

Title	Revenue Manager
Company	Newpark Resort, A Destination Hotel
Location	Park City, Utah
Schedule	Full-time, Year-Round

Position Description

The Revenue Manager (“RM”) oversees revenue management and distribution strategy of the hotel and manages day to day yield operations. Requires strong analytical aptitude, power of influence and innovative thinking to develop and/or implement revenue management operations, procedures and best practices.

Core Analytic Responsibilities

- Utilize key revenue assessment metrics (i.e. STR reports, DestiMetrics, reservations and other business reports, regrets and denials, wholesale production reports, pace reports etc.) to identify areas of opportunity .
- Coordinate analysis and action planning with property’s Revenue Optimization Committee (“ROC”), which includes Sales & Marketing team members, Front Office team Members, General Manager, Regional Director of Revenue, Vice President of Sales & Marketing and VP Finance to implement a results-driven plan for revenue.
- Implement revenue, sales and yearly rate tables and policies for all market segments according to the specifications recommended/established by ROC.
- Institute a permanent “watch” to determine the Company’s positioning (pricing and occupancy rate) within the market. Collect, integrate and study market and competition data on a routine basis relating to services and rates offered by competing hotels.

Transient Pricing and Demand Evaluation

- Implement a demand-based pricing strategy model (rates, promotions, special offers, packages, incentives, etc.) by unit types to ensure the property is maximizing potential.
- Utilize key 3rd party reports (STR reports, DestiMetrics, reservations and other rate shopping tools) to aid in effectively pricing units at the property.
- Work directly with key partners to implement a results-driven action plan to yield up during high demand times as well as implement strategies during lower-demand times.
- Conduct periodic analyses of the gaps between forecast and actual sales, and then devise appropriate corrective measures.

Group Optimization

- Implement a group evaluation process to manage group inventory and rates based on key factors such as rooms/space ratio, pattern, ancillary contribution, etc. for the group sales team (at each property) to utilize for a minimum period of twelve-eighteen months at all times.
- Facilitate a group block management program at each property to ensure contracted blocks are being maintained, forecasted, yielded, and released at appropriate times.

Electronic Distribution

- Develop and maintain electronic distribution strategies for the property to include 3rd party internet content and positioning, market manager relationships, and GDS distribution.
- Monitor all electronic distribution sites on a regular basis to ensure all transient rates and available room types are loaded and accessible.
- Work directly with Tambourine to create and implement web site and search engine optimization (SEO), search engine advertising (SEA), and online marketing.

Voice & Channel Distribution

- Collaborate with property reservations sales team to ensure we are well trained and optimally selling a diverse range of inventory products, maximizing conversion and minimizing regrets and denials.
- Effectively steer the property ROC team in the management and mix of a wide-range of diverse online distribution channels, including various Leisure Partners (FIT and group tour operators, travel agencies) and Reservations Systems (GDS and Internet sites).
- Work with property ROC team to ensure we are participating in and visible in peer-to-peer vacation rental management channels such as AirBnB, VRBO, Home Away and the like.

Metrics

- Conduct semi-monthly ROC meetings involving strategies for the current year, next year, competitive business analysis, financial room forecasts and budgets. This position is responsible to ensure all key stakeholders show active and consistent participation in these periodic meetings.
- Ensure the property produces in a timely manner the daily, weekly, monthly core group of reports such as forecasts,



- market segmentation detail, channel distribution, and pace (group and transient).
- Work with General Manager, Regional Director of Revenue and Vice President of Sales & Marketing to ensure that a results-driven action plan is created from feedback received from semi-annual property audit.
- Work with property ROC team to maintain, monitor and manage pricing, inventories and openings/closings/restrictions across all system and Distribution Channels, updating appropriate personnel routinely with benchmarking, performance and other reports.
- Ensure property rates and restrictions are in alignment with overall demand, market pricing, hotel inventory, and rate parity across all distribution channels is adhered to.
- Create hotel day by day (by segment) budget, for the property, as part of the annual marketing plan process.
- Daily pick-up analysis, strategy adjustments and reporting.
- Perform competitive benchmark studies and follow market trends.

Qualifications

The individual must possess the following knowledge, skills and abilities and be able to demonstrate that he or she can perform the essential functions of the position:

- Excellent Communications Skills, both written and verbal, are essential. Must be able to speak, read, write and understand all languages applicable to the job.
- Ability to solve problems and deal with a variety of options in varying situations. The environment is dynamic and always changing. The ability to cope and thrive in a changing environment is essential.
- Must be positive and enthusiastic. Grumpy, despondent, and/or ill- or short-tempered people need not apply.
- Must possess the ability to work as part of a team and be able to work well with others.
- Must possess moderate to advanced computer skills, including, but not limited to knowledge of: Microsoft Office Applications such as Excel, Outlook, Word and PowerPoint.
- Must have the ability to follow direction and a willingness to learn.

Physical Demands

There are physical demands that may vary from day to day or task to task including, but not limited to:

- Must be able to sit at a desk for up to 4-hours per day; and/or be on your feet for up to 6-hours per day walking; standing; bending; stooping; squatting; stretching; grasping; lifting; carrying; pushing and operating equipment.
- Must be able to stand and exert well-paced mobility for up to 4 hours in length.
- Must be able to lift up to 50 lbs. on a regular and continuing basis; and must be able to lift up to 80 lbs. occasionally.
- Must be able to push/pull carts and equipment weighing up to 250 lbs. on a regular and continuing basis.
- Must be able to exert well-paced ability in limited space.
- Must be able to exert well-paced ability to reach different locations of the project on a timely basis.
- Requires listening and hearing ability and visual acuity. Vision occurs continuously with the most common visual functions being those of near vision and depth perception. Talking and hearing occur continuously in the process of communicating with guests and other employees.
- Requires manual dexterity to use and operate all necessary equipment.

Education and Certificates

High school or equivalent education required, Bachelor's Degree preferred. No licenses or Certifications applicable.

Experience

Must possess sufficient relevant experience to perform the tasks assigned. Prefer at least one year of revenue or related experience.

Grooming

All employees must maintain a neat, clean and well-groomed appearance per Company standards.

This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time.

ABOUT DESTINATION HOTELS UTAH: For more than a decade, we've had the privilege of managing real estate in one of the world's most admired mountain towns – Park City, Utah. We've worked diligently to deliver a variety of real estate expertise for clients in hospitality, association, retail/commercial, mixed-use, sales, leasing, financing, development and construction. Along the way, we earned a reputation as one of Park City's leading, boutique real estate operators. Additionally, we are part of Two Roads Hospitality, international lifestyle company features an unrivaled collection of truly individual hotels, resorts and vacation residences that caters to guests' personal journeys. Comprised of Joie de Vivre Hotels, Thompson Hotels, Destination Hotels, tommie and Alila Hotels & Resorts, Two Roads Hospitality is poised to be the leading operator of independent, boutique and lifestyle hotels with more than 95 properties in eight countries, and approximately \$2 billion in total property revenues under management.

