



BATSCHELET

MANAGEMENT SOLUTIONS

**Hotel Revenue Management Consulting
Informational Services Brochure**

ABOUT US



Batschelet Management Solutions is a revenue management consulting company with extensive experience in optimizing hotel pricing and strategies.

Our goal is to implement strategic solutions to increase profit margins and grow market share for hotel brands and ownership groups.

Whether your hotel needs a short-term tactic or a long-term strategy, taskforce assistance or a permanent solution; we will provide an objective evaluation of your market and competitive set along with extensive analysis of your top line revenue production.

SERVICES



We provide each hotel with a personalized approach and can provide assistance with:

TRANSIENT & GROUP PRICING
STRATEGY ANALYSIS
MEETINGS & COMMUNICATIONS
SYSTEMS & REPORTING
FORECASTING & BUDGET
PERSONNEL & TASKFORCE SERVICES

Does your hotel need assistance with a task that is not highlighted above?

We can develop a customized plan to suit your hotel's yielding needs.

MEET ANDREA



Andrea Batschelet

(pronounced Bat-sha-let)

is a multifaceted hospitality professional with over 15 years of revenue management hotel experience and was most recently the Area Director of Revenue Management for InterContinental Hotels Group in the National Capitol Region.

Andrea specializes in inventory management, channel optimization, pricing analysis, group selling strategies, OTA management, business mix optimization and forecasting/ budgeting. Andrea has been the recipient of multiple awards including IHG's East Coast Revenue Director of the Year and IHG's Best of the Best award.

RESUME



Batschelet Management Solutions

2021

President & CEO

- Revenue management consulting company with extensive experience in optimizing hotel pricing and strategies., providing short-term and long-term strategies for full-service, select-service and limited-service hotels.

InterContinental Hotel Group – National Capital Region

2013- 2021

Area Director of Revenue Management

- Awarded Director of Revenue of the Year for all IHG Hotels in 2016.
- Awarded Best Director of Revenue – East Coast for IHG in 2016.
- Spearheaded strategic/systematic methodologies for several hotels in the National Capitol Region to include The Willard InterContinental Hotel, InterContinental The Wharf – Washington D.C, Crowne Plaza Old Town Alexandria, Holiday Inn– Historic District Alexandria, Hotel Indigo Alexandria and Even Hotel in Rockville MD.
- Formulated and deployed transient and group inventory restrictions, pattern and pricing strategies designed to maximize rooms and banquet revenue.
- Facilitated daily Business Review and weekly Revenue Management Meetings to ensure that the appropriate booking periods are evaluated for proper rate and availability controls.
- Analyzed STR Reports to determine optimal mix of business, weekend/ weekday trends, and identify opportunities to increase RevPar and steal share from the competitive set.
- Tracked daily production from all distribution channels to ensure maximization of transient market segments.
- Compiled rate shop reports for hotels and lead discussions ensuring the hotels are competitively priced.
- Consistently increased region's RevPar YOY and gained RGI share vs STR competitive set.
- Responsible for forecasting & budgeting Rooms along with assisting with projecting Banquet & Catering Revenue.
- Managed and implemented revenue strategies in all distribution channels, hotel website, third party websites and GDS in order to achieve optimal revenue maximization.
- Re-evaluated and monitored Catering Free sell policy in order to maximize Catering Banquet revenue, along Banquet Revenue contribution per Group room night in order to maximize space & meal periods.

RESUME

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Commune Hotels - Washington D.C.

Area Director of Revenue Management

2013

- Promoted to assignment to provide Revenue Management direction to two hotels in Washington DC.
- Formulated and deployed transient & group inventory restrictions and pricing strategies designed to maximize revenue from a rate and occupancy perspective.
- Analyzed Hotelligence and Star Reports to determine optimal mix of business, weekend/weekday trends, and identify PC and GDS opportunities to increase ADR and RevPar against competitive set.
- Reduced internet production by 20% in the first 90 days by shifting production through GDS, Pay Per Clicks, Direct Retargeting Campaigns, TripAdvisor Business Listings and alternate hospitality marketing sites.
- Tracked daily production from all distribution channels, to ensure maximization of transient market segments. Compile rate shop reports for hotels and lead discussions ensuring the hotel are competitively priced.

Joie De Vivre Hotels - California & Hawaii

Area Director of Revenue Management

2012- 2013

- Promoted to assignment to provide Revenue Management direction to five hotels in three markets.
- Analyzed mix of business through daily trends, segmentation reporting, historical data, and competitive analysis in order to achieve an average of 115 RevPar Index, growing 22% in RevPar on the STAR Report.
- Provided daily yield reports and generated End of the Month reports for Senior Management and Ownership Company.

Donavon House, Thompson Hotels - Washington D.C.

Director of Revenue Management

2011- 2012

- Within 90 days of being hired, increased RevPAR by 13% over last year, by launching effective selling strategies geared toward optimal market mix.
- Reduced internet production by 20% in the first 90 days by shifting production through GDS, Pay Per Clicks, Direct Retargeting Campaigns, TripAdvisor Business Listings and alternate hospitality marketing sites.

RESUME

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Gaylord National Resort and Convention Center - National Harbor, MD

Director of Revenue Strategy

2010- 2011

- Spearheaded strategic/systematic methodologies for pricing and inventory management for a 2000-room, 4-diamond convention resort.
- Managed group room block activity and responsible for management of group cut-off dates, securing and reviewing all rooming lists, monitoring group block activity.
- Managed team of 13 associates and was promoted to oversee Group Housing Department.
- Prepared \$100M Budget for 2011- 2017, for shareholders.

Omni Shoreham Hotel - Washington D.C.

Director of Revenue Management

2007- 2010

- Promoted to assignment due to outstanding performance in an 836-room, 4-diamond convention hotel.
- Increased RevPar growth percentage by 7.8% in 2008 and 5.8% in 2009 in the STAR report.
- Recipient of 'Manager of the Quarter' in 2008.

COMPUTER SKILLS / REPORTING

- Proficient in Microsoft Office Applications
- Proficient in Concerto, Rainmaker, Perform, GRS and IDEAs.
- Proficient in Delphi and Daylight
- Proficient in Visual One, Epitome and Micros Opera Fidelio
- Proficient in Concerto, Holidex, iHotelier, Pegasus and Sabre
- Proficient in TravelClick products and Smith Travel Research reports.

ANDREA'S FANCLUB



Patrick Birchall - Former VP of IHG, Company Managed Hotels - Americas:

It was my honor to hire and work with Andrea as the Area Director of Revenue for the Willard InterContinental Hotel. Andrea is a dynamic leader whose enthusiasm, competitive spirit and passion for yielding is contagious. She consistently exceeded expectations and metrics and was a trusted leader on our Executive Board. Her ability to quickly analyze, develop and apply strategies to increase top line revenue and steal market share is unparalleled. Her talents go beyond Revenue Management and enjoyed hearing her sing with the hotel band during our holiday parties. Andrea is a true delight to work with and would be a huge asset to any hotel or management group.

Markus Platzer - Area General Manager - Mid Atlantic IHG Hotels & Resorts and General Manager of Willard

Andrea is a strategically minded, results driven Revenue Management professional, who was an integral part of the overall success during her tenure with IHG. Andrea is a proven leader that has immense passion to impact performance. She has the ability to quickly assess the market, pivot and apply impactful strategies that drive results and profitability. She is a consistent, high-quality performer and would be an asset to any hospitality organization.

James Ryan - Former General Manager InterContinental - The Wharf Washington D.C.

Andrea is a phenomenal revenue leader with fantastic knowledge of the DC market. Andrea is competitive by nature which has brought tremendous success to the properties she managed. Andrea has received many accolades for being one of the most talented individuals within IHG, always implementing innovative strategies to exceed expectations.

A visionary like Andrea would be a great addition to any team.

Henrietta Thomas - Former DOSM @ Even Hotel:

Andrea is a true Hotel Industry gem! She is an industry titan who offers multi-faceted approach in achieving Revenue driven results. She has a no fail approach to revenue management and a proven track record of successful hotels. Anyone who has worked with her will attest to the fact that she has a unique skill set of understanding the operational as well as financial portion of hospitality. This truly makes her a perfect fit for any team. Her experience in Sales and Marketing as well as her expertise in Revenue Management, allows her to take a big picture approach to not only maximize profits for her hotels, but also doing what makes the most business sense on the back end. She is a leader and a team player who brings success to everything she touches. Having had the opportunity to work on a team with Andrea is a true honor. Andrea's professionalism and ability to engage her team in thinking outside the box has had a tremendous impact on how most of her hotels do business. She has lead several successful teams and is an impactful revenue strategist. It has been a pleasure to work with Andrea at two different hotels and see how much of an impact she makes wherever she goes. She is a talented Revenue director and leader and I look forward to continuing to see how her journey progresses.

Abena Bondah - Managing Principal of Gemstone Marketing and Business Consulting:

In 2015 I was honored to have my first consulting role with IHG at one of their Corporate Managed hotels. That was when I first met Andrea who was then the Area Revenue Director for the Washington DC Market. Andrea is one of the people I call the crème de la crème in Revenue Management and believe me, in my 17+ year hospitality career I have worked a ton of them. I wondered if she even slept because she seems to know any and everything going on in the market. The ease with which she presents her reports, analysis and the confidence she exhumes in her strategies is one you can only sit on the "Strategy Calls" and admire. Andrea "knows her stuff" and she has eyes and ears everywhere and always 100 steps ahead. The hotels in her portfolio thrived year over year and I personally learned a lot from her optimization skills. You need Andrea on your side if you want to soar in your revenue Management strategies. It's an honor to have worked with her.

HIRE US...



BATSCHOLET
MANAGEMENT SOLUTIONS

... because hope is not a strategy.

Call or email us to schedule an
Introductory Strategy call
to learn more about on how our partnership
can optimize your financial performance.



Andrea Batschelet



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