

The Big Picture for Revenue Management

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The industry's first web shopping service, The Avalon Report, www.avalonreport.com, has completed a two year process of research and development by successfully transitioning its comprehensive shopping service to a web enabled format.

Founded in 2001, the Avalon Report now delivers subscriber and competitor information, including rates, page placement, page position, photography, web screens, traveler reviews and competitive threat analysis, from any computer in the world, 24/7.

'It's an entirely new level of service for hotels interested in seeing the big picture of Revenue Management in real time, not just rates spooled from a database,' indicates founder Maureen Dime. 'As we were at the start, Avalon Report remains committed to the idea that Revenue Management is about understanding how you are perceived on the web, not just about following the latest rate trend in your market.'

The Avalon Report continues its track record of industry innovation by becoming the first company to deliver traveler reviews to subscribers. 'No one can deny the power of web 2.0,' continues Dime. 'Still, the Avalon Report is the first service to recognize how persuasive guest comments can be in a buying decision.' Customer research indicates consumers are more likely to believe other travelers than believe advertising or hotel web site content. In fact, an increasing number of guests are shopping on third party sites or networking sites, such as tripadvisor.com, and buying on brand or hotel sites once their decisions are made. 'If you don't know what guests are saying about your hotel on these sites, you're driving with your eyes closed,' concludes Ms. Dime.

About Avalon Report

The Avalon Report is an on-demand service, available 24/7, to any subscriber. It delivers web screens and data from major brand and third party sites, then synthesizes the collected information into easy-to-read dashboard reports that are colorful and graphics rich.

Learn more. visit: www.avalonreport.com.

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