

**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**REVENUE MANAGEMENT***Strategic RevPAR Maximization*

- 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

**CENTRALIZED DISTRIBUTION***Expanded worldwide distribution of our international travel partners*

- Meta-Search Channel Connectivity
- GDS Partner Connectivity
- International Wholesale Partner Channel Connectivity
- International Tour Operator Partner Channel Connectivity
- Opaque Partner Channel Connectivity

**MEDIA & CONTENT MANAGEMENT***Greater Visibility | Elevated Direct Bookings | Reduced OTA Commission s*

- Media and UNAP Channel Consistency
- OTA Content & Media Management & Distribution

**FIRST-CLASS WEBSITE***Designed for Optimum Conversion*

- 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

**GUEST LOYALTY PROGRAM***Key Resort Rewards - Boost Direct Bookings*

- Cash-Back Guest Loyalty Program
- Meta-Search Best Rate Promotions

**DIGITAL MARKETING***Geo-Targeted, Elevating Performance*

- Digital Display Advertising, Retargeting & Prospecting
- Social Media Marketing
- Search Engine Marketing (PPC)
- Search Engine Optimization

**INTERNATIONAL SALES MANAGEMENT***Grow with Boots-on-the-Ground Sales Force*

- Tradeshaw Representation
- Key Account Roadshows
- Promotional Sales & Entertainment Activities
- Key Account Office Visits

**BRANDING & POSITIONING***Impactful Positioning | Memorable Brands*

- Research-Backed Positioning
- Consistent Brand Standards
- Consistent Brand Communication

**REPUTATION MANAGEMENT***Optimizing Operational Performance*

- Voice of the Customer Dashboard
- Professional Online Review Responses
- Hotel Owned Digital Guest Surveys

**COMMERCIAL ENHANCEMENTS***Ultimate Marketing Performance-Generating Activities*

- 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