



The emerging trend of hotel total revenue management

What is the issue?

Total hotel revenue management has emerged in the hotel industry as a next stage in the evolution of revenue management. By integrating several revenue streams including food and beverage, function space, catering, spa, retail, golf, and others with room revenue management, total revenue management enables hotels to achieve their goal in maximizing revenue in highly competitive markets. This study investigates the practices of hotel revenue management and discusses several future trends of total revenue management.

What did the researcher do?

In-depth interviews were conducted with 12 revenue professionals. Current issues and challenges in hotel revenue management are discussed and recommendations are offered.

What were the outcomes?

We found what are pivotal issues and current practices. We identified the challenges associated with the evolution towards total hotel revenue management.

Why is this research Useful?

This paper provides an overview of the current issues and challenges for those owners and operators of commercial hotels, who would like to develop a better understanding of the most recent thinking to increase

profitability of assets that operate in a fixed-capacity environment.

About the Researcher

Chuyi Zheng is a former MBA student at the Ted Rogers School of Hospitality and Tourism Management. She co-authored this article with Dr. G. Forgacs, a Professor at Ryerson.

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