



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



11th-12th May 2023

MARINA BAY SANDS **SINGAPORE**

Tools to Execute your Commercial Strategy **AT**

REVENUE OPTIMIZATION CONFERENCE



Omar Lahrichi
Director of Commercial Performance
Asia Pacific – Hilton



CS Ramachandran
CRME - Vice President, Hotel Revenue Optimization
South Asia, Middle East, Africa & Australasia
Preferred Hotels & Resorts

11th-12th May 2023

MARINA BAY SANDS SINGAPORE

Why Technology?

BUSINESS INTELLIGENCE AND ANALYTICS

Designer

Historical Data Tools



MUST HAVE!

DATA-DRIVEN
INSIGHTS





Forward Looking Data Tools

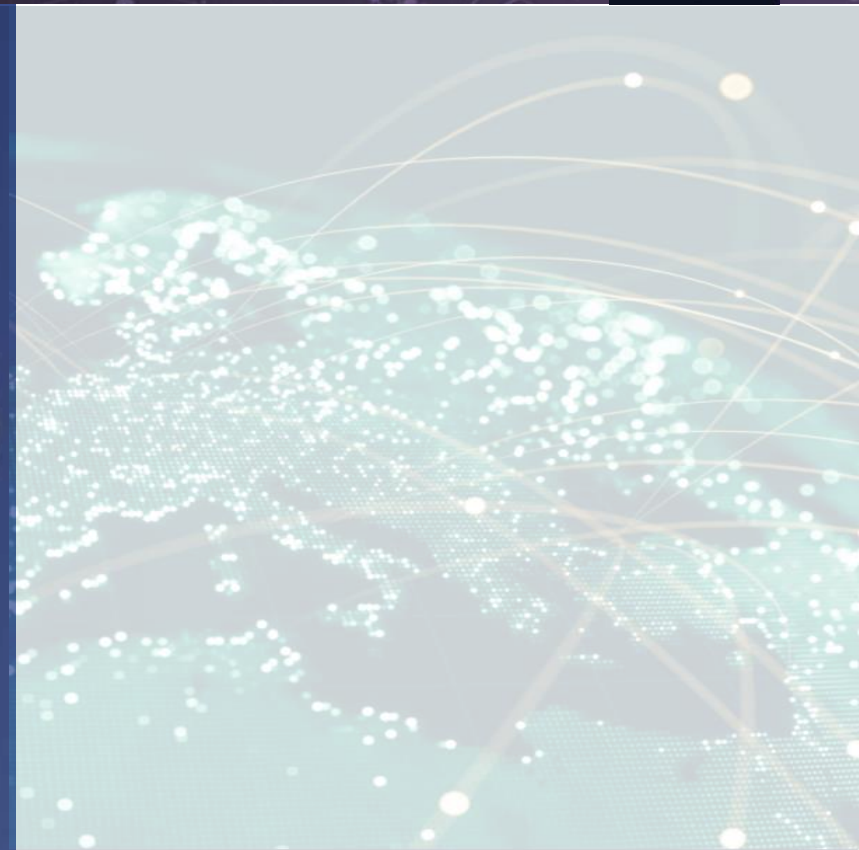
BUSINESS
INTELLIGENCE AND
ANALYTICS

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Tools to Execute your Commercial Strategy



Rate Parity Tools



DISTRIBUTION CHALLENGES
UNLOCKING NEW OPPORTUNITIES



Customer Insight Tools



DATA-DRIVEN
INSIGHTS

Future of Technology



DATA-DRIVEN
INSIGHTS



Key Takeaways



DATA-DRIVEN
INSIGHTS





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