

## New WORLDHOTELS Division Aims at Growing the Profit of Independent Hotels

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In response to the growing challenges independent hoteliers have to face in the industry today, WORLDHOTELS, the largest European based global group for independently owned hotels, has established a new service for its affiliates. Performance & Revenue Optimization is the latest in a wide range of services specifically designed for the needs of independent hotels.

Located in New York, Frankfurt and Singapore, a global team of industry specialists is driving pricing and yield strategies. By combining the local experience of WORLDHOTELS affiliate hotels with international expertise, the division's aim is to increase the hotels' revenue in all channels. In addition, they support the group's properties in establishing themselves on the global market by leveraging all benefits of the WORLDHOTELS brand. Wilhelm K. Weber (Europe, Middle East and Africa), Melissa Gan (Asia-Pacific) and Robert Dunic (the Americas), the directors of the regional divisions, are the WORLDHOTELS experts who also frequently function as guest speakers at conferences and universities.

'Being affiliated with a global brand is crucial in the markets of today and tomorrow', says Robert Dunic. 'Many of our hotels are already well known brands within their local market and enjoy an excellent reputation. One of our core tasks is to employ the globally established WORLDHOTELS brand to position these local champions in international markets. To achieve this goal, one of our strategies is to increasingly focus on the consumers.'

In order to increase the revenue of affiliate hotels, the Performance and Revenue Optimization teams will support WORLDHOTELS properties in establishing robust pricing strategies, sophisticated yield management concepts and revenue maximisation tactics which, individually, are difficult to manage. In doing so, they do not only take into account the WORLDHOTELS channels of production but will optimize all areas of business for each of its properties. 'Today, hoteliers have to face an explosion of new channels and methods, many of which exploit the ubiquitous reach of the internet', adds Melissa Gan. 'Our division will ensure that they benefit the most from current and emerging industry opportunities'.

In providing guidance, consulting, and direction, the Performance & Revenue Optimization division's aim is to ensure that every hotel affiliated with WORLDHOTELS reaches its full potential of performance and revenue. Wilhelm Weber summarizes: 'It is our goal to outperform each market on both local and global levels.'

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