

TREVPAR WORLD

COMPANY PROFILE

ABOUT US

Within the hospitality industry, TrevPAR World Group Holdings is a renowned data analytics company established in 2016. TrevPAR World specialises in data-driven total revenue management and scalable distribution technologies for the hospitality industry. It came as no surprise when we were awarded

Through our partnerships with various international organisations, we offer comprehensive solutions for commercial readiness. These solutions include total revenue management, channel management, global distribution platform connectivity, central reservations, integrated marketing, and brand development services.

The primary objective of TrevPAR World Group Holdings is to optimise hotel profits by implementing unique data driven strategies that allow hotel owners and operators to track, adjust, and improve all performance metrics of their business and its outlets, both in the short and long-term.

TrevPAR World Group Holdings employs data-driven processes to maximise and optimise profits for a range of hospitality businesses. Currently, the Group manages over 5000 rooms per day, across 58 cities, in 10 different countries. Their services cater to various accommodation types, including guest houses, bed & breakfasts, as well as local and internationally branded hotels and hotel chains. The primary focus is leveraging data processes to effectively increase profitability, and ensure the success of these businesses.

These properties represent a diverse portfolio, including large international corporate brands, as well as local independent hotels and lodges. With a proven track record and expertise in the hospitality industry, TrevPAR World Group Holdings is dedicated to driving success and maximising profitability for our diverse range of clients.



HOSPITALITY CONSULTANCY OF THE YEAR

OUR GLOBAL FOOTPRINT

With a wealth of expertise in the hospitality industry, the TrevPAR World team is undoubtedly one of the most knowledgeable revenue management groups out there. With offices located in Johannesburg and Cape Town in South Africa, Amsterdam in the Netherlands, Ireland, and Sydney in Australia, showcasing a truly global approach to sharing knowledge.

By tapping into international trends from diverse markets, we are able to implement strategies that result in higher revenues and increased profits.



TOTAL REVENUE MANAGEMENT

Total Revenue Management in the hospitality industry refers to the strategic approach that focuses on optimising revenue by considering and coordinating all revenue streams and their impact on overall profitability. It involves analysing and managing revenue generation activities across various departments and services within a hotel, such as rooms, food and beverage, spa and wellness facilities, conferences and banquets, and other ancillary services.

A key aspect of this, is the consideration of Total Revenue per Available Room (TrevPAR), which takes into account revenue generated not only from room sales but also from additional sources like food and beverage, spa services, and events. By incorporating TrevPAR, hotels gain a comprehensive understanding of their financial performance and can make informed decisions to maximise overall revenue.

Implementing Total Revenue Management techniques enables hotels to achieve a better balance between occupancy and average room rate, increase Revenue per Available Room (RevPAR), optimise revenue margins, and enhance the hotel's financial performance. It goes beyond traditional revenue management practices which solely focus on room rates and availability.

Total Revenue Management also involves personalised pricing strategies, customer segmentation, data analysis, and forecasting to effectively manage revenue from all possible sources.

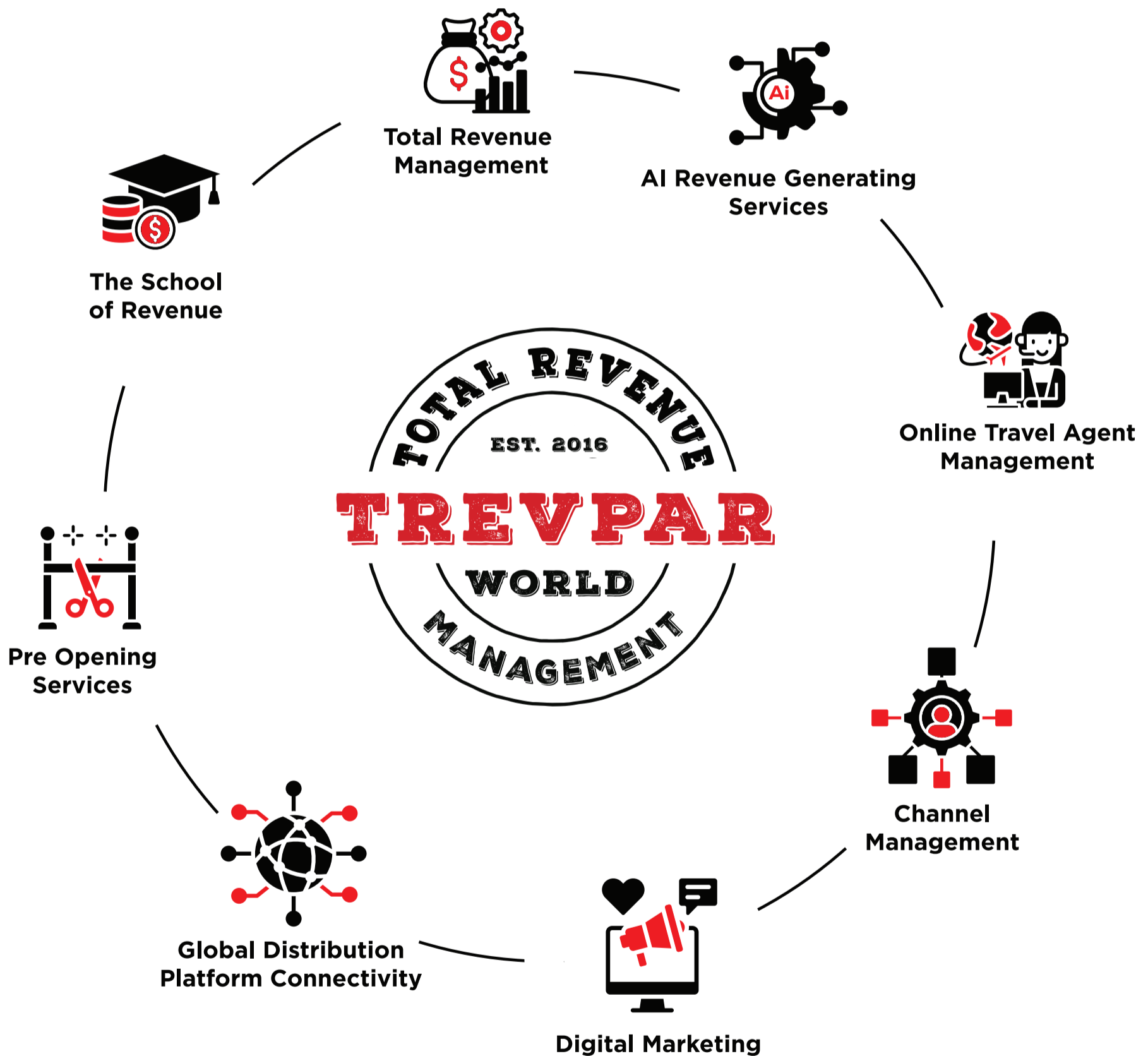
Total Revenue Management within the hospitality industry is a comprehensive approach that encompasses all revenue streams and prioritises overall profitability. It involves analysing and coordinating revenue generation across various departments, considering TrevPAR, and employing strategies such as personalised pricing and customer segmentation to maximise revenue. By implementing Total Revenue Management effectively, hotels can achieve financial success and provide an enhanced experience for their guests.



SITEMINDER PARTNER OF THE YEAR

OUR SERVICES

At TrevPAR World, we strongly believe in fostering a global revenue culture through the sharing of knowledge. We understand that the concept of Revenue Management and Total Revenue Management may seem daunting, but there's no need to worry because we're here to assist you every step of the way with our full range of services.



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