

HYB25

Annual Edition

Navigating New Dynamics in the
New Year



The Hotel Yearbook

Foresight and innovation in the global hotel industry

HY8



Top 10 Ways Business Intelligence is Transforming Hotel Revenue Management in 2025

Business Intelligence

Bill Daviau

VP of Strategic Accounts & Partnerships, Lighthouse

 lighthouse

Business intelligence is evolving from static reporting to custom commercial insights. For revenue managers, this means transforming how we analyze, visualize, and act on data. Here are the key trends reshaping our field:

1 AUTOMATED INTELLIGENCE ALERTS

BI platforms evolve from passive dashboards to proactive alert systems, automatically flagging rate opportunities, demand shifts, and market changes that require attention. **Tip:** *Track how much time your team spends digging through numbers to find the insights vs actual decision making. Use those insights to assess which tool fits your team best.*

2 EARLY DEMAND SIGNALS DRIVE PRICING

Early demand signals - from flight searches and hotel shopping patterns to event registrations - enable pricing decisions months before traditional pickup patterns emerge. **Tip:** *Create a demand calendar combining traditional metrics with forward-looking indicators like flight searches and event registration data.*

3 TOTAL REVENUE STRATEGY TAKES CENTER STAGE

Revenue optimization expands beyond rooms to analyze the complete guest spend across F&B, meetings, and ancillary services, enabling truly holistic pricing strategies. **Tip:** *Make an inventory of all your revenue streams and identify where the data is tracked. Include insights in periodic reporting to eventually shift the organization to TRevPAR per channel and segment*

4 INSIGHTS GET DEMOCRATIZED

BI is no longer just for RM's. Commercial teams access role-specific insights from a unified data source, ensuring aligned strategy across revenue, sales, and marketing. **Tip:** *Create a shared dashboard of key metrics that matter to each commercial department to use during weekly yield meetings.*

5 DYNAMIC COMPETITIVE POSITION ANALYSIS

BI systems combine traditional competitor rates with short-term rental data to provide complete market pricing visibility. **Tip:** *Expand your market analysis to track both direct competitors and alternative accommodations.*

6 PERSONALIZED REVENUE OPTIMIZATION

BI tools analyze historical guest spend patterns to segment customers by total value, enabling more sophisticated pricing strategies. **Tip:** *Build guest value segments based on total spending patterns across all revenue centers.*

7 EVENT IMPACT ANALYTICS

BI platforms quantify event impact by correlating historical performance with event calendars and booking patterns. **Tip:** *Create an event scoring system that predicts revenue impact based on historical patterns.*

8 INTELLIGENT DISTRIBUTION CONTROL

Advanced analytics track true channel costs and guest value to optimize distribution mix automatically. **Tip:** *Create channel profitability dashboards that include acquisition costs and total guest revenue.*

9 PREDICTIVE CANCELLATION MANAGEMENT

AI-powered BI tools identify patterns in cancellations, lead times, and length-of-stay to predict future booking **Tip:** *Monitor pattern accuracy by comparing predictions with actual results.*

10 AUTOMATED PERFORMANCE INSIGHTS

AI transforms complex data sets into clear, actionable reports highlighting key revenue opportunities and risks. **Tip:** *Define clear KPIs for measuring the success of automated recommendations.* The future of revenue management lies in turning data into decisions. Success in 2025 will depend on how well we leverage these business intelligence capabilities to drive commercial performance.



HOSPITALITY'S LEADING DIRECT BOOKING PLATFORM



Get Revinate. Get superpowers.



REVINATE
GUESTS



REVINATE
MARKETING



RESERVATION
SALES



GUEST
FEEDBACK



REVINATE
IVY

REVINATE.COM