

# **Maximize Occupancy Rates and Revenue With New Online Technology**

**Make more money per available room under any market conditions**

Dear Colleague,

The Internet has changed the hospitality industry dramatically. Last year in fact, 40 percent of all hospitality revenues were generated from Internet bookings.

By 2010, the Internet will contribute to more than 65 percent of all travel-related bookings in North America. However, many upscale hotel operators are still setting room rates based on incomplete and/or incorrect information.

Now, powerful new software technology is giving hotels an effective tool for maximizing occupancy and optimizing Revenue per Available Room (RevPAR). Find out how you can benefit, by calling the RevPAR optimization experts at REVPAR GURU, at 1-800-000-0000.

## **The science of room pricing**

Most hotels set prices manually just once a week using historical data. REVPAR GURU analyzes up-to-the-minute travel and economic data, giving hotel managers the ability to adjust prices throughout the day based on occupancy and pricing data, flight bookings, and other information that is not available even to sophisticated in-house systems.

Call us today and find out:

- How you can maximize Revenue per Available Room by reacting immediately to changing market conditions ...
- How REVPAR GURU can help you both maximize occupancy and optimize pricing at all times ...
- How to use pricing information from the major booking websites, based on real time critical market variables, to your advantage ...
- Why REVPAR GURU is the only revenue management solution that sells the right room, to the right customer, at the right time, for the right price, automatically ...

REVPAR GURU is the best thing that's ever happened to upscale hotels. It lets you maximize revenue per available room automatically, with no effort required by anyone on your staff. Call REVPAR GURU today, at 1-800-000-0000 to find out how you can benefit.

### **Talk to the company president**

My name is Bruno Perez, and I am the president of REVPAR GURU. I helped develop this powerful new tool, and I know exactly how it can help maximize your bookings and revenues. That's why I'm asking you to call me personally, at 1-800-000-0000 to find out what REVPAR GURU can do for your operation.

I've also attached an informative PDF file, which contains complete information about REVPAR GURU and how it's already helping upscale hotels like yours achieve unprecedented improvements to bookings and revenues.

### **Proven bottom-line results**

REVPAR GURU is already in use in dozens of upscale hotels, which have increased and maintained occupancy at 90-96 percent as a result, as well as increasing and maintaining RevPAR by 20 to 60 percent. Over our first three years of operation, REVPAR GURU clients increased annual occupancy from 64 percent to 98 percent, a nearly 50 percent increase!

REVPAR GURU uses specialized algorithms incorporating real-time competitive data, tourism activity, economic factors, and more, 24 hours a day, 7 days a week, giving you the ability to set your rates according to up-to-the-minute data.

Call today, at 1-800-000-0000, to find out more about what this powerful new solution can do for your operation.

### **Results GUARANTEED or you pay nothing**

We're so confident in REVPAR GURU that we've developed a unique pricing model – you pay only 15 percent of your monthly revenue *increases* compared to an average monthly baseline for your hotel. You keep 85 percent of the incremental revenue. If your RevPAR and occupancy during any given month are lower than your baseline, you pay nothing.

In a recent REVPAR GURU installation at a Miami Beach hotel, the hotel achieved unprecedented occupancy rates and RevPAR growth. This hotel even outperformed the Miami Beach Ritz Carlton, one of the most successful hotels in the company's entire chain. Ritz Carlton has their own in-house RevPAR system, and REVPAR GURU beat it! Ritz Carlton executives were so impressed they wanted to hire us (we were very flattered of course, but we turned them down).

By the end of 2008, more than 300 hotels will be using REVPAR GURU to boost room occupancy and revenues. By 2009, that number will grow to well over 2,000. Find out how you can join them and start generating more revenue per available room, consistently, than you ever thought possible.

Take a minute to look at the attached PDF file to find out how REVPAR GURU can help you optimize rates and maximize RevPAR. Then, call me, Bruno Perez, President of REVPAR GURU, at 1-800-000-0000.

I look forward to hearing from you!

Best regards,

Bruno Perez, President  
REVPAR GURU

p.s. Be sure to ask about a no-cost / no obligation demo so you can see with your own eyes what REVPAR GURU can do for your hotel. Call me today, at 1-800-000-0000.

Thanks for reading!

**Here's what some of our customers had to say about REVPAR GURU:**

*“Since the introduction of the REVPAR GURU program, occupancy at The Palms increased from 63 percent in 2003 to 96 percent in 2007, while steadily increasing average room rates.”*

—K. J., Vice President, The Palms South Beach & Circa 39 Hotel

*“As soon as REVPAR GURU came on board, my bookings increased by 400 percent.”*

—J. W., [www.BookIT.com](http://www.BookIT.com).

*“REVPAR GURU totally turned around our business. Since its introduction, we are always above 95 percent occupancy and revenues are thriving in all areas of the Hotel.”*

—R. D., Best Western, Washington.