

Gál Péter
RateMate
MSZÉSZ XLVII. Közgyűlés
2017.11.22.

8

tipp a szállodai
bevételnövelésre
2018-ra





PETER GAL
CEO & Co-founder



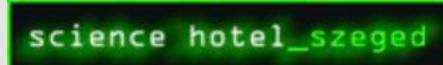
ALEX BARROS
Advisor



NIKOLAI GAIBOVICH
CTO

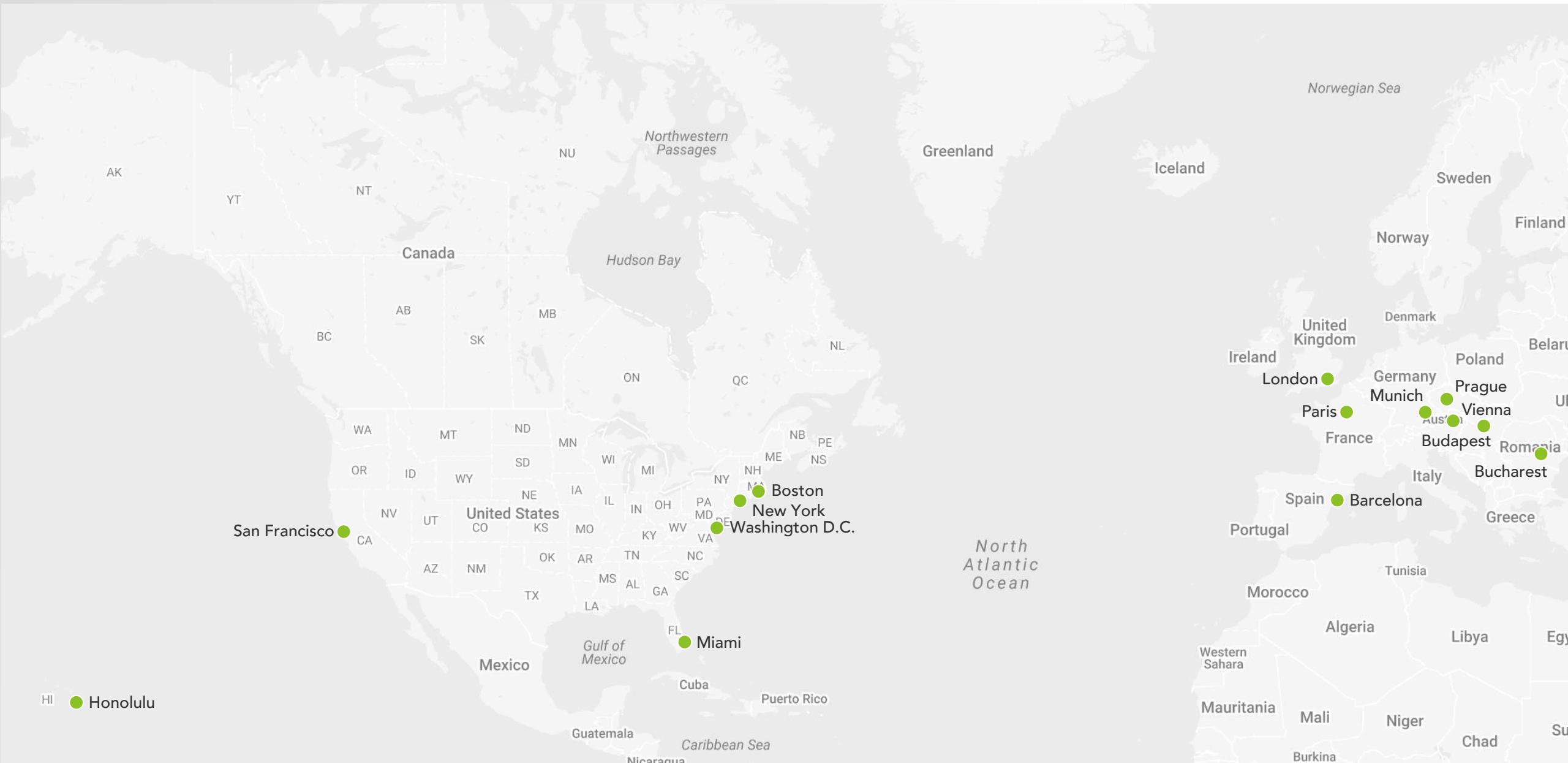


BRENDAN GAWLIK
Director of Business
Development



Luxury
Apartment és
Wellness Hotel
Siófok





funderbeam

MORE THAN €5 MILLION RAISED FROM INVESTORS IN 102 COUNTRIES

Investment opportunities



EQUITY

Ampler Bikes Syndicate
Smart Electric Urban Commuters

LEAD / ADMINISTRATOR
Madis Müür

RAISED EUR 410k

TRADE



EQUITY

Aspida Syndicate
ICT startup on the verge of generating income

LEAD / ADMINISTRATOR
Miroslav Jeličić Purko

RAISED EUR 143k

TRADE



CONVERTIBLE

Event Intelligence Syndicate
By RateMate. Solving the 8 billion EUR problem in the travel industry through forward looking event data.

LEAD / ADMINISTRATOR
Attila Hegedus

RAISED EUR 138k

TRADE



EQUITY

Funderbeam Syndicate 1
This syndicate is Funderbeam's own. It tests the marketplace using real transactions and tokens.

LEAD / ADMINISTRATOR
David Gammon

RAISED EUR 10k

TRADE



EQUITY

Funderbeam Syndicate 2
Your chance to invest in Funderbeam alongside some of the most prominent investors in the world!

LEAD / ADMINISTRATOR
David Gammon

RAISED EUR 424k

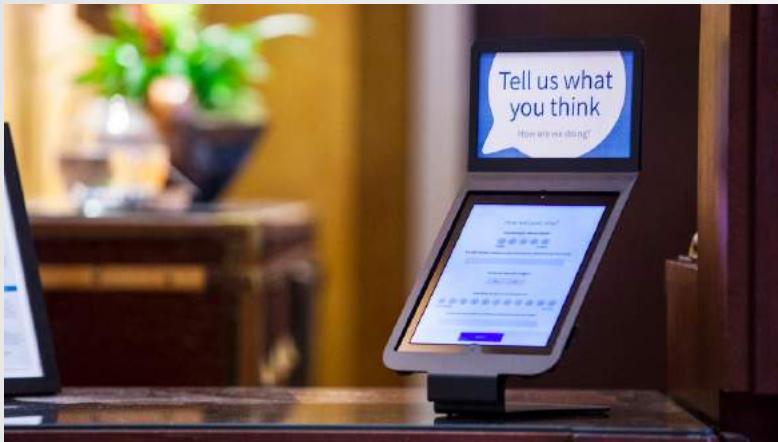
TRADE



A szállodai revenue management (szobákra vonatkozó) definíciója:
"A megfelelő szoba, a megfelelő vendégnak, a legjobb pillanatban,
a legjobb áron, a legjobb értékesítési csatornán, a
legnagyobb jutalékhatékonysággal történő értékesítése"
(Landman 2011)

1. Azonosítsuk be a versenytársainkat
2. Kiemelt események figyelembevétele
3. Szezononkénti árazás
4. Hétvégi/hétközi árazás
5. Foglaltsági szintek szerinti árazás
6. Versenytársak árai által korrigált árazás

Tipp #2 - Hogyan azonosítsuk be a versenytársainkat



Booking.com

Tipp #3 - Mire figyeljünk oda évközben

Foglaltság

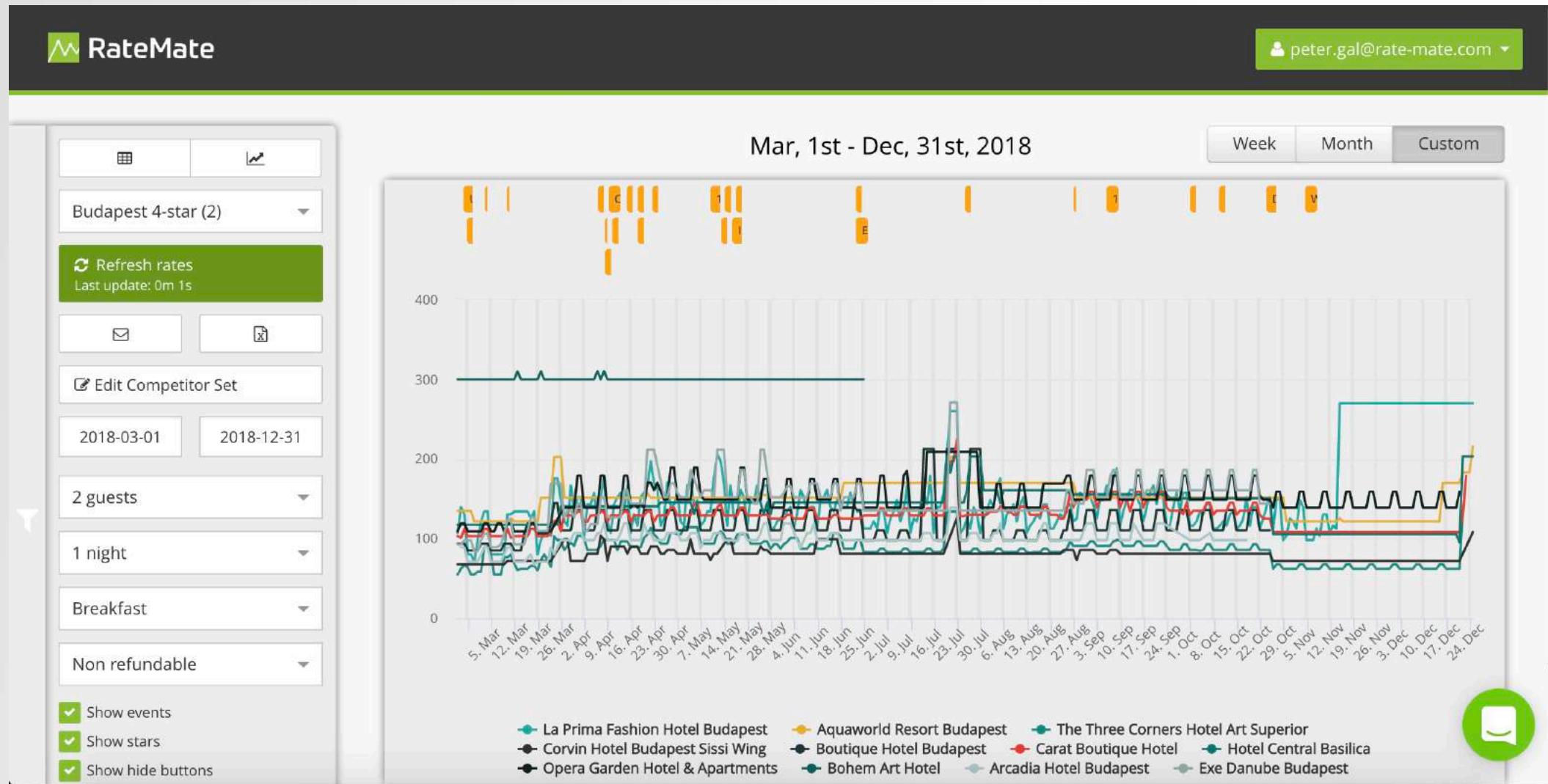
Pickup

Versenytárs
árak

Események

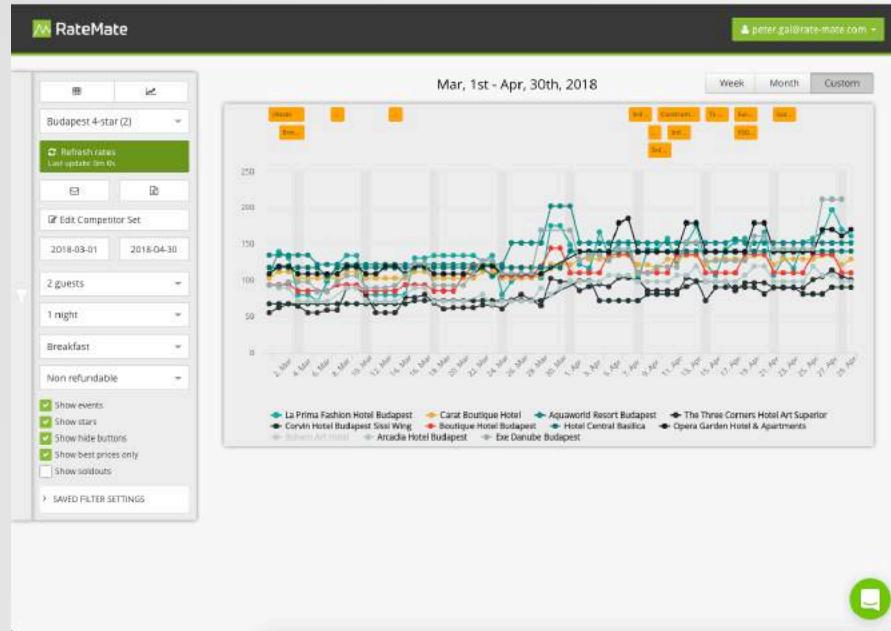
Vendég-
értékelések

Jutalék-
szintek



Stars		April 2024													May 2024	
	Hotel	04. 04 Wed	05. 04 Thu	06. 04 Fri	07. 04 Sat	08. 04 Sun	09. 04 Mon	10. 04 Tue	11. 04 Wed	12. 04 Thu	13. 04 Fri	14. 04 Sat	15. 04 Su			
+	★★★★★ La Prima Fashion Hotel Budapest	€166.5	€134.1	€152.1	€152.1	€103.5	€143.1	€143.1	€157.5	€125.1	€152.1	€175.5	€125.1	3rd World Congress on Civil, S...	Construma / Reneo / Design	To Th
+	★★★★★ Aquaworld Resort Budapest	€151.36	€151.36	€151.36	€151.36	€151.36	€151.36	€151.36	€151.36	€151.36	€151.36	€151.36	€151.36	10th Annual Inter...	3rd World Congress on Mome...	
+	★★★★☆ The Three Corners Hotel Art Superior	€94.5	€90.9	€103.5	€103.5	€99.9	€85.5	€85.5	€85.5	€85.5	€90.9	€98.1	€98.1	3rd World Congress on Recen...		
+	★★★★☆ Corvin Hotel Budapest Sissi Wing	€72	€72	€72	€72	€72	€81	€81	€81	€81	€103.5	€99	€72			
+	★★★★★ Boutique Hotel Budapest	€110.5	€136	€136	€136	€110.5	€110.5	€110.5	€110.5	€136	€136	€136	€110.5			
+	★★★★★ Carat Boutique Hotel	€129	€129	€134	€134	€121	€121	€129	€129	€129	€134	€134	€134			
+	★★★★★ Hotel Central Basilica	€140.25	€140.25	€140.25	€140.25	€140.25	€140.25	€140.25	€140.25	€140.25	€140.25	€140.25	€140.25			
+	★★★★★ Opera Garden Hotel & Apartments	€139	€139	€179	€179	€139	€139	€139	€139	€139	€179	€179	€139			
+	★★★★★ Bohem Art Hotel	€300	€300	€300	€300	€300	€300	€300	€300	€310.17	€300	€310.17	€300			
+	★★★★★ Arcadia Hotel Budapest	€98				€98	€98	€98	€98				€98			
+	★★★★★ Exe Danube Budapest	€135.15	€126.65	€143.65	€143.65	€109.65	€109.65	€118.15	€118.15	€118.15	€152.15	€152.15	€152.15			

Tipp #6 - Bevegyük-e ezt a csoportot?



IDeas™
A SAS COMPANY

The screenshot shows a web-based calendar application for event management. The main view displays the month of June 2018. Several events are highlighted with orange boxes:

- Sunday, June 27: Orthodox Pentecost
- Monday, June 28: Orthodox Pentecost Monday
- Thursday, June 31: Corpus Christi
- Friday, July 1: Children's Day
- Wednesday, July 25: Statehood Day
- Thursday, July 26: Flag Day
- Friday, July 27: St Vitus Day

The left sidebar contains various filters and settings:

- SAVED FILTER SETTINGS: Includes a "WOFilter" dropdown and three icons for save, export, and delete.
- JUMP TO DATE: A text input field showing "2018-06-01".
- GEOLOCATION: A collapsed section.
- EST. NO. OF ATTENDEES: A collapsed section.
- CATEGORY: An expanded section with checkboxes for:
 - Local events
 - Awards
 - Concert
 - Conference
 - Congress
 - Dinner

At the bottom right of the calendar, there is a green circular button with a white icon.

€121.378

CASE STUDY



How The InterContinental Vienna increased its RGI by 2.39% on event days identified with Event Intelligence and how its sales team acquired €37,400 of new business within the first 3 months of use



EVENT INTELLIGENCE

by RateMate

2.39%

Increase in RGI on event days identified by Event Intelligence in the first 3 months of use

€48,019

Incremental revenue achieved in the first 3 months of use

Event Intelligence megtérülés

The challenge

- ✗ Lack of forward looking event data on compression dates
- ✗ Collection of forward looking event data is time consuming and cumbersome
- ✗ Shortage of forward looking sales prospecting tools for the sales team

The solution

RateMate Event Intelligence was implemented and put to work in one day. The solution helped with:

- ✓ Daily Pricing/ Yielding decisions
- ✓ Forecasting and Business Reports
- ✓ Evaluating impact of city-wide and local events
- ✓ Acquisition of new MICE clients through sales prospecting



"The system is mainly used by the Hotel's core sales & revenue team. It helps to evaluate new group requests and to optimise new contracts. The very user friendly system can be used by any colleague, there was no real training required due to the easy accessibility."

The InterContinental Vienna is very satisfied with this system and recommends it to all hotels lacking similar tools to purchase RateMate Event Intelligence."

Ádám Kühtreiber, Revenue Manager, InterContinental Vienna

The results

(In the first 3 months of use)

Revenue management

2.39%

Increase in RGI on event days identified by Event Intelligence

**€10,619
...and counting**

Incremental revenue from ADR increase on event periods discovered with Event Intelligence

Sales

€37,400

Incremental revenue from sales prospecting

Time saved

54

Hours saved

Other

- Growing market share as a result of better business intelligence (e.g. information on pressure days to achieve better yielding)
- Positive cost-effect due to efficient planning (payroll, etc.)

Köszönöm a figyelmet!



 RateMate

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