

The Flipside of Yield

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Meetings – Yield trends

- Clients splitting meetings from associated accommodation bookings
- Fewer residential meetings
- £5 DDR in 2009
- More restricted DDR terms
- Better rates for residential meetings
- RM systems cannot track this accurately
- Yield management undermined

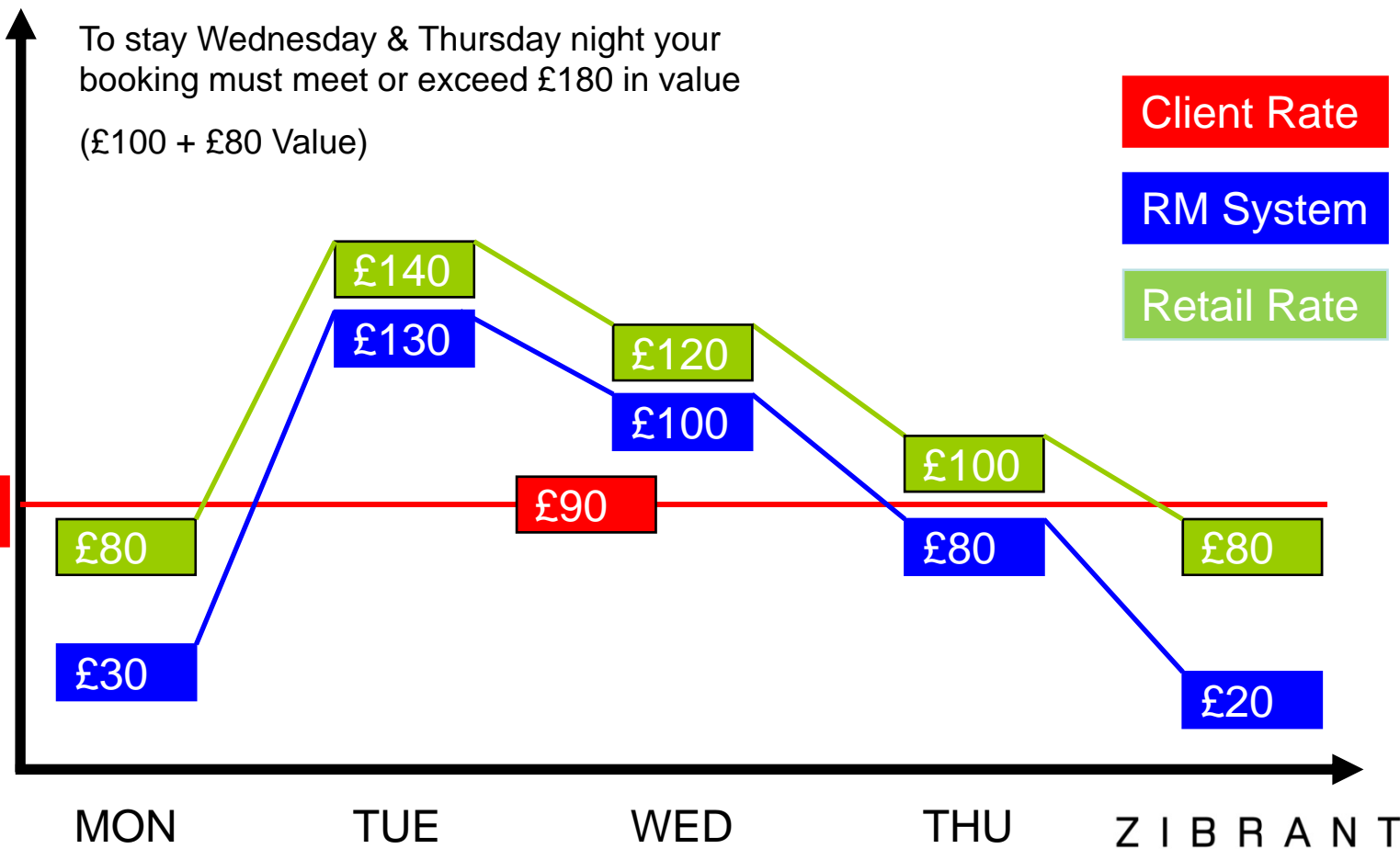
To stay Wednesday & Thursday night your booking must meet or exceed £180 in value (£100 + £80 Value)

Client Rate

RM System

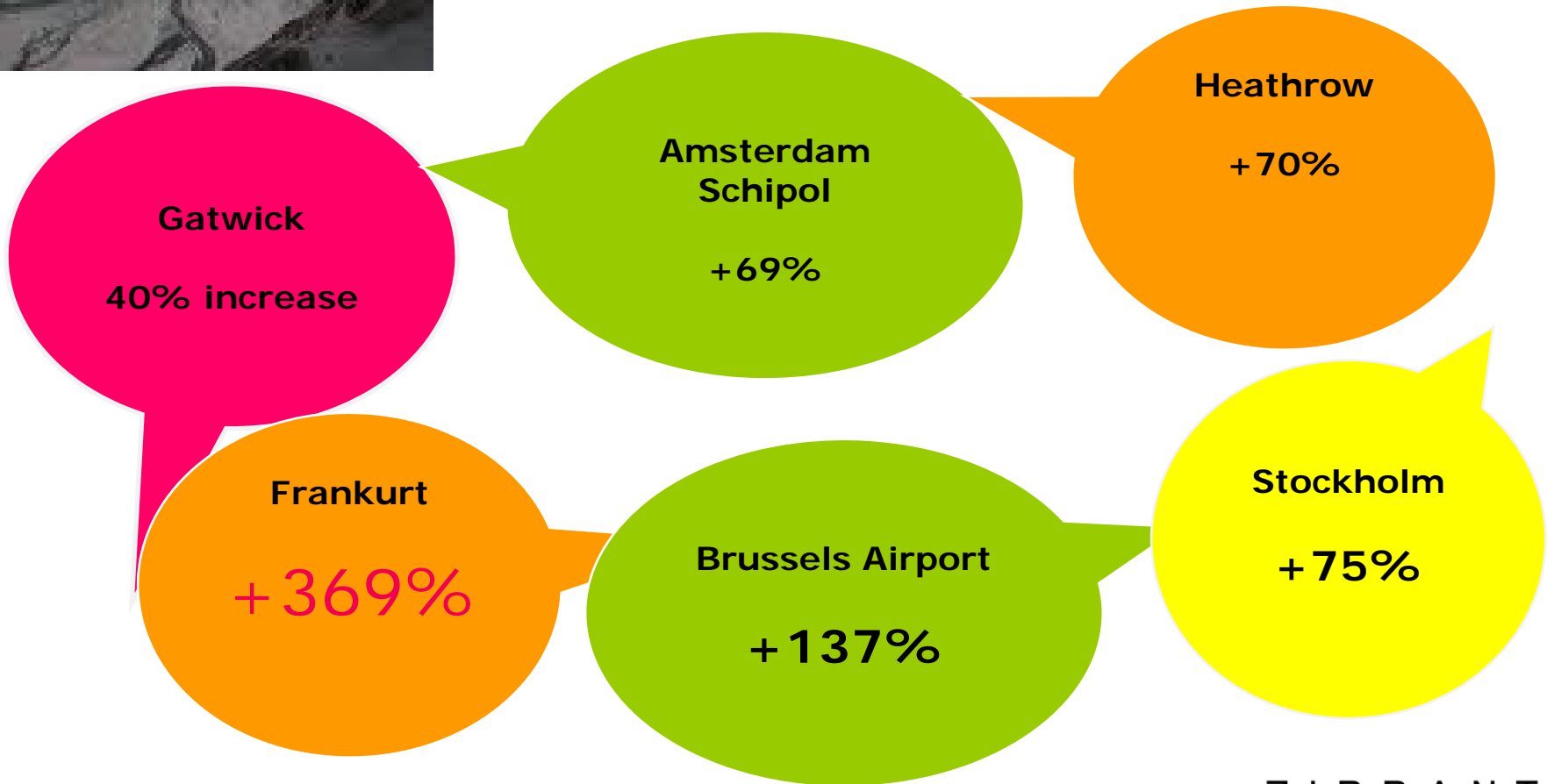
Retail Rate

Filter





Ash cloud - Profiteering?



October 2010



London projected
occupancy

89%

- Booking in advance doesn't always work