

PDP

Property Diagnostic Process

A PDP is a Revenue Management/Commercial Director led workshop/meeting for the on-property sales strategy team and the property leadership team. It is process designed to assist the property and leaders to analyse market information and trends, evaluate effectiveness of property past performances, review the impact of the properties market segmentation together with the departmental ancillary sales results to develop a selling, inventory and pricing strategies for all top line sales departments to drive and maximise the Total Hotel Revenue.

Objectives:

1. Integrate property, company and market philosophy, tools and resources in order to diagnose obstacles to maximising revenue
2. Collectively as a team prescribe the forward action plans that will result in increased Revenue Market Share

The PDP takes a Deep Dive Review of hotel performance vs Overall Market Conditions:

- Demand Generators
- Positioning
- Competitor changes
- New Competition
- Product changes

The Market (Competitive Analysis)

The Hotel (Historical Performance)

The Customer (Guest Response & Feedback)

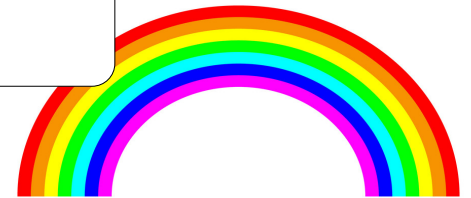
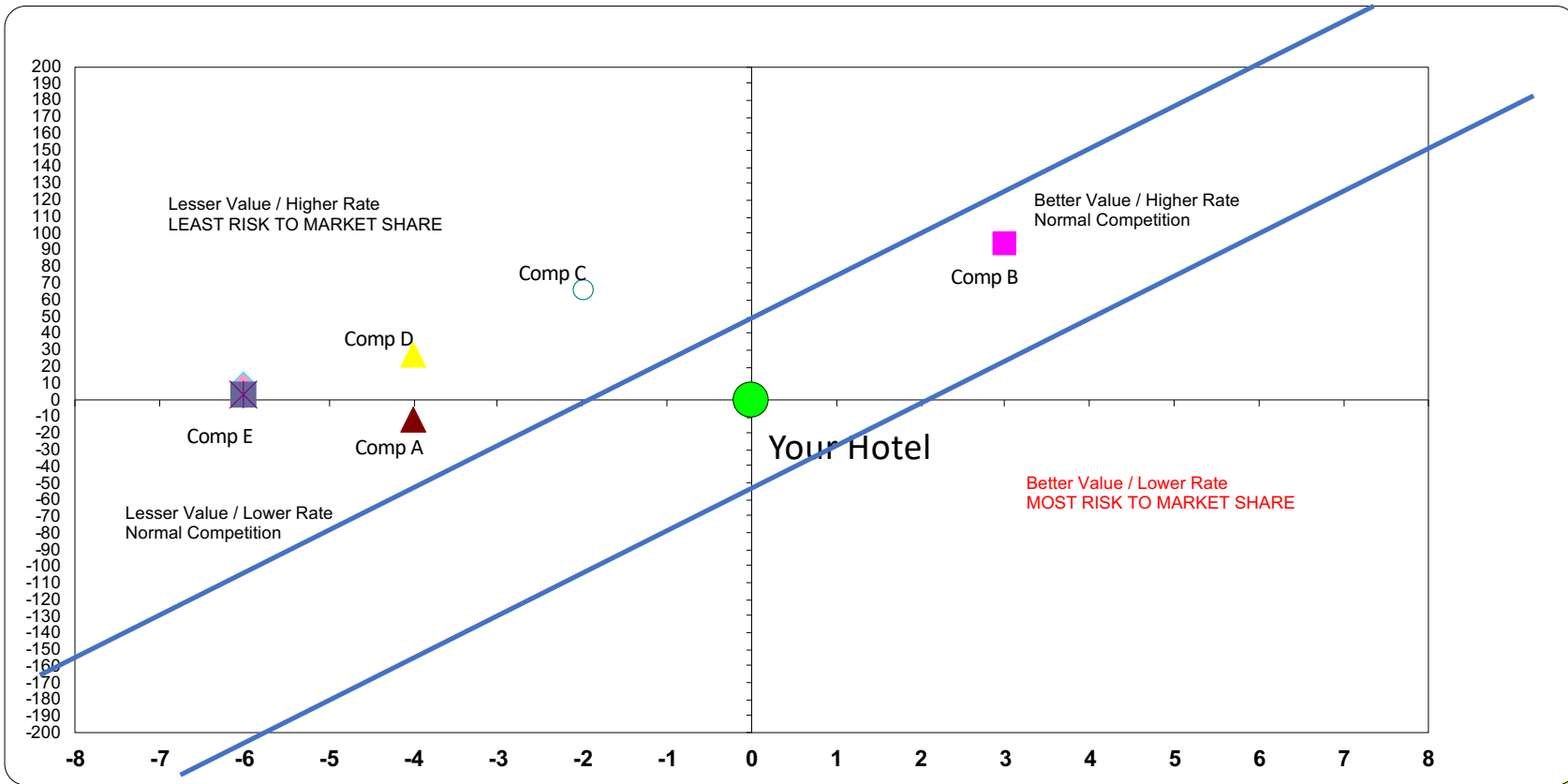
Executorial Issues

Conclusions and Next steps (leading to enhanced or new direction strategy as a team)



RVM

Rate Value Price Positioning Matrix



HBP

Hotel Business Positioning

6. How will hotel sell and market this and to whom
5. Priorities for Hotel Improvement Plan (Product & Services)
4. Bring Clarity to the positioning
3. Hotel Business Positioning
2. Key Business Challenge and opportunity
1. Owner/Economic requirements

