix or activate promotional levers.

End-of-Month Surge

July closes with a strong rise in ADR and booked rooms, indicating another compression phase where bar pricing should be bold and dynamic.

How Revenue Managers Use This Data

Rate Confidence Assessment: Comparing current ADR against same time as last year values helps identify **how aggressive or conservative the rate strategy** is performing *vital for forecasting yield potential*.

Competitor Benchmarking: The high/low bars represent competitors' price volatility. Revenue leaders use this to spot gaps, avoid underselling, and **protect ADR integrity without losing occupancy**.

Demand Forecasting Signals: When ADR lifts with rooms sold (blue bars), it confirms pricing power. A flat ADR with high competitor volatility suggests **opportunity for correction**.

Pricing Trend Analysis, Aligning Rates With Market Pulse For Maximum Yield

Tactical Moves For The Month Ahead

Raise ADR by 5–8% on compression dates (e.g., July 17, July 31) supported by strong forward bookings.

Introduce fence-based pricing or minimum length-of-stay (LOS) to filter high intent guests and boost yield.

React quickly on soft nights by opening to opaque channels, upsell campaigns, or exclusive member rates.



CompSet Watch, Your Competitors Are Moving, Are You?

One of the most powerful tools in a revenue manager's arsenal is **competitive rate variance tracking**. The **CompSet Variance** table featured above is not just numbers it's a real time battlefield map that reveals **how your property stacks up against direct competitors** on key dates.

SELF				COMPSET VARIANCE					
OCC%	ADR	BAR RATE	CHECK IN DATE	COMPETITOR PROPERTY NAME	PREVIOUS RATE	CURRENT RATE	RATE VARIANCE	%CHANGE	
93%	\$131	\$0	07/16/2025	The Westin Chicago Northwest	\$0	\$229	\$229	100%	
91%	\$122	\$201	07/17/2025	The Westin Chicago Northwest	\$189	\$0	-\$189	-100%	
91%	\$122	\$201	07/17/2025	Courtyard Chicago Wood Dale / Itasca	\$0	\$189	\$189	100%	
94%	\$116	\$208	07/18/2025	Courtyard Chicago Wood Dale / Itasca	\$169	\$0	-\$169	-100%	
92%	\$122	\$0	07/19/2025	The Westin Chicago Northwest	\$0	\$209	\$209	100%	
90%	\$121	\$164	07/20/2025	Courtyard Chicago Wood Dale / Itasca	\$99	\$116	\$17	17%	
75%	\$106	\$134	07/21/2025	Courtyard Chicago Wood Dale / Itasca	\$106	\$125	\$19	18%	
72%	\$114	\$154	07/22/2025	Holiday Inn Chicago - Elk Grove, an IHG Hotel	\$95	\$107	\$12	13%	
68%	\$115	\$127	07/23/2025	Country Inn & Suites by Radisson Elk Grove Village/Itasca	\$118	\$105	-\$13	-11%	
68%	\$115	\$127	07/23/2025	Courtyard Chicago Wood Dale / Itasca	\$106	\$125	\$19	18%	
77%	\$116	\$232	07/25/2025	Courtyard Chicago Wood Dale / Itasca	\$114	\$134	\$20	18%	
79%	\$121	\$247	07/26/2025	Courtyard Chicago Wood Dale / Itasca	\$114	\$134	\$20	18%	
40%	\$109	\$107	07/27/2025	The Westin Chicago Northwest	\$150	\$127	-\$23	-15%	

Decoding The CompSet Variance Table

This report aligns your own **Occupancy % (OCC%)**, **Average Daily Rate (ADR)**, and **BAR Rate** against those of your key competitive properties, showing:

- Previous vs. **Current Rate Movements** from competitors
- Daily Rate Variance (\$)** and **% Change**
- The **Check-in Dates** where fluctuations are most critical

Take **July 16, 2025** as an example:

- Your ADR is **\$131** at 93% occupancy
- Competitor The Westin Chicago Northwest has jumped to **\$229**, a **100% increase** in rate compared to the previous day

You now have room to **raise your BAR rate** and still stay competitively priced!

CompSet Watch, Your Competitors Are Moving, Are You?

Revenue Manager's Playbook, Strategy From The Variance

Spot Compression Opportunities: When competitors raise rates and your occupancy is already high, you're likely underpriced. Adjust quickly to **avoid revenue leakage**.

Monitor Aggressive Drops: Negative changes like -100% from The Westin can signal **price wars or yield missteps**. Use these moments to **protect your positioning**, not panic.

Evaluate Rate Gaps by Property: The July 25 entry shows your rate at \$116 while Courtyard Chicago is at \$134 a variance of \$20. With your 77% occupancy, there is **room to stretch ADR** without sacrificing volume.

Rate Intelligence Driven Forecasting: Feed these competitor trends directly into your **dynamic pricing engine** or AI forecast (like RevEVOLVE does), adjusting your **rate ladders** and **channel strategies** in real-time.

When Not To React

A sudden rate drop by competitors with **low or unknown occupancy** might not be a signal to match.

Always check for **event-based anomalies** or **opaque rate publishing** that may not impact your core demand.

Actionable Insights For RMs

Strategy	When To Apply
Raise Rates	High OCC + Competitor Increase
Hold Position	Competitor drops but you maintain strong pace
Watch Closely	Large variances without pickup shift
Deploy Offers	Low OCC and competitor spike

Mastering The Demand Curve

Low Vs High Demand Dates Uncovered

Understanding when demand will surge or slump is **mission critical for Revenue Managers**. The snapshot above provides a **dichotomy of low and high demand periods**, empowering RevPAR decisions and pricing agility.

Low Demand													LOW DEMAND DATES										
TRANSIENT CURRENT YEAR													BAR BASED STATUS										
STAY DATE	DAY BEFORE ARRIVAL	DOW	CURRENT OCC%	FORECASTED OCC%	ADR	1/3 QUARTILE LEADTIME	GOODROOMS AVAILABLE	LEFT TO SELL	ON THE BOOKS	TOTAL OCC%	ADR	REV	REVPAR	OTB/BLOCK	OTB	8 WEEK ROLLING AVG	1 DAY PICKUP ROOMS	1 DAY PICKUP ADR PUI	7 DAY PICKUP ROOMS	7 DAY PICKUP ADR PUI	REV	SYSTEM FORECAST	
08/03/2025	Su	Sun	41.27%	84.92%	\$106	27	1/126	73	52	41%	\$106	\$5,489	\$44	95	3	2	0	50	50	7	\$136	\$952	107
0 Comment																							
High Demand													HIGH DEMAND DATES										
TRANSIENT CURRENT YEAR													BAR BASED STATUS										
STAY DATE	DOW	OCC%	OCC CHANGE	EVENTS	GOODROOMS AVAILABLE	LEFT TO SELL	ON THE BOOKS	TOTAL OCC%	ADR	REV	REVPAR	OTB/BLOCK	OTB	8 WEEK ROLLING AVG	1 DAY PICKUP ROOMS	1 DAY PICKUP ADR PUI	7 DAY PICKUP ROOMS	7 DAY PICKUP ADR PUI	REV	SYSTEM FORECAST			
07/16/2025	Wed	93%	28%	2025 Psychiatry Hour - (1)	4/126	5	117	93%	\$131	\$13,330	\$122	20/25	1	3	12	\$15	\$1,380	19	\$125	\$2,375	125		
07/17/2025	Thu	91%	11%	2025 Psychiatry Hour - (1)	3/126	8	115	91%	\$122	\$13,889	\$111	14/14	1	4	-2	-\$5	\$10	-2	\$49	\$196	123		
07/18/2025	Fri	94%	15%	2025 Psychiatry Hour - (1)	3/126	5	116	94%	\$116	\$13,672	\$109	20/25	3	3	16	\$14	\$1,140	5	\$123	\$625	126		
07/19/2025	Sat	92%	0%	Health Soccer - \$43.1 - (1)	3/126	7	116	92%	\$122	\$14,106	\$112	5/25	2	4	-1	\$15	\$115	-4	\$185	\$630	126		
07/20/2025	Sun	87%	16%	National Sport Colls - (2)	3/126	14	109	87%	\$122	\$13,323	\$106	1/1	1	3	21	\$129	\$2,709	27	\$139	\$1,140	126		
07/31/2025	Fri	99%	16%	National Sport Colls - (2)	3/126	-2	123	99%	\$132	\$16,499	\$131	4/4	2	3	7	\$129	\$963	31	\$196	\$4,196	126		
08/01/2025	Fri	104%	5%	Northbrook Days Fest - (2)	1/126	-6	131	104%	\$136	\$17,806	\$141	13/13	3	3	-1	\$115	\$115	18	\$231	\$4,158	126		

Low Demand, A Silent Margin Killer

Let's take August 3, 2025 (Sunday)

- Current occupancy is **41.27%**, while the forecast is at **84.92%**
- With **73 rooms left to sell**, this signals a major **booking gap**
- Despite ADR holding at **\$106**, there's a significant **RevPAR drop to \$44**
- Only 7 rooms picked up in the last 7 days, and none **in the last 24 hours**

RevEVOLVE Insight

This is a **classic case for tactical promotions**, last minute discounts, or bundling offers through OTA or direct campaigns. You can also adjust your **system forecast (currently \$107)** or activate AI driven **rate fencing strategies** to spark demand without eroding value.

Mastering The Demand Curve

Low Vs High Demand Dates Uncovered

High Demand, Revenue Maximization Moments

Now shift focus to **High Demand Dates** such as **August 1, 2025** and **July 31, 2025**, where,

- Occupancy crosses **99%+** with minimal rooms left to sell
- ADR hits **\$132–\$136**, delivering **top tier RevPAR**
- Historical 8-week rolling average supports the uplift in price
- External demand driving **events like “Northbrook Days Fest”** are clear indicators

Revenue Manager Strategy

- Increase BAR and fence lower-tier discounts
- Maximize on **group OTBs** (e.g., 13 out of 13 blocked for 08/01)
- Reduce exposure on OTA to **drive direct bookings**
- Adjust **channel distribution and length of stay (LOS) restrictions**

How RevEVOLVE Helps Navigate This

With **system forecasts aligned to upcoming events**, RevEVOLVE'S AI dynamically adjusts the pricing suggestions keeping occupancy high without sacrificing rate integrity.

- Low Demand:** Push offers, optimize OTA listings, run flash sales
- High Demand:** Yield rates aggressively, restrict discounts, upsell direct channels

Event Strategy In Action: Where Occupancy Meets Opportunity

In the hospitality world, **events are the rocket fuel for revenue surges**. RevEVOLVE'S **Event Strategy** module gives Revenue Managers an unparalleled advantage by aligning **city wide events, pickup trends, and competitor pricing** all in one window.

Event Strategy		ON THE BOOKS										7 DAY PICKUP		14 DAY PICKUP		FORECAST	RATE SHOP					
DATE	EVENTS	LEFT TO SELL	ON THE BOOKS	TOTAL OCCN	ADR	REVENUE	RMS	ADR	REV	RMS	ADR	REV	ROOMS	WHAT PLAC...	AVG COMPETITOR	COUNTRY	COURTYARD	DOUBLE/TREE	HOLIDAY	WEST		
06/14/2025 Sat	FIFA Club World Cup	2	191	96%	\$133	\$16,038	0	\$1	\$0	0	\$0	\$0	0	00	\$137	\$146	\$134	\$260	\$104	0		
07/16/2025 Wed	2025 Psychiatry Board...	8	757	90%	\$131	\$16,200	18	\$128	\$2,382	26	\$166	\$4,798	126	00	\$148	\$160	\$0	\$0	\$107	0		
07/19/2025 Sat	Youth Soccer - 3rd L...	7	756	92%	\$132	\$14,106	4	\$105	\$-630	3	\$48	\$-139	126	00	\$195	\$180	\$0	\$0	\$0	0		
07/24/2025 Thu	Shugart County Fair	40	83	66%	\$106	\$8,825	17	\$48	\$1,648	21	\$32	\$3,375	118	\$118	\$126	\$114	\$0	\$0	\$0	0		
07/25/2025 Fri	Shawenood Summer Ce...	26	97	77%	\$116	\$11,219	26	\$131	\$3,482	41	\$122	\$5,004	126	\$202	\$155	\$194	\$134	\$0	\$138	0		
07/26/2025 Sat	Art At The Glen Town...	24	99	79%	\$121	\$11,947	32	\$127	\$4,374	49	\$126	\$6,162	126	\$247	\$164	\$194	\$134	\$0	\$0	0		
07/30/2025 Wed	Northbrook Days Fest...	14	193	87%	\$122	\$13,323	37	\$129	\$5,158	46	\$135	\$6,483	126	\$186	\$135	\$135	\$0	\$0	\$0	0		
08/01/2025 Fri	Dude Perfect: Haha W...	-1	131	104%	\$128	\$16,164	16	\$201	\$2,106	21	\$180	\$3,750	126	00	\$0	\$0	\$0	\$0	\$0	0		
08/02/2025 Sat	Ghost		131	100%	\$128	\$16,164	7	\$201	\$2,106	21	\$180	\$3,750	126	00	\$205	\$0	\$0	\$205	\$0	0		
08/08/2025 Fri	Stamp & Scribbleok E...	64	0	0%	\$0	\$0	0	\$105	\$1,903	36	\$48	\$2,518	124	\$108	\$133	\$0	\$134	\$0	\$138	0		
WeekDay		143	588	475%	\$118	\$72,562	136	\$138	\$18,685	212	\$137	\$28,454										
WeekEnd		32	462	367%	\$126	\$58,275	33	\$181	\$5,850	67	\$117	\$9,793										
Sun		8	8	0%	\$0	\$0	0	\$0	\$0	0	\$0	\$0										
Mon		8	8	0%	\$0	\$0	0	\$0	\$0	0	\$0	\$0										
Tue		8	8	0%	\$0	\$0	0	\$0	\$0	0	\$0	\$0										
Wed		19	226	189%	\$127	\$28,653	56	\$132	\$7,245	83	\$151	\$12,281										
Thu		40	83	66%	\$106	\$8,825	17	\$48	\$1,648	21	\$32	\$3,375										
Fri		34	289	229%	\$117	\$33,084	43	\$154	\$9,477	76	\$139	\$12,778										
Sat		32	462	367%	\$126	\$58,275	33	\$181	\$5,850	67	\$117	\$9,793										
Total		173	1,660	842%	\$121	\$130,807	189	\$132	\$24,535	279	\$130	\$38,227										

What This Data Reveals

Across the snapshot, we see **major events like:**

- 2025 Psychiatry Board Exam (July 16–18)
- Northbrook Days Fest (July 30)
- Dude Perfect Live Show (Aug 1)
- Art at The Glen Festival (July 26)

These events show consistent spikes in:

- On The Books occupancy, averaging 90%+
- 7 and 14-day pickup, with up to 49 rooms added
- ADR uplift, reaching as high as \$137–\$180
- Revenue exceeding \$16,000 per night



Event Strategy In Action: Where Occupancy Meets Opportunity

Competitive Rate Shop Perspective

Using the rightmost section of the dashboard, Revenue Managers can:

- Compare **RevEVOLVE'S** forecast with **rate shop values**
- Identify competitor pricing gaps (e.g., July 25: \$116 ADR vs competitor at \$155–\$194)
- Adjust BAR accordingly and **capitalize on undersupplied nights**

Key Insight

Events like “Streamwood Summer Celebration” (July 25) are undervalued in BAR rate. While demand is high, there’s a **clear rate variance opportunity** of over **\$70–\$90 vs comp set**. This should trigger a rate review.

Tactical Weekday VS Weekend Strategy

Segment	Avg ADR	Revenue	Rooms Sold
Weekdays (Mon–Thu)	\$118	\$72,562	598
Weekends (Fri–Sun)	\$126	\$58,275	462

Even though weekends drive **higher ADR**, **weekdays outperform in volume and revenue** suggesting business demand or extended stay travelers are dominant. Revenue Managers can balance offers and tailor promotions across these windows.

Event Strategy In Action: Where Occupancy Meets Opportunity

How RevEVOLVE Elevates RM Strategy

RevEVOLVE not only predicts demand based on city wide events but also

- Suggests dynamic rate adjustments
- Highlights missed demand signals
- Enables agile yield strategies on high opportunity nights

Pro Tip For Revenue Managers:

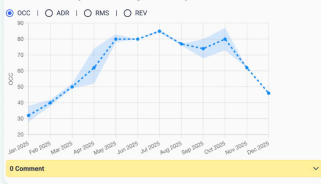
Use this dashboard to pre load event triggered pricing rules, identify compression nights, and track pickup trends daily. Don't wait for demand to show anticipate it and own it.



From Insight To Action, Forecast Trend & Booking Pace That Tells The Future

In revenue management, it's not just about where your hotel is it's about where it's going. The **Forecast Trend Analysis & Booking Pace Dashboard** within RevEVOLVE empowers Revenue Managers to project with precision and prepare with purpose.

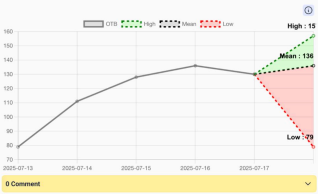
Forecast Trend Analysis And Booking Pace Weekly Forecast



Monthly Forecast Trend (Jan–Dec 2025)

The left graph paints a clear story:

- 📈 **OCC% climbs from 31% in January to a peak of 85% in July**, showing healthy summer demand.
- 📉 **A soft dip follows into the final quarter (down to 46% in December)**, signaling **seasonal weakness**.
- 💡 **The shaded blue area gives a confidence interval**, helping revenue managers prepare for best and worst case scenarios.



How Revenue Managers Use This

- Adjust **inventory restrictions** and promotions during low demand months (e.g., November–December).
- Identify periods needing **stronger marketing or group push**.
- Use peak months for **yield optimization** and strategic overbooking where needed.

From Insight To Action, Forecast Trend & Booking Pace That Tells The Future

Booking Pace, A Week In Review + Forward Outlook

The right-side chart zooms in to show

A **steady pickup** from July 13 to July 16, with **room nights growing from 80 to 135+**.

A predictive band showing **three forecast paths** for July 17:

- **Low scenario:** ADR may dip to 79 if no new bookings occur.
- **Mean scenario:** Expected ADR is 136 maintain the course.
- **High scenario:** ADR could climb to 150+ with stronger last-minute demand.

What This Means For Revenue Managers

Use this chart to decide, **“Should I hold, push, or pull back rates?”**

Apply **last minute dynamic pricing strategies** to secure late pickups.

Guide marketing spends days where **demand risk** is high or confidence is low.

RM Takeaway

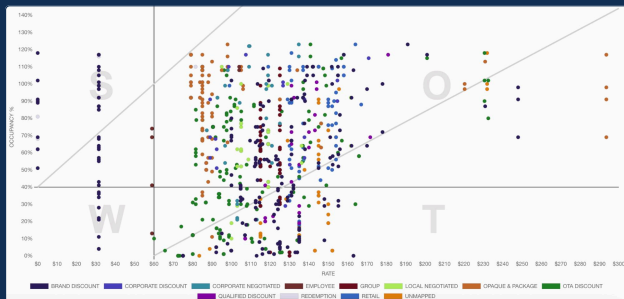
“Forecasting isn’t about seeing the future, it’s about being ready when it arrives.”

This dashboard enables Revenue Managers to go beyond intuition and make **confident data driven pricing decisions**, dynamically adjusting as booking pace shifts. Whether you’re reacting to a sudden drop-off or capitalizing on an unexpected pickup, **RevEVOLVE has your back.**

Rate Vs. Occupancy, Mapping Your Performance With The RevEvolve SWOT Quadrant

“Every rate you set is a reflection of your confidence in tomorrow, price with purpose, and lead with insight.”

The **RevEVOLVE SWOT Quadrant Visualization** is more than just a scatter plot, it's a strategic compass for Revenue Managers.



What You're Looking At

Each colored dot represents a rate plan (like OTA Discount, Group, Retail, etc.), plotted by:

X-Axis: Rate (\$)

Y-Axis: Occupancy (%)

Rate Vs. Occupancy, Mapping Your Performance With The RevEvolve SWOT Quadrant

S – Stars

- | High rate, high occupancy
- | Revenue Manager's sweet spot
- | Example: Retail & Corporate bookings at \$130–\$180 with >90% occupancy

Strategy: Hold or increase rate. You've hit product market fit.

O – Opportunities

- | High rate, low occupancy
- | Guests are price sensitive or value gap exists

Strategy: Refine value proposition. Use add-ons or dynamic discounts.

W – Weak

- | Low rate, low occupancy
- | Underpriced but still not converting

Strategy: Audit channel, distribution, reviews, and OTA strategy. Something's broken

T – Traffic Builder

- | Low rate, high occupancy
- | Drives volume, not margin (e.g., OTA Discounts, Group)

Strategy: Upsell, cross sell, and review if LTV justifies the volume.

Rate Vs. Occupancy, Mapping Your Performance With The RevEvolve SWOT Quadrant

Key Observations

Now shift focus to **High Demand Dates** such as **August 1, 2025** and **July 31, 2025**, where,

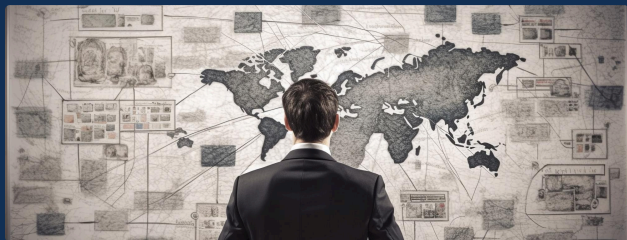
- Occupancy crosses **99%+** with minimal rooms left to sell
- ADR hits **\$132–\$136**, delivering **top tier RevPAR**
- Historical 8-week rolling average supports the uplift in price
- External demand driving events like “Northbrook Days Fest” are clear indicators

Why This Matters For Revenue Managers

This dashboard helps Revenue Managers:

- Benchmark each segment's contribution to rate vs occupancy.
- Identify margin erosion from high occupancy/low rate channels.
- Reposition underperforming rate codes with promotions or restrictions.
- Build data backed pricing strategies that align with demand and brand strength.

“Data without context is just noise. The SWOT quadrant gives revenue managers the visual context they need to act with conviction.”



PERFORMANCE SUMMARY

POWERED BY RevEVOLVE'S AI

Today's performance is a testament to intelligent pricing and strategic momentum:

ADR stands at **\$133**, with an impressive **occupancy rate of 87%** and **RevPAR of \$116** nearing a complete **sell out** with just **12 rooms left**.

You're outperforming market benchmarks with:

RGI: 108	ARI: 103
MPI: 105	Property Score: 98

These indicators reflect strong rate integrity and distribution efficiency.

Demand & Pickup Insights

Recent booking pace shows **5 rooms picked up** yesterday at an ADR of **\$127**, and **12 rooms** over the past week at **\$136** uplifted by the **Psychiatry Board Review event**, which is driving strong forward bookings into the weekend.

Segment Strategy:

- Brand Discount** leads with **31 rooms @ \$119 ADR**
- Group segment:** 30 rooms @ \$117
- OTA Discount:** 24 rooms @ \$106

These high yield segments represent immediate opportunities to drive conversion and increase total revenue.

Demand Forecasting

High Demand: July 30–31 (98%+ occupancy expected), driven by the **National Sport Collectors Convention** and **Northbrook Days Festival**

Action: Consider **+5% ADR increase** on these days

Low Demand: **August 3rd (41% occupancy)**

Action: Leverage **flash offers** and **opaque channels**

PERFORMANCE SUMMARY

POWERED BY RevEVOLVE'S AI

CompSet Movement

Notably, **The Westin Chicago Northwest** surged to **\$229**, showing a sharp rate escalation. Missing self-rate data in the comp set offers a chance to readjust your pricing for maximum yield and market leadership.

Year on Year Growth:

ADR up 11% from last year's \$98

Room sales closely aligned with **NOVA forecast**, indicating accuracy in demand projections

Strategic Takeaway

To maintain momentum:

Boost ADR on peak dates

Monitor competitor rates

Manage inventory dynamically

Push high yield segments

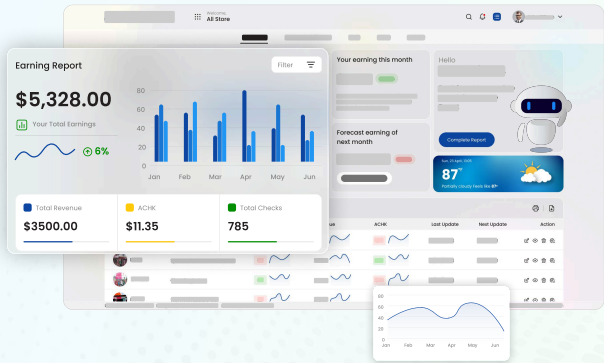
Refine OTA strategy

Quote Of The Day

"Every rate you set is a reflection of your confidence in tomorrow, price with purpose, and lead with insight."

— RevEVOLVE AI

CLOSING SUMMARY, FROM DATA TO DECISION REVENUE LEADERSHIP WITH RevEVOLVE



As we navigate today's competitive hospitality landscape, intelligence driven decision making isn't optional, it's foundational. The integrated analysis across **ADR trends, pickup dynamics, market segments, and comp set strategies** provides a 360° lens into both your strengths and blind spots.

In today's volatile and demand-sensitive hospitality environment, Revenue Managers are no longer just number crunchers, they are strategic growth drivers. The comprehensive intelligence captured through RevEVOLVE, ranging from ADR trends and pickup behavior to segmentation analysis, pricing responsiveness, comp set tracking, and event based forecasting equips revenue leaders with the clarity and precision needed to price with purpose and lead with insight.

CLOSING SUMMARY, FROM DATA TO DECISION

REVENUE LEADERSHIP WITH RevEVOLVE

By decoding where revenue is truly generated (not just booked), monitoring market pulses in real time, and visualizing performance through dynamic SWOT quadrants, Revenue Managers gain the ability to strike the perfect balance between rate and occupancy.

This integrated view helps transform reactive tactics into proactive strategy empowering teams to respond swiftly to high-demand surges, adjust rates competitively based on comp-set moves, align pricing with consumer sentiment, and optimize inventory around events and market trends. It demystifies forecasting and future pacing, ensuring every pricing decision is intentional, data backed, and aligned with broader revenue goals. Ultimately, RevEVOLVE becomes more than a reporting tool it becomes a strategic ally in maximizing profitability, driving rate leadership, and sustaining long-term competitive advantage.

With RevEVOLVE, data is not just a reflection of the past, it's your competitive weapon for the future. The time to move from passive reports to proactive revenue action is now. Let every data point tell a story. Let every insight become a decision.



REVOLVE
AI-POWERED REVENUE OPTIMIZATION

READY TO PRICE WITH PURPOSE AND LEAD WITH INSIGHT?

RevEVOLVE is not just another revenue management tool, it's your AI powered partner built by hoteliers, for hoteliers. From real time forecasting to competitive rate intelligence and automated daily bulletins, RevEVOLVE helps you make confident pricing decisions that maximize profit and outperform your comp set, every single day.



Explore a smarter way to manage revenue

www.revevolve.ai



Schedule your personalized demo

sales@hotelswitchboard.com

Why Wait?

*Let **RevEVOLVE** be the engine behind your
next record breaking quarter.*