

RMCC

Hilton's Trusted Revenue Management Solution
2019 MODEL OPTIONS

98%

OF GMs RECOMMEND
OUR SERVICES!

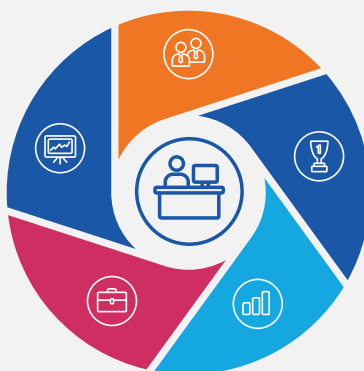
YOUR STRATEGIC PARTNER IN REVENUE SUCCESS

THE RMCC ADVANTAGE

When you partner with the RMCC, you don't just get a dedicated revenue professional – you get the benefits of a world-class revenue management network with a wide spectrum of expertise, as well as a onboarding process that is proven to set you up for success!

FULL-SCALE SUPPORT

-  **Dedicated Point of Contact**
Daily support and weekly meetings
-  **Involved Leadership**
Hotel advocates above RS/RM level
-  **Revenue Analysts**
Report generation & project support
-  **Data & Analytics**
Strategic action from unique analysis
-  **Cutting-Edge Training & Development**
Over 400 hours a year spent training
-  **Hilton Commercial Services**
Platform to easily connect with additional Hilton partners



ONBOARDING This two-week deep dive under the hood is designed to ensure hotels start RMCC services with the best foot forward, and includes:

- Comprehensive Systems Audit
- Analysis of Data Cleanliness
- Direct Competitor Analysis
- In Depth Strategy Review, including Special Events
- Implementation of agreed upon Rate Structures and Strategy pieces

MODEL OPTIONS

STANDARD

Partner with a dedicated Revenue Specialist to tackle the most crucial revenue management functions.

Ideal for:

- Focused Service and Extended Stay hotels making under \$6M in annual room revenue
- Hotels with limited group
- Small metro and suburban markets

INTERMEDIATE

Partner with a dedicated Revenue Manager for more in-depth analysis, including group and negotiated strategies.

Ideal for

- Extended Stay and Full Service hotels making under \$10M in annual room revenue
- Strong group or IBT contribution
- Urban, convention, or resort markets

PREMIER

Partner with a dedicated Revenue Manager to leverage enhanced reporting and analytics for dynamic revenue management needs, as well as forecasting support.

Ideal for:

Hotels in dynamic markets who are making \$10M+ in annual revenue with a complex mix of business and:

LEVEL 1

A need for short-term operational forecasting support.

LEVEL 2

A need for long term forecasting and/or budgeting support.

Contact the Revenue Management Consolidated Center at RMCCinfo@hilton.com or 972.663.2599

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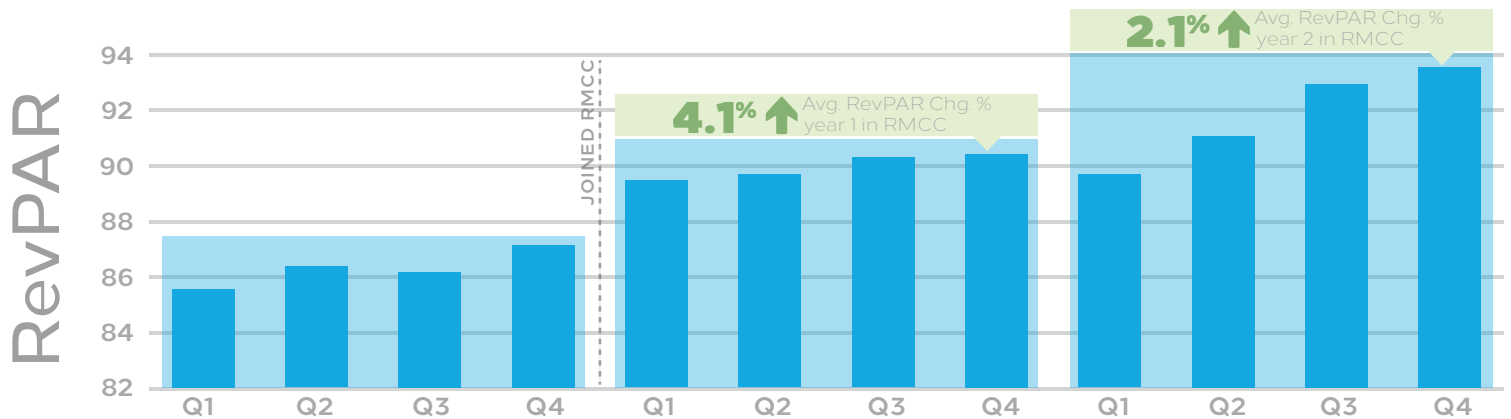
ON AVERAGE, HOTELS SEE A

2:1 ROI

AFTER JOINING RMCC

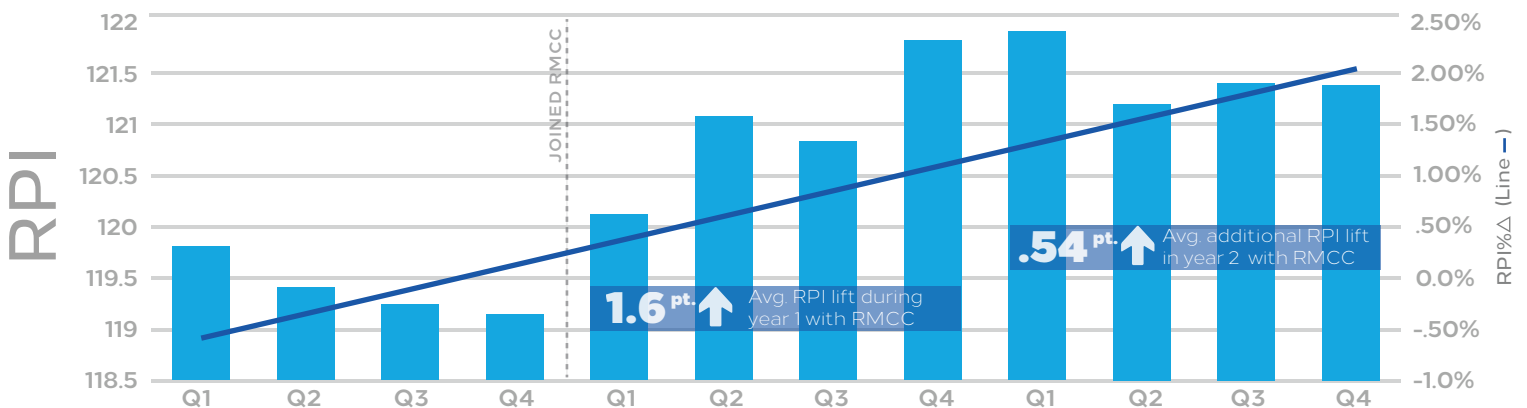
ACCELERATE YOUR GROWTH, SUSTAIN YOUR PERFORMANCE

Hotels in RMCC experience a strong initial impact in year one that drives continued performance lift.



SUSTAINED GROWTH

Hotels partnered with RMCC have outperformed non-participating hotels in RPI change **5 years running!**

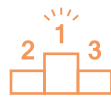


PROPRIETARY TOOLS



Dive into hotel trends that you never knew existed. Partnering with the RMCC allows access to the equivalent of 8.3 hours worth of reports run daily by our exclusive tools.

INDUSTRY-LEADING



With a minimum of 36 exclusive RMCC pilot programs and initiatives rolled out annually, RMCC hotels are the first to get the strategy benefits of being an early-adopter.

MARKET INSIGHT



RMCC unlocks market insight. With 24 different macro level perspectives into our proprietary data, we are able to safeguard your revenue strategy with data-driven best practices.

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