



Key Commercial Services

# Optimize RevPAR Performance

## Key Hotels & Resorts B.V.

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# KEY COMMERCIAL SERVICES

luxury-level services | fraction of the cost

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## REVENUE MANAGEMENT

**We take revenue management to the next level** - Our hotels benefit with elevated RevPAR performance from our powerful revenue management platforms. We offer automated rate setting tools, market demand coefficients, airlift analysis, competitive rate shops, pick-up tracking, predictive demand analysis, and market segmentation & geo-targeted pricing. Complementing this technology, our expert Revenue Team offers weekly market mix performance reporting, monthly rolling forecasts, and annual budgeting & business planning.

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## GLOBAL DISTRIBUTION

**The hotel's best content distributed everywhere** - We specialize in the worldwide distribution of our hotels' rates and availability matched with professionally curated digital marketing content, sent everywhere and updated in real-time to thousands of travel accounts around the globe.

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## GLOBAL SALES

**We have a global reach** - With sales offices on two continents, we are able to tap into otherwise untapped international markets, elevating RevPAR performance for our hotels and resorts. Throughout our history, we have developed and solidified relations with 10,000 plus global travel account partners in various market categories including leisure, corporate, MICE, permanent and government.

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## DIGITAL MARKETING

**Elevate website direct bookings | Reduce OTA commissions** - Our digital marketing department tactfully engineers beautifully designed SEO hotel websites featuring OTA rate-matching tools, online review summary tools and our Key Resort Rewards guest loyalty program. We then drive direct bookings to the site with strategically placed meta-search marketing, search engine marketing, retargeting, social media marketing, and display marketing campaigns.

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## BRANDING

**Position for optimized performance** - Aligning the property's competitive advantages (product) with its marketing message (positioning) towards the desired target markets (place) with compelling content and media (promotion) at the optimum sales mix (price) is at the heart of a sound marketing campaign.



**Mrs. Julia Mayrhofer**  
 Chief Commercial Officer

Julia has held titles including Cluster Director of Revenue for The Ritz-Carlton Caribbean & Mexico luxury resort collection (Aruba, Grand Cayman, Jamaica, Cancun, and St. Thomas) and most recently, was at the helm of Belvar Hotels' Revenue Management Team as Corporate Director of Revenue Strategy composed of 100+ Marriott franchised and independent hotels in the U.K., the Netherlands, Denmark, Sweden, Norway, Italy, Poland, Iceland, and Belgium.



“Our hotels experience improved RevPAR performance of 20% on average in its first year.”

REVENUE & COMMERCIAL SERVICES	REVENUE Starting at €25/Room	REVENUE PLUS Starting at €50/Room	COMMERCIAL Starting at \$75/Room	COMMERCIAL PLUS Starting at \$100/Room
<b>REVENUE MANAGEMENT</b> <i>Strategic RevPAR Maximization</i> 365-Day BAR Rate Strategy Updated Weekly Daily Rate Yield by Room Type via Key's RMS Platform Annual Budgeting with "What if" Scenarios as Needed Weekly Revenue Reporting with Pace and Pick up Analytics Monthly Daily Rooms Forecast by Segment Competitive Set Rate Shops and Analysis OTA Partner Optimization	●	●	●	●
<b>CENTRALIZED DISTRIBUTION</b> <i>Expanded Worldwide Distribution to our International Travel Partners</i> Meta-Search Channel Connectivity GDS Partner Connectivity International Wholesale Partner Channel Connectivity International Tour Operator Partner Channel Connectivity Opaque Partner Channel Connectivity		●	●	●
<b>MEDIA &amp; CONTENT MANAGEMENT</b> <i>Greater Visibility   Elevated Direct Bookings   Reduced OTA Commissions</i> Media and UNAP Channel Consistency OTA Content & Media Management & Distribution		●	●	●
<b>FIRST-CLASS WEBSITE</b> <i>Designed for Optimum Conversion</i> Multi-Lingual   Multi-Device Powerful Booking Engine with Packages & Enhancements OTA Rate Comparison & Rate Matching Tools Geo-Targeted   Predictive Booking Tools Hotel Voucher   Gift Certificate Functionality Chat Box   WhatsApp Communication			●	●
<b>GUEST LOYALTY PROGRAM</b> <i>Key Resort Rewards - Boost Direct Bookings</i> Cash-Back Guest Loyalty Program Meta-Search Best Rate Promotions			●	●
<b>DIGITAL MARKETING</b> <i>Geo-Targeted   Elevating Performance</i> Digital Display Advertising, Retargeting & Prospecting Social Media Marketing Search Engine Marketing (PPC) Search Engine Optimization			●	●
<b>INTERNATIONAL SALES MANAGEMENT</b> <i>Grow with Boots-on-the-Ground Sales Force</i> Tradeshow Representation Key Account Management Promotional Sales & Entertainment Activities Key Account Office Visits			●	●
<b>BRANDING &amp; POSITIONING</b> <i>Impactful Positioning   Memorable Brands</i> Research-Backed Positioning Consistent Brand Standards Consistent Brand Communication			●	●
<b>REPUTATION MANAGEMENT</b> <i>Optimizing Operational Performance</i> Voice of the Customer Dashboard Professional Online Review Responses Hotel Owned Digital Guest Surveys			●	●
<b>COMMERCIAL ENHANCEMENTS</b> <i>Ultimate Marketing Performance-Generating Activities</i> Annual Photo and Video Shoot of Hotel Annual Trip Advisor Business Listing Annual Consortia Partner Agreements Annual Travel Partner Brochure Ads Centralized Call Center Reservations Annual Mice Listings and Cvent Ads				●