



FRACTIONAL REVENUE MANAGEMENT FOR HOTELS

Your hotel may not need a full-time revenue manager. But it does need revenue management.

Not every hotel has the scale, structure, or moment to absorb a full-time position. That does not remove the need for pricing judgment, demand reading, commercial discipline, and timely decisions.

01

THE PROBLEM

Many hotels are not losing only on price.

They lose because revenue is reviewed late, without method, or in between operational gaps. Management handles guests, staff, payments, OTAs, and daily issues; deep analysis on pickup, booking pace, windows, channels, and competitive pressure rarely gets the attention it deserves.

02

THE COMMON MISTAKE

Full rooms are not enough if they are sold the wrong way.

Healthy occupancy can hide weak rate, excessive commission exposure, poor timing, and a channel mix that erodes profit. Selling more nights does not always mean selling better.

03

STRUCTURE

There are hotels where a full-time hire still does not make sense.

Because of size, stage, or complexity, a fixed senior headcount is not always the right move. But operating without revenue management is not either. The gap gets filled with instinct, urgency, or isolated decisions.

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THE MODEL

More commercial judgment. Less improvisation.

A fractional model puts experience, analysis, and follow-through on the table without carrying a full structure. It is not cheap outsourcing or abstract consulting: it is smart access to specialized commercial direction.

Revenue management with a real hotel rhythm.

The point is not to send a pretty file once a month. It is to read the business, adjust with judgment, and sustain better decisions across pricing, demand, distribution, and commercial performance.



DYNAMIC PRICING

Periodic rate review based on demand, occupancy, comp set, booking windows, pickup, and commercial pace. Rate stops moving by inertia.



DEMAND AND CHANNELS

Forecasting, historical reading, and channel mix analysis across OTAs, direct, and other sources to improve timing and reduce commission dependence.



KPIs THAT MATTER

ADR, occupancy, RevPAR, pickup, pace, business mix, and profitability read in context, not just reported as isolated numbers.



STRATEGIC FOLLOW-THROUGH

Ongoing work with management and team to interpret signals, correct course, and sustain commercial discipline without leaving revenue isolated from operations.

06

WHAT IT AIMS TO IMPROVE

A better read on the business. Better decisions for the hotel.

The objective is not to move a rate for the sake of it. It is to push ADR when the market allows, protect healthy occupancy, improve RevPAR, strengthen direct sales, clean up the channel mix, and restore commercial clarity.

ADR

HEALTHY OCCUPANCY

REVPAR

CHANNEL MIX

DIRECT SALES

PROFITABILITY

07

HOW WE WORK

Continuous follow-through, not a one-off opinion.

We work through recurring sessions, data review, actionable recommendations, and real follow-up. The point is not to deliver more reports. It is to help the hotel understand what is happening and why acting now matters.

08

ECONOMIC LOGIC

Turning fixed structure into expert support is also a smart decision.

For many independent hotels, boutiques, or small groups, a fractional model gives access to senior experience without absorbing the full cost of an internal hire. More flexibility, more judgment, and a better-aligned investment.

Built for hotels that do need revenue, even if they do not need a full structure.

It usually fits independent properties, boutique hotels, small groups, operators, or teams where commercial direction exists but there is no strong internal revenue figure today.



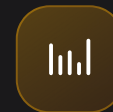
INDEPENDENT HOTELS



BOUTIQUE AND SMALL
GROUPS



OPERATORS AND
MARKETERS



GENERAL MANAGEMENT

CONVERSACIÓN INICIAL

Let's talk

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