



## London Town Group of Companies Ltd

### Revenue Analyst

#### Job Description

An exciting Revenue Analyst role has become available in our rapidly expanding group, with hotels in key locations in London and across the UK. Based in the central London office, this is a great opportunity to gain experience and knowledge of revenue management and supply and demand economics.

#### The Role

Working closely with the Cluster Revenue Manager, the Revenue Analyst will support the team by providing robust analysis and insight to enable informed and effective decisions. Fast, accurate decision-support will ensure budgeted revenue is exceeded and competitive advantage gained in the cluster of hotels.

With a key focus on RevPAR and Room Revenue growth, the responsibilities include:

- Setting sales and pricing strategies, ensuring they are based on sound commercial judgement through effective analysis and reporting.
- Creating a suite of reports for revenue meetings, collating information to ensure that analysis is used to identify and maximise on all possible opportunities and minimise any risks.
- Ensuring that the hotels are actively engaged in all revenue decisions by maintaining regular communication.
- Assisting in driving market share and revenue performance through proper demand forecasting and conversion strategies.
- Working with the Hotel General Managers and the Cluster Revenue Manager to implement and drive a revenue and sale strategy at hotel level using specialist knowledge of the hotels and markets.
- Producing and maintaining hotel demand calendars and forecasts.
- Pricing, distribution, market segmentation, overbooking and yield strategies.
- Data collection, reporting and analytics.
- Loading of rates into proprietary reservation system, third party (GDS, Channel Management sites, etc) websites and any internal information boards.
- Production of weekly forecast for trend analysis and decision support by ensuring all system data is current and accurate.
- Exploring and evaluating market mix variations that would stimulate revenue. Effectively incorporate the revenue management philosophy in all aspects of sales, marketing and operations.

- Understanding a full spectrum of product dynamics based on location and market mix with various segmentations, patterns, trends, demographics, lead times, etc.
- Assisting with evaluation and analysis of group business for all appropriate mix and revenue strategies.
- Comprehension of property management systems capabilities and technical application of hotels' reservation system.
- Checking competitor strategy on a daily basis, reviewing pricing and their availability (SWOT analysis).
- Preparing monthly and various ad-hoc reports and present findings to Revenue Management team.
- Updating, processing, generating and distributing daily, weekly and monthly revenue management reports.
- Ensuring accuracy of all reservations and other data in the Central Reservation System, Property Management System, Channel Distribution System and Automated Revenue Management System.
- Conducting quality control checks in PMS/CRS input to ensure data accuracy and follow up with Reservations manager as appropriate.
- Auditing operating standards and procedures in the Reservation department to ensure they comply with properties' yielding parameters and best practices.
- Assisting in any other bespoke projects beneficial to the revenue team.

### **Your Profile**

An exceptionally high level of analytical ability and attention to detail are essential, making this position ideal for a graduate with knowledge of the hospitality industry and/or supply and demand economics. This is a challenging role with excellent career development opportunities. Outstanding mathematical skills, communication skills and commercial acumen are essential. You must be driven by results, strong willed and resilient.

#### **Qualifications:**

- Previous hotel experience in the Rooms Division is preferred.
- MUST be extremely proficient in Excel as well as computer literate.
- Ability to deal effectively with all levels of employees within the company.
- Ability to travel to various properties.
- Have excellent oral and written communication skills.
- Experience of Opera / Tars / Holidex / EzRMS is desired.