

The Rainmaker Group to Share Expertise at Revenue Management and Pricing Conference

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Rainmaker Executive VP, Tom Walker, will speak at EyeforTravel Revenue Management and Pricing in Travel 2006 Conference

The Rainmaker Group, a world leader in revenue management software and services, announced that its Executive Vice President, Tom Walker, will speak on 'Performance: Measurement and Improvement' at the EyeforTravel Revenue Management Conference held October 4 - 5 in Chicago. The presentation will examine the importance of establishing key performance measures and using them to improve revenue management performance, as well as to document the benefits of revenue management efforts.

'Measuring program effectiveness is one of the most consistent failings of revenue management,' said Walker. 'Operators are asking 'What am I getting for my investment?' Revenue managers need to be able to deliver a credible answer.'

The Rainmaker Group's **revolution** SM Product Suite maximizes total property profitability for operators of casino hotels and other hospitality enterprises. The **revolution** Suite enables users to identify and develop their most profitable revenue sources by forecasting demand according to expected customer values and producing recommendations that ensure rooms will always be available for customers offering the greatest contribution to profit. **revolution** contains tools that assist with measurement, but external measures are also important.

Another Rainmaker tool, the **revolution** Profit DashboardSM, provides a 'heads-up display' for senior management that graphically displays real-time and demand forecast data against budget and prior year to keep operators apprised of actual and expected results compared to the performance metrics most important to them.

EyeforTravel's Revenue Management and Pricing in Travel Conference consistently tackles the most important issues facing revenue management executives from across the travel industry. Revenue management executives attending this year's event will gain insight on the effectiveness of current and future revenue management strategies. Key issues addressed during the event include

- œ Improving forecasting accuracy;
- œ Integrating CRM and revenue management; and
- œ Dynamic approaches to pricing strategy.

The Rainmaker Group, a founding partner of EyeforTravel's annual revenue management event, has sponsored all three previous conferences. 'Rainmaker supports the EyeforTravel conferences because their industry-driven agendas serve the travel industry well,' said Walker. 'They offer a valuable forum to address today's revenue management issues and discuss priorities for tomorrow's strategies and tools.'

About Rainmaker Group

The Rainmaker Group is a software and services company that provides the **revolution** SM product suite, powered by JDA, that maximizes total property profitability for operators of casino hotels and other hospitality enterprises. The company enables clients to identify and maintain availability for their most profitable revenue sources through revenue management implementations. The Rainmaker Group helps casino hotels increase profitability through the accurate, instantaneous ability to determine the minimum acceptable value of each guest. This increases client profitability by securing the most profitable customers while developing more effective business processes. Rainmaker incorporated in 1998 and its clients include Boyd Gaming, Harrah's Entertainment, MGM MIRAGE, Omni Hotels, IP Biloxi, Trump Entertainment Resorts and other leading hotel and multifamily housing companies.

About EyeforTravel

EyeforTravel is a global online publisher focusing on distribution, marketing and technology developments in the travel and tourism industries.

EyeforTravel's international focus offers:

- œ Conferences as key meeting places for high-level executives to network and discuss tomorrow's strategy
- œ In-depth weekly newsletter that caters to the needs and interests of travel industry executives
- œ Downloadable case studies and strategy presentations from our global conferences and events
- œ Cutting-edge travel news stories, up-dated daily from around the globe

EyeforTravel's successful Revenue Management and Pricing in Travel 2006 conference for RM executives in the North America region will examine the most important issues facing Revenue Managers from across the travel industry.

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