

# Accor professions guide : Multi-hotel revenue manager (m/f)



## What exactly does my mission involve?

- Implement the revenue management processes for 2 to 5 hotels, with a total capacity of 500 to 1000 rooms, located in the same area of a large city. Objective: maximise the revenue of all these hotels.
- Collect the necessary information to establish a database of bookings and events on which the hotels strategy and forecast will be based.
- Update the sales planning and quote the group requests on a daily basis.
- Analyze the performance of the hotels and look after the market and competitors (past performance & forecast).
- Propose solutions for the adaptation of the strategy.
- Lead recurrent revenue management & pricing meetings with the key actors in the hotels.

Apply on line for the multi-hotel revenue manager positions

## This profession exists...

in upscale hotels in Accor worldwide, and in any hotel achieving a substantial revenue across the network



**Testimony of Stéphane Castellani, Multi-site Revenue Manager for Adagio**

"My main mission is the **optimisation of revenue** for the apart-hotels of my zone (Paris, Brussels, Munich and Berlin); selling the apartments at the right time, at the right price, for the right duration and to the right customer... that's the essence of my profession. Interaction with the other head-quarters departments (pricing, reservations, sales, cost analysis, operations...) is another important part of my job. **Operational revenue management is an essential part of the global management of any hotel.** The General Manager and Assistant Manager are my key contacts on the site; we advise them and develop the tools and systems to optimise the revenue of their apart-hotels. We visit them regularly to review their performance and to discuss the best strategy to implement.

After high studies in tourism and in hotel management, I spent several work experience periods in hotels which led to a permanent position of assistant manager in a two star hotel after my graduation. After three years as assistant manager, I chose to specialise in revenue management. I get great satisfaction from my job due to its diversity and its complexity.

As well as the technical skills required on Excel, **a revenue manager must be handy with figures and have a very analytical mind.** Good people skills will help with communicating their conclusions and suggesting solutions. I also think that operational experience is important so as to be familiar with the reality of day to day life in the hotel and all the elements involved in deciding a rate."

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Personality | Activities | Qualification/Experience | Progression

Commercially minded  
Analytical  
Good Environment understanding  
Success oriented  
Driving Force  
Relational skills  
Highly committed  
Data Finder

Help hotels to meet and exceed their target revenue.  
Update the database of events.  
Analyze the performance of the hotel and its monthly results.  
Guarantee the optimal distribution of large-volume applications (group) in hotels in the same place.  
Provide the forecasts about the budget and you follow the preparation of annual budget revenues.  
Communicate daily with the reservation and the front office team.  
Participate to meetings held quarterly for all hotels in the area.

Degree in hotel management school, or general business school.  
A clear understanding of hotel industry and Accor environment.  
Good knowledge in analytical tools (Revenue Management System) and distribution tools (Hotix, Tars...)  
Communication skills : PowerPoint, Word, Outlook.  
Languages: fluent in the national language, and good level in english and french.

Regional revenue manager  
Revenue management country director  
Manager in charge of top line  
International mobility