



DEMAND IS BETTER.

REVENUE MANAGEMENT SOLUTIONS FOR A CHANGING LANDSCAPE

THINGS SIMPLY AREN'T WHAT THEY USED TO BE.

TRADITIONAL REVENUE MANAGEMENT IS OBSOLETE. THE STRAIGHTFORWARD BUSINESS OF RUNNING REPORTS, SETTING RATES, AND YIELDING INVENTORY THAT MAY HAVE WORKED FIVE YEARS AGO WILL FALL SHORT IN TODAY'S INCREASINGLY COMPLEX DISTRIBUTION LANDSCAPE.

TODAY'S GUEST IS CONNECTED.

TRAVELERS HAVE AN UNPRECEDENTED LEVEL OF ACCESS TO INFORMATION - AND TO EACH OTHER - ADDING A MULTITUDE OF DIMENSIONS TO THE ALREADY COMPLEX REALITY OF WHAT TO SELL TO WHOM, WHEN TO SELL IT, AND WHERE.

DEMAND MANAGEMENT

THIS NEW MARKETING LANDSCAPE CALLS FOR AN INNOVATIVE METHODOLOGY THAT MAXIMIZES OPPORTUNITIES AND MINIMIZES RISKS. AT SOUTHWIND HOSPITALITY WE EMBRACE A GROWING DISCIPLINE KNOWN AS DEMAND MANAGEMENT. AS DEMAND MANAGERS WE PROACTIVELY ENGAGE WITH DISTRIBUTION CHANNELS AND INTERNAL DEPARTMENTS AT EVERY LEVEL, REPLACING THE OFTEN ISOLATED ROLE OF REVENUE MANAGER WITH A COHESIVE SINGLE POINT OF ANALYSIS AND CONTROL FOR MANAGING DEMAND.

REAL RESULTS

SOUTHWIND SEES THE BIG PICTURE AND WORKS AT THE GROUND LEVEL WITH YOUR TEAM TO ACHIEVE A STREAMLINED EFFORT TO PROPEL YOUR BUSINESS TO MARKET DOMINANCE.

SOUTHWIND HOSPITALITY DELIVERS:

COMPREHENSIVE ANALYSIS OF EXISTING SYSTEMS AND PROCEDURES

DEVELOPMENT AND IMPLEMENTATION OF STRATEGIES BASED ON ANALYSIS

DAILY SUPPORT FROM DEMAND MANAGEMENT EXPERTS / INDUSTRY VETERANS

ONGOING CHANNEL MANAGEMENT INCLUDING PARITY ASSURANCE



**WEEKLY ANALYSIS INCLUDING PACE REPORTS
AND RATE SHOPS**

**INTEGRATION WITH HOTEL SYSTEMS AND YIELD
OPTIMIZATION**

**DIRECT CONTACT WITH HOTEL DEPARTMENT
HEADS TO STREAMLINE EFFORTS**

**OPTIMIZATION OF CONTENT AND IMAGES FOR
SEARCH ENGINES**

**QUALITY CONTROL OF CONTENT AND IMAGES ON
EXTERNAL CHANNELS**

**ANALYSIS AND STRATEGIES RELATED TO SOCIAL
MARKETING AND MOBILE DEVICES ASSISTANCE
WITH PROMOTIONS BASED UPON SEASONALITY
AND MARKETS.**

ABOUT SOUTHWIND HOTELS AND RESORTS

**HEADQUARTERED IN TAMPA BAY, FLORIDA,
SOUTHWIND HOTELS AND RESORTS SPECIALIZES
IN QUICK TURN-AROUNDS AND LONG-TERM
MANAGEMENT SOLUTIONS FOR BOTH BRANDED
AND UNBRANDED INDEPENDENT AND BOUTIQUE
HOTELS IN FLORIDA AND THROUGHOUT THE
EASTERN SEABOARD. WITH 100+ YEARS OF
COMBINED INDUSTRY EXPERIENCE,
SOUTHWIND'S LEADERSHIP TEAM PROVIDES
INNOVATIVE FULL-SERVICE HOSPITALITY
MANAGEMENT SOLUTIONS INCLUDING DEMAND
MANAGEMENT, SALES AND MARKETING,
PROPERTY MANAGEMENT, STAFF TRAINING,
PUBLIC RELATIONS, FRANCHISE REQUIREMENTS,
SAFETY AND RISK MANAGEMENT, RECEIVERSHIP,
AND PURCHASING.**

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