



TREVPAR WORLD GROUP

Company Profile

ABOUT US

Within the hospitality industry, TrevPAR World Group Holdings is a renowned data analytics company that was established in 2016 by revolutionary entrepreneur Derek Martin and specializes in data-driven total revenue management and scalable distribution technologies for the hospitality industry and has received multiple global awards for its services.

Through partnerships with various international organizations, the Group offers 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 optimize 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 maximize and optimize 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 main focus remains on leveraging data processes to effectively increase profitability and ensure the success of these businesses.

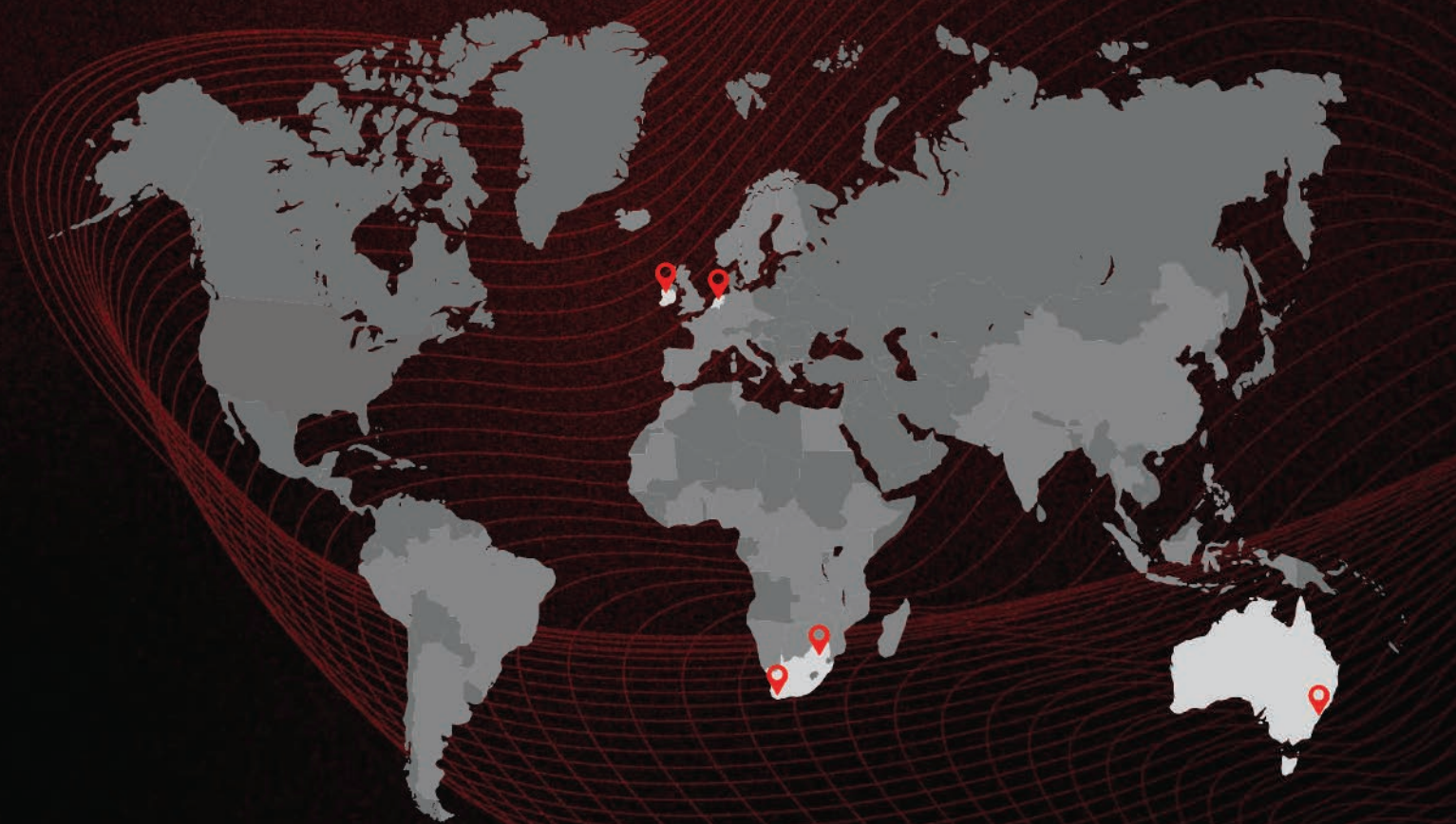
These hotels represent a diverse portfolio, including large international corporate brands, as well as local independent hotels and lodges. With a proven track record and expertise in the hospitality industry, TrevPAR World Group Holdings is dedicated to driving success and maximizing profitability for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



OUR GLOBAL FOOTPRINT

With a wealth of expertise in the hospitality industry spanning over 6 decades, 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 optimizing revenue by considering and coordinating all revenue streams and their impact on overall profitability. It involves analyzing 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 Total Revenue Management 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 maximize 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), optimize revenue margins, and enhance the hotel's financial performance. It goes beyond traditional revenue management practices that solely focus on room rates and availability.

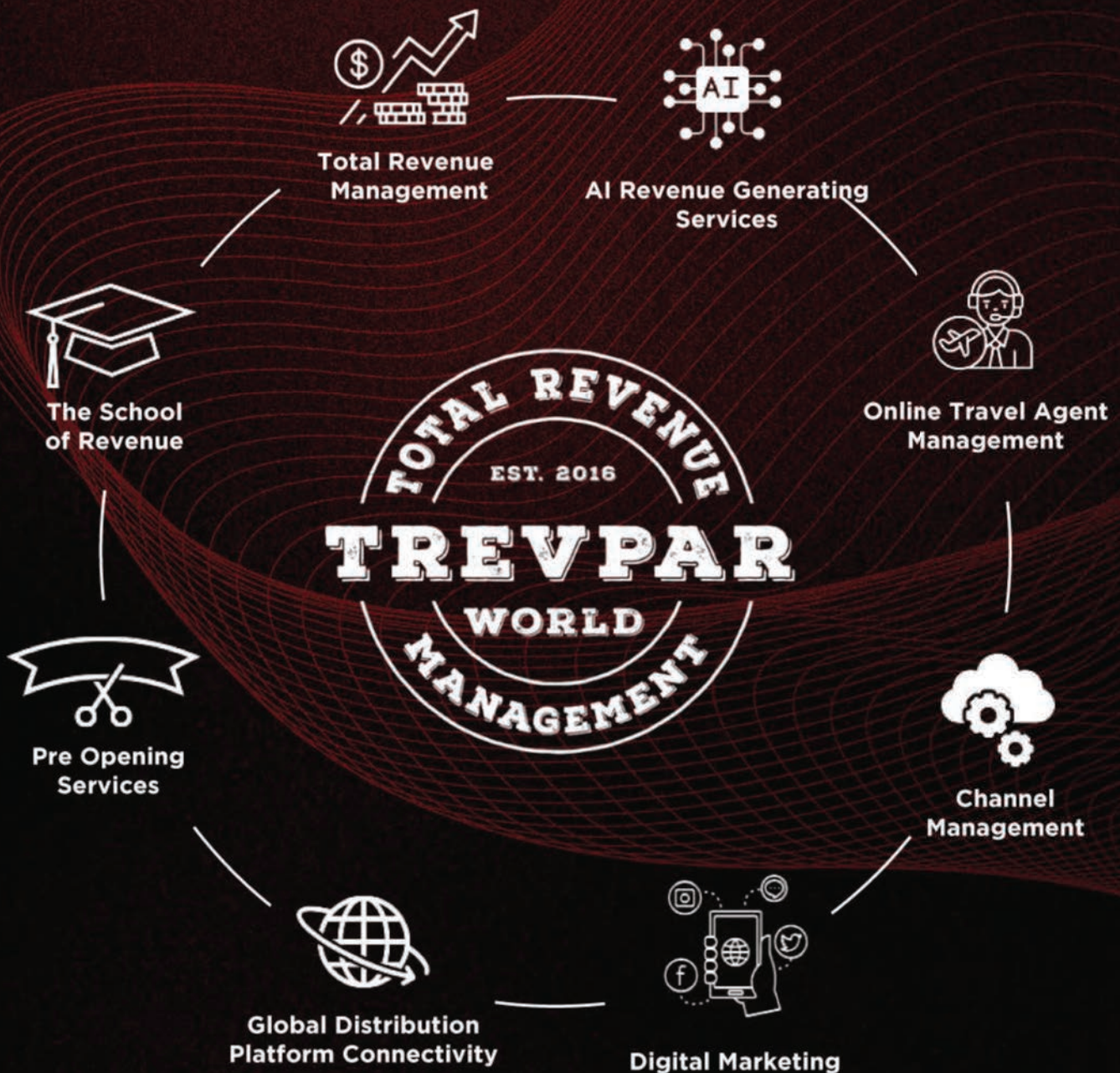
Total Revenue Management also involves personalized pricing strategies, customer segmentation, data analysis, and forecasting to effectively manage revenue from all possible sources. By optimizing revenue from not just room sales but also other revenue-generating areas, like dining outlets and loyalty programs, hotels can further enhance their financial performance.

Total Revenue Management within the hospitality industry is a comprehensive approach that encompasses all revenue streams and prioritizes overall profitability. It involves analyzing and coordinating revenue generation across various departments, considering TrevPAR, and employing strategies such as personalized pricing and customer segmentation to maximize revenue.

By implementing Total Revenue Management effectively, hotels can achieve financial success and provide an enhanced experience for their guests.

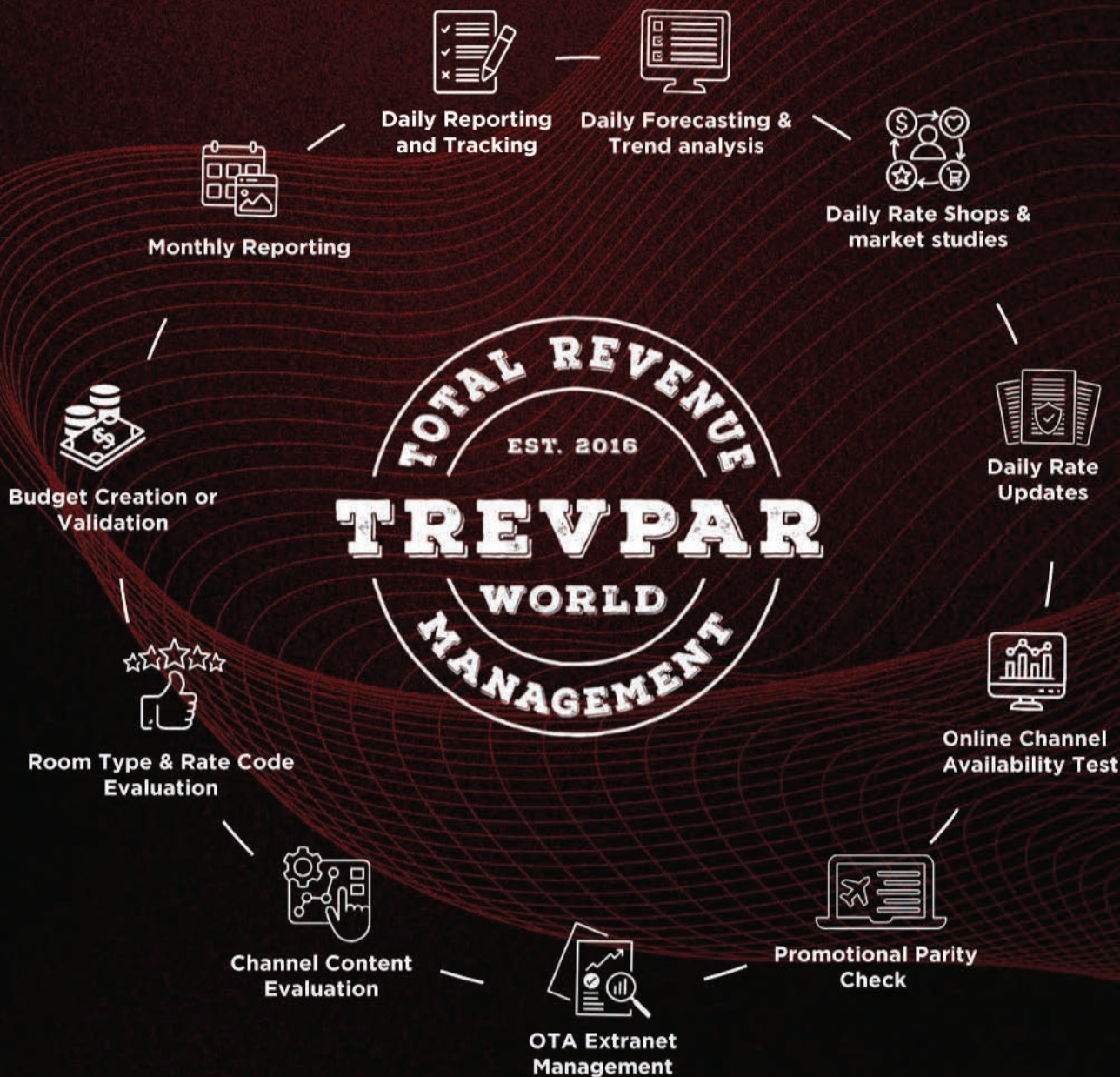
OUR SERVICES

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.



REVENUE AND DISTRIBUTION SERVICES

OUR DAILY REVENUE MANAGEMENT JOURNEY



REAL TIME REVENUE MANAGEMENT TO
MAXIMISE YOUR PROFITS

REVENUE AND DISTRIBUTION SERVICES

Daily Reporting & Tracking

TrevPAR World will provide the hotel with a daily report for a rolling period of 3 months. This report will show the changes in revenue, including pick up and wash. The data provided on a daily basis plays a crucial role in forecasting future performance and helps inform important business strategy decisions.

Daily Forecasting & Trend Analysis

TrevPAR World will provide the hotel with a daily forecast for a period of three months, utilizing trends derived from the daily data. This forecast will provide valuable insights into the budget pace and help determine the most effective marketing strategies to be developed.

Daily Rate Shops & Market Studies

TrevPAR World will perform a daily rate shop to identify the optimal selling prices that will maximize revenue generation. This rate shop will be conducted by comparing and benchmarking against the competitor set used in the evaluation process.

Daily Rate Updates

TrevPAR World will promptly update the rates across all systems for a period of 3 - 6 months upon completion of the rate shop. These updated rates will then be distributed to all channels.

Online Channel Availability Tests

To ensure smooth distribution, TrevPAR World will conduct a comprehensive rate shop per channel for a full year. This test will help identify any potential distribution issues, including restrictions and room type availability problems, for the next 365 days.

Promotional Parity Check

To maintain rate parity and rankings, a promotion parity check will be carried out across all major channels. Standardizing OTA promotions is crucial, and opaque marketing channels will also be maximized to ensure optimized results.

OTA Extranet Management

TrevPAR World will take care of managing the OTA extranet, which involves updating content and handling the activation and management of promotions. This also includes conducting a comprehensive audit of group promotions.

REVENUE AND DISTRIBUTION SERVICES

Channel Content Evaluation

TrevPAR World will conduct a comprehensive evaluation and update of hotel content, facilities, amenities, and descriptions across all major OTA platforms. The content will be aligned based on seasonality and the best practices specific to each channel.

Room Type & Rate Code Evaluation

TrevPAR World will perform a comprehensive evaluation and update of room types and rate codes across all major OTA channels. This will help ensure that all available products are correctly distributed across various online platforms.

Budget Creation Or Validation

In order to create a realistic budget and establish goals and targets, we will conduct a thorough analysis of three years of historical data, examining day-by-day trends observed in the market.

This analysis will depend on the data provided by the hotel and will be crucial in validating or developing an achievable budget.

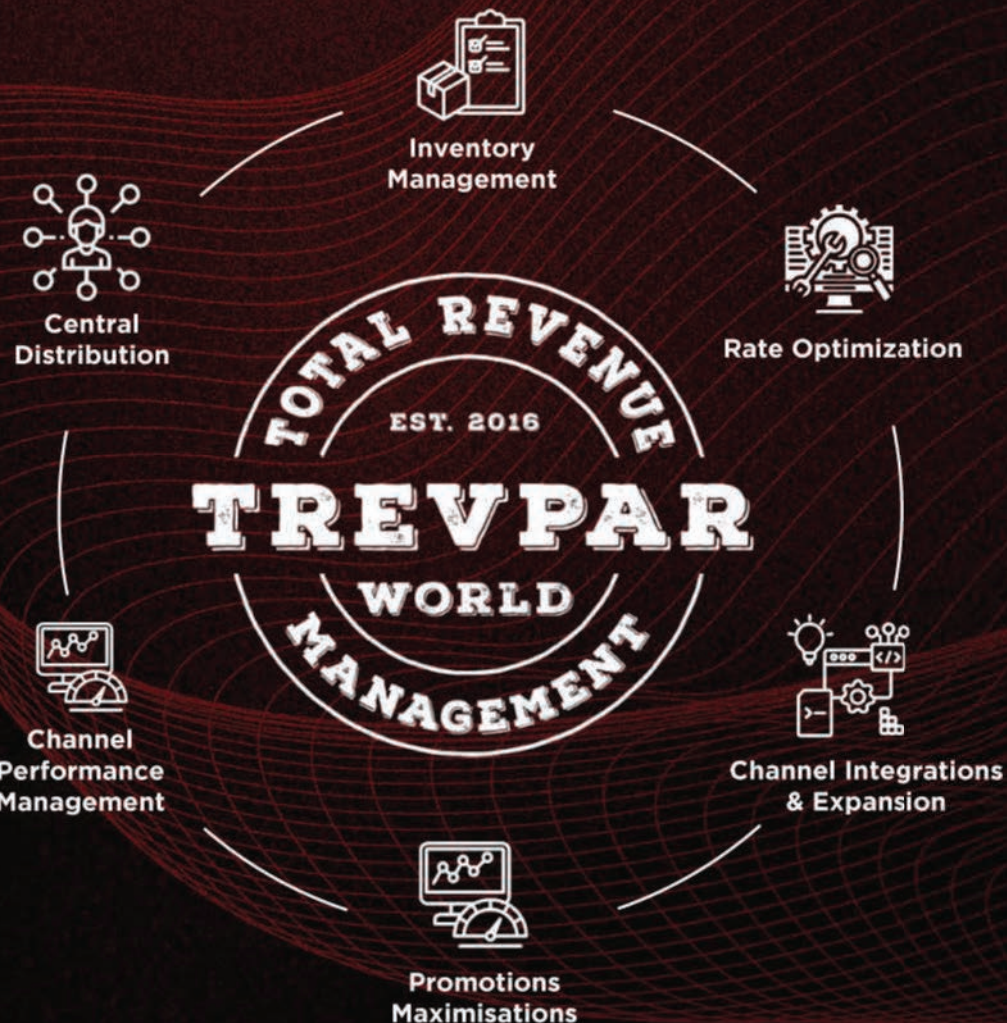
Monthly Reporting

TrevPAR World will provide a comprehensive month-end report, highlighting the revenue management findings for each month. This report will include a concise summary of all revenue-generating activities and their corresponding results.



CHANNEL MANAGEMENT

Introducing our innovative service in hotel channel management, brought to you by TrevPAR World Distribution, our award-winning distribution management company. We understand that running a hotel business involves numerous challenges, especially when it comes to efficiently managing online distribution channels. That's where our comprehensive solution steps in, helping you maximize your revenue and enhance your online presence effortlessly.

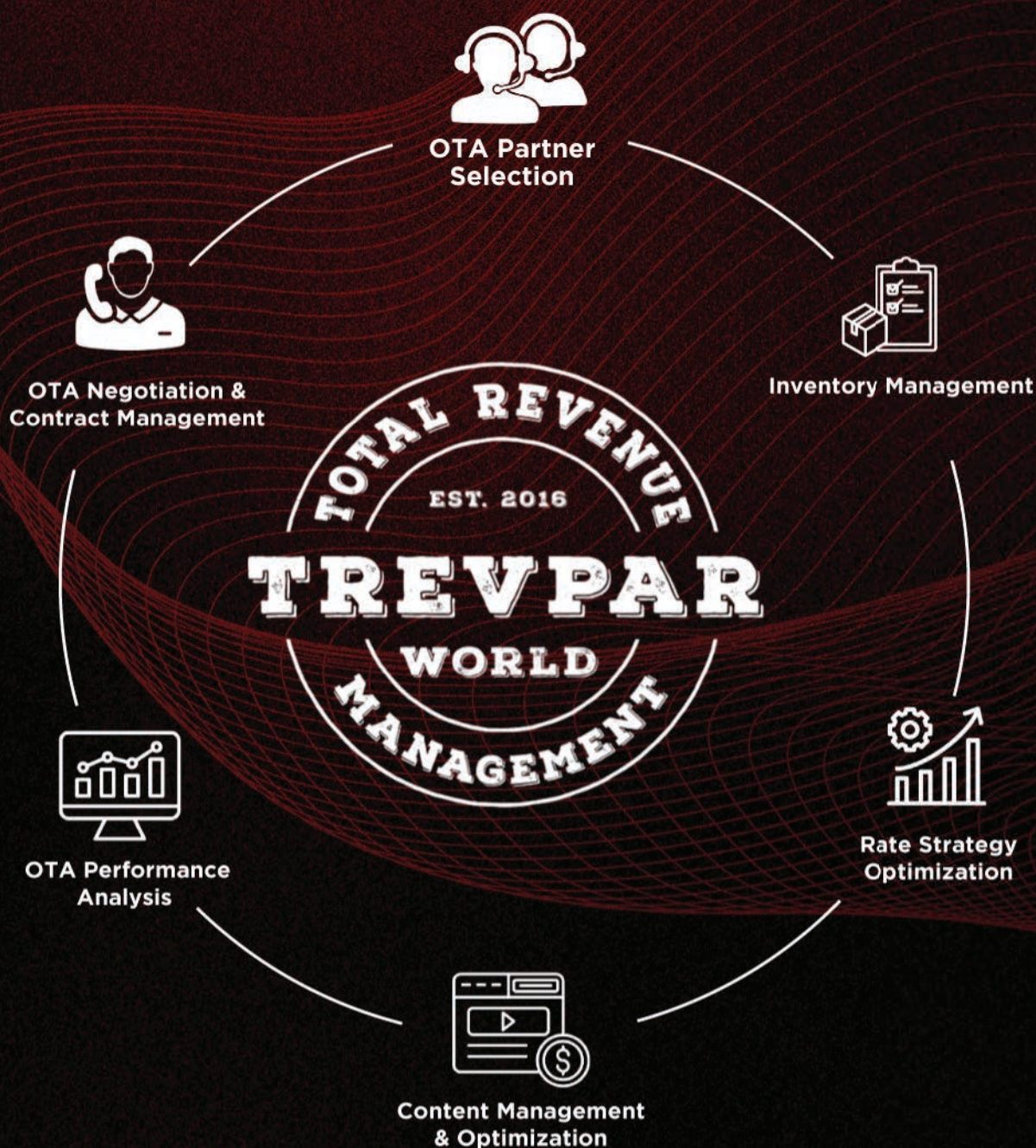


Hotel channel management plays a crucial role in today's highly competitive market. It involves the effective management and optimization of your hotel's presence across various online platforms, including online travel agencies (OTAs), global distribution systems (GDS), metasearch engines, and your own hotel website.

With our hotel distribution management service, we take care of all the complexities involved in managing multiple channels simultaneously, allowing you to focus on delivering exceptional guest experiences

ONLINE TRAVEL AGENT SERVICES

In the dynamic and competitive hospitality industry, partnering with online travel agents (OTAs) is vital for hotels to maximize their visibility, revenue, and profitability. At TrevPAR World Group, we offer comprehensive Online Travel Agent Services to help hotels build strong and fruitful relationships with OTAs.



AI REVENUE GENERATING SERVICES

Transforming the hotel industry with an exhilarating approach to upgrades and revenue growth. Our cutting-edge solution enhances upsell conversion rates throughout the guest journey.

Say goodbye to manual processes - our dynamic, automated, and personalized system ensures seamless upselling.

Keep track of performance with weekly and monthly targets. Let our software take care of offer selection, pricing display, and PMS management effortlessly.

Engage your team in friendly competition with gamification elements. Empower your front-of-house staff with on-site and remote training programs. Every agent receives real-time customized upsell recommendations for every arrival. Revolutionize your revenue potential today.

Revolutionary Revenue Management for all

Unlock the potential of revenue management with our user-friendly platform. Experience exceptional results without any prior experience. Tangible return on investment awaits you with every login. Our proven track record showcases higher revenue growth, increased productivity, and personal development.

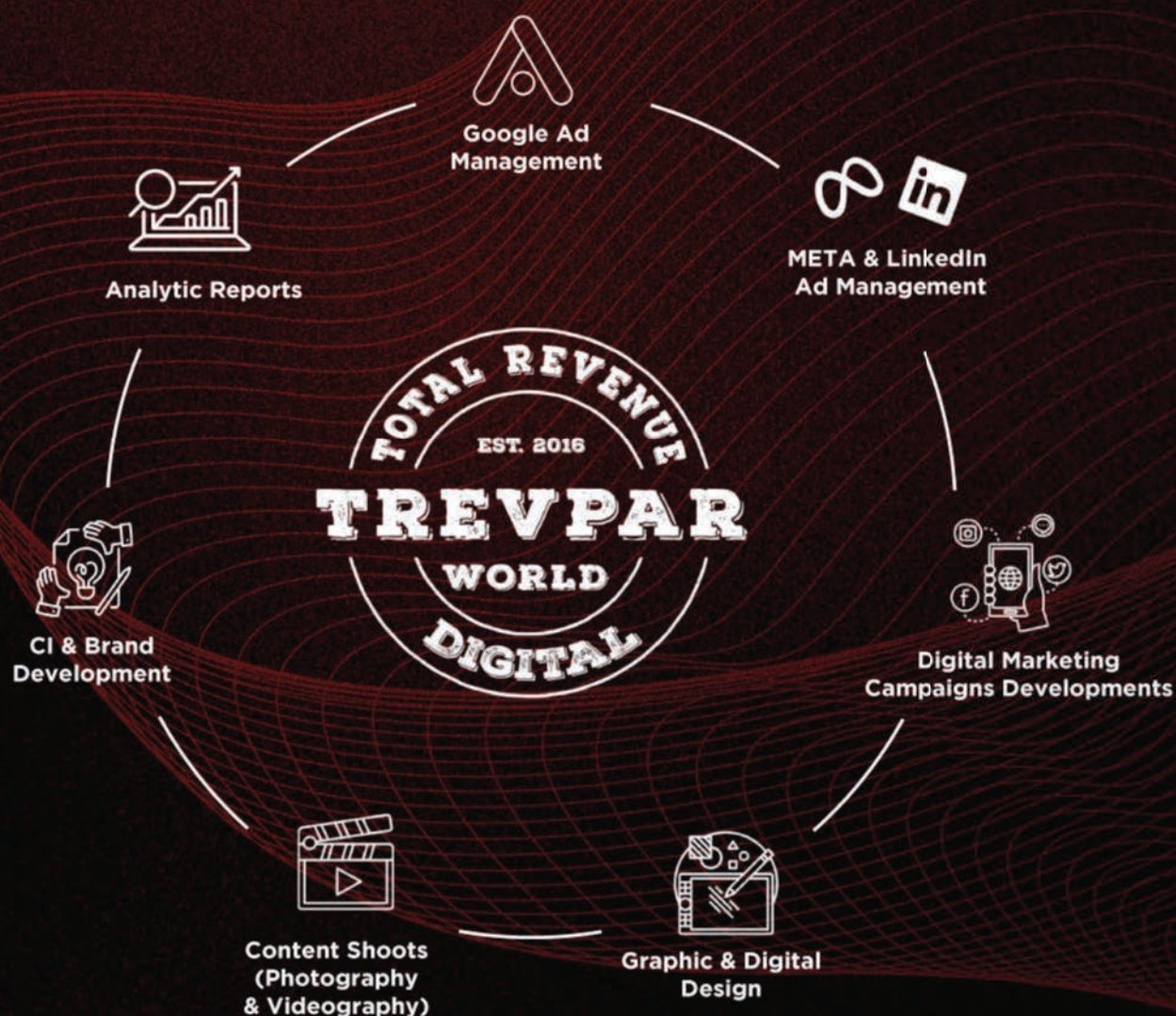
No extensive training is required to get started; you can dive in from the very beginning. Our platform offers the familiarity of a spreadsheet, but enhanced with superior power and flexibility, enabling you to achieve outstanding results.

Making Revenue Management Accessible to All - Join our user-friendly system and begin your transformative revenue journey today.



DIGITAL MARKETING SOLUTIONS

TrevPAR Digital specializes in providing tailored solutions for the hospitality industry. Our aim is to help hotels and resorts enhance their online presence and drive revenue growth. With services including PPC & META campaigns, digital marketing campaigns, SEO optimization, graphic design, social media management, website development, and maintenance, we offer comprehensive solutions to address every aspect of a hotel's online marketing needs.

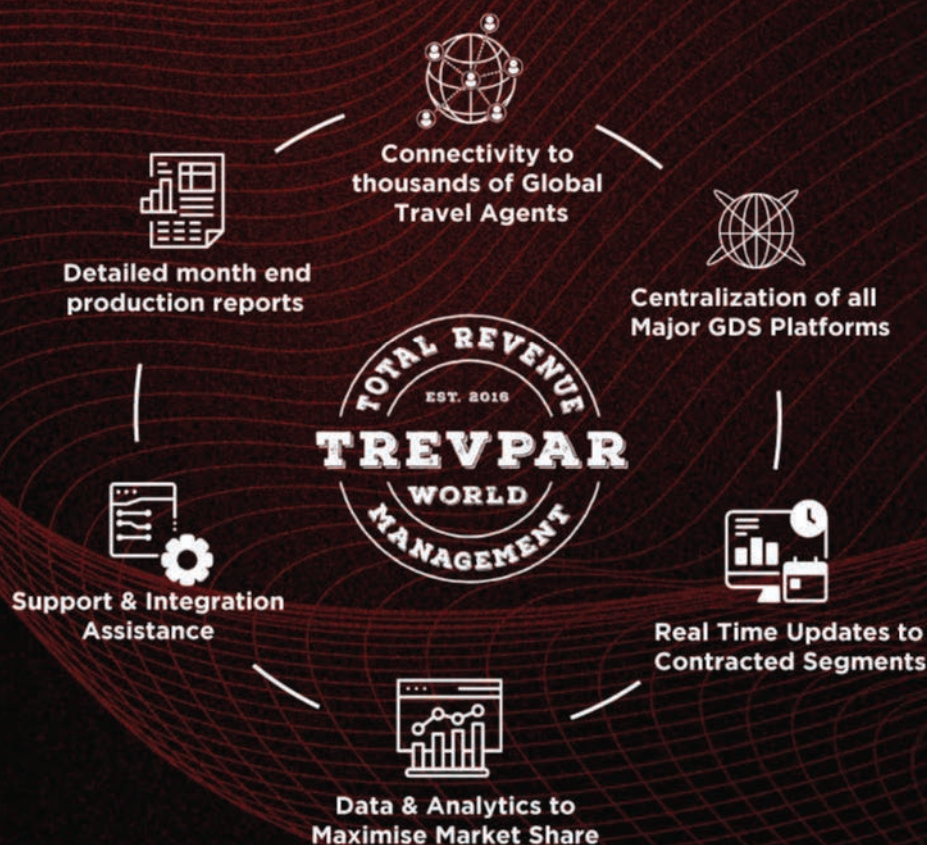


By leveraging the latest digital tools and strategies, we help hotels generate targeted traffic, engage with their audience, and drive direct bookings. Our experienced team understands the unique challenges and opportunities in the hospitality industry, and we tailor our services to suit each client's branding requirements, target audience, and goals. With our specialized knowledge and insights, we can help hotels stay ahead of the competition and achieve their business objectives in today's rapidly evolving digital landscape. Partner with TrevPAR Digital and unlock the true potential of your hotel's online marketing efforts.

GLOBAL DISTRIBUTION PLATFORM CONNECTIVITY (GDS)

TrevPAR World Distribution offers affordable and reliable online distribution, marketing, and technology solutions for the hospitality industry. By connecting your hotel to the GDS, we help increase your visibility to thousands of travel agents and corporate buyers worldwide.

Whether you have a large or small property, independent or part of a group, we can create a tailored solution for your needs. Our advanced central reservation system ensures real-time visibility to 600,000 global travel agents. Once connected, your hotel becomes bookable by these agents as well as by travel managers in major corporations.



Being part of the GDS Channel allows your hotel to generate more bookings from the corporate and government transient business segment. Connectivity to our GDS offering is simple, thanks to our global partners who are dedicated to making technology easy to use, simplifying your life and enhancing your hotel's performance.

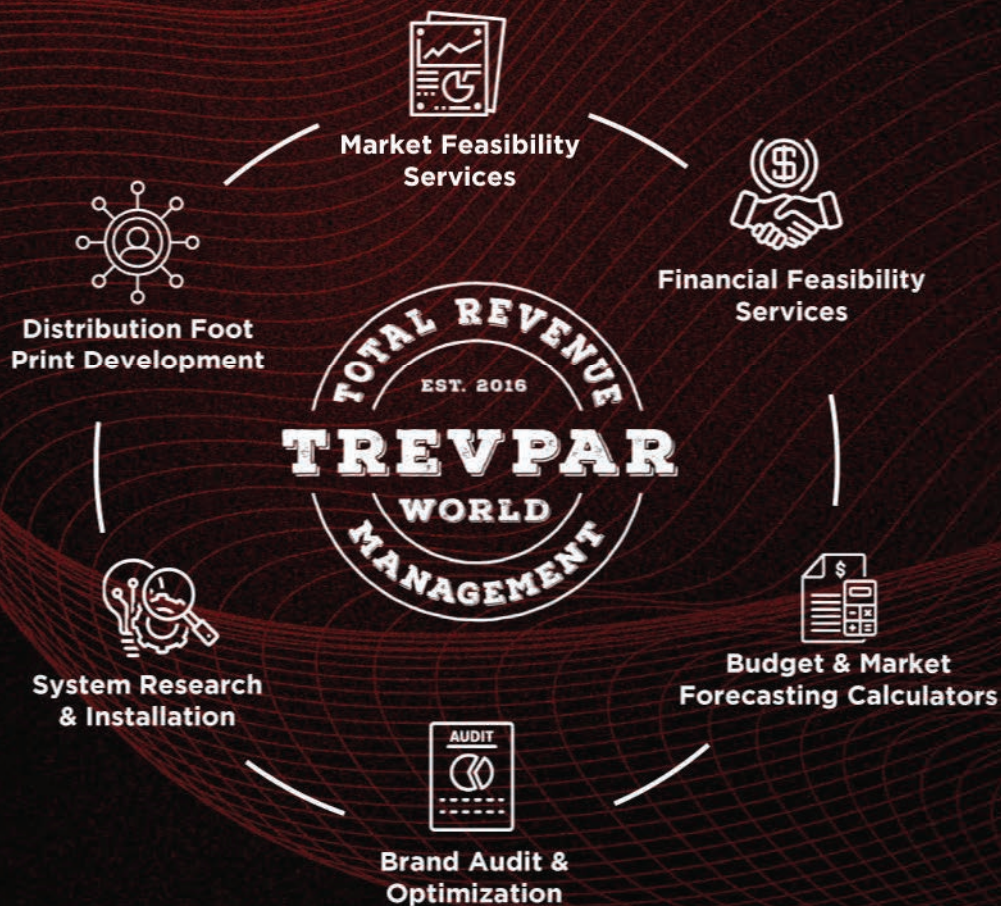
Participating in the Global RFP season is also made possible through our GDS access. This enables you to be part of the hotels promoted by large corporations and travel agency networks like American Express, Carlson Wagon Lit, and BCD. Additionally, our exclusive partnership with Cvent Lanyon provides you with a powerful corporate RFP tool, allowing you to manage all your RFPs from a single platform, attract more business travelers, and save valuable time.

PRE OPENING SERVICES

During the pre-opening and post-opening phases of the hotel project life cycle, we provide high- and low-level support to ensure a smooth and successful launch.

Our experienced team is adept at tactical project recovery, including crisis management and troubleshooting.

One of the main advantages of our pre-opening services is the ability to extend your company's pre-opening team without increasing your corporate office head count. We can provide support on demand to handle the incremental workload and meet contractual obligations during peak periods.



We understand the challenges of managing multiple new hotel projects across different locations, which is why our services help you make more effective use of your limited internal resources. By leveraging our expertise, you can achieve simultaneous technical readiness, operational readiness, and commercial readiness.

Our ultimate goal is to ensure that your new hotel is fully prepared for a successful launch

We prioritize technical, operational, and commercial readiness to help you achieve maximum profitability from day one.

THE SCHOOL OF REVENUE

Experience the Rise of Revenue Management in Africa at The TrevPAR World School of Revenue Management.

In the thriving hospitality and tourism industry, Africa stands out as the epicenter of Revenue Management growth. With multi-billion dollar hotel chains and a surge of independently run hotels, lodges, and management companies, traditional Revenue Management is being redefined on an international scale.

The accelerated development of technology has further emphasized the importance of an "online presence," elevating Revenue Management to a pivotal role that hotels must master.

In this highly competitive industry with high fixed costs, we understand the need to cover expenses and maximize profitability.

At The TrevPAR World School of Revenue Management, we specialize in streamlined optimization methodologies that boost revenues and increase the company's profitability.

Our dynamic course delves into the deepening importance of Revenue Management in everyday hotel operations, equipping participants with invaluable insights and skills to tackle the global challenges and seize opportunities presented by Revenue Management.

Key themes covered in this course include the evolution of Revenue Management and the essential elements in the decision-making processes of a Revenue Manager. We also explore how to optimize your distribution strategy and implement systems that support this strategy.

In addition, we emphasize the significance of fostering a strong Revenue Management culture within your organization.

Accuracy is paramount, so we underscore the importance of accurate forecasts, inventory management, and pricing models. Furthermore, we review the best Revenue Management systems and Reputation management tools available to hotels. Additionally, we provide handy OTA Extranet Tricks that can make a quick and tangible difference in your revenue streams.

Join us on this transformative Revenue Management Journey!
We can't wait to take you through the exciting world of Revenue Management and equip you with the skills and knowledge to thrive in the industry.



CENTRAL RESERVATIONS SERVICES

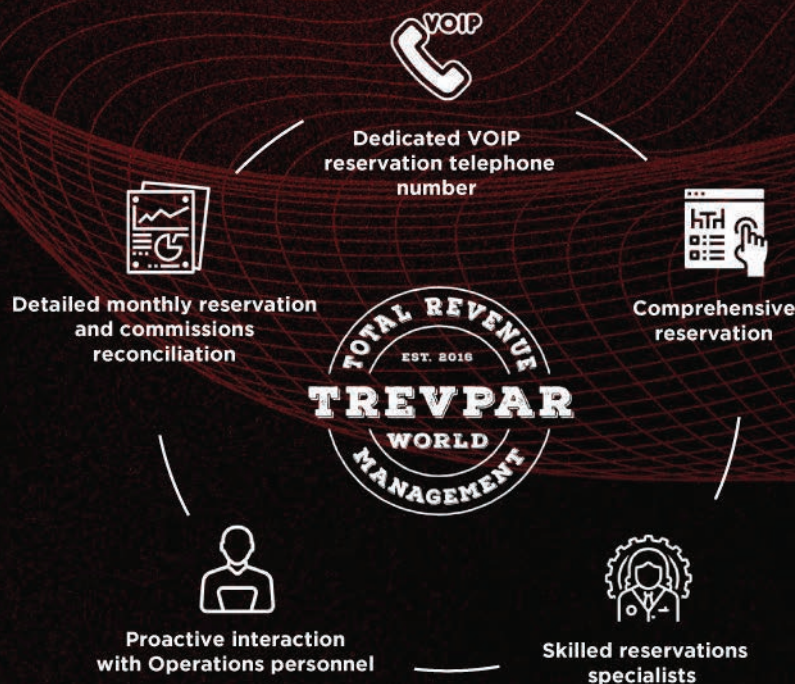
TrevPAR World Central Reservation Services offers an exceptional solution for property owners and managers, regardless of the size of their establishment. By outsourcing reservation services to our highly skilled and experienced Central Reservations team, you can reduce the need for additional staff, decrease payroll burdens, and minimize associated personnel costs.

Our Central Reservations team is conveniently located in Gauteng, South Africa, and utilizes advanced cloud-based IP-Enabled Voice over Internet Protocol (VoIP) technology.

This ensures a seamless and personalized reservation experience for your callers, regardless of their location or your property's whereabouts.


The dedicated team members are a diverse group of professionals with extensive experience. They have direct access to your property's live inventory, availability, and rates, allowing them to efficiently handle reservations and increase the conversion of inbound queries into booked rooms. Moreover, our administrative team ensures that all necessary paperwork and payments are completed before your guests' arrival, streamlining the entire process.

Currently available in English, our reservation services can be customized to meet your specific needs and are scalable based on the demands of your property.



By utilizing TrevPAR World Central Reservation Services, property owners and managers can enjoy the benefits of a professional and efficient reservation process while reducing staffing and associated costs. Our experienced team is dedicated to ensuring guest satisfaction and maximizing booking conversions.

OUR AWARDS


 SiteMinder

Expert

Partner of the Year

WINNER

2022

 SiteMinder

Expert

Partner of the Year

WINNER

2021

EXPERT PARTNER OF THE YEAR FOR TWO CONSECUTIVE YEARS



HOSPITALITY CONSULTANCY OF THE YEAR

MEET OUR FOUNDER

Derek Martin, the founder of TrevPAR World Group Holdings, is a highly experienced hospitality professional with over 19 years in the industry. In 2022, he was recognized as one of the Top 100 Most Powerful People in Africa Hospitality. Derek has had the privilege of working with prestigious brands such as Pan Pacific Hotel Group, Carlson Rezidor, Leading Hotels of the World, and IHG.

At TrevPAR World Group Holdings, Derek has been instrumental in leveraging data-driven processes to optimize and maximize profits for the hospitality sector. His company manages a vast portfolio of over 6,000 rooms across 58 cities in 15 countries.

They specialize in assisting various types of accommodations, including guest houses, bed & breakfasts, and both local and international branded hotels, in achieving their full profit potential.

Derek's passion for Revenue Management, fueled by his Bachelor of Commerce degree in Hospitality Management from Stenden University, has been the driving force behind his successful career. Recognizing a talent gap in revenue and data analytics in Africa, Derek returned to his home country of South Africa to establish TrevPAR World.

In addition to his entrepreneurial endeavors, Derek is dedicated to the development of the hospitality industry. He actively serves on the Stenden Advisory Board and has established a Revenue School. Furthermore, he has partnered with Stenden South Africa to create the continent's first-ever Revenue Management degree program.

Currently based in South Africa, Derek continues to shape the future of the hospitality industry through his expertise, innovation, and unwavering commitment to excellence.



Derek Martin
CEO & Founder of TrevPAR World Group

CONNECT WITH US

EMAIL

derek@trevparworld.com

SOCIAL MEDIA

[@trevparworld](#)

CALL US

+27 79 731 9589

