Given the growing number of competitors and options in the hospitality revenue management software industry, there is a growing need for an unbiased, reliable way to measure the benefit of an automated revenue management solution. Not surprisingly, as revenue management has matured and increased in sophistication, so has its subscription costs. Existing and potential revenue management subscribers want to know how much benefit they could expect for their specific property. In this seminar, this benefit measurement analysis uses simulation to help address the need to quantify the benefit for properties with their own bookings, analysis period, inventory, market conditions, and analysis period.

BIO:
Betsy Enstrom works in revenue management at IDeaS Revenue Solutions as a R&D Manager in their Advanced Analytics Testing department in Bloomington, Minnesota. She has developed and tested projects in forecasting, optimization, statistical analysis, graphical data analysis, and quantifying revenue benefit from IDeaS revenue management solutions. She received her undergraduate degree from the University of Minnesota in Math, Physics and Astronomy and pursued her graduate degrees in Statistics at North Carolina State University and Duke University. She began her 11-year tenure at SAS headquarters in North Carolina in the Statistics Department. As a native Minnesotan, she is pleased to work at IDeaS for the past eight years in the hospitality industry revenue management research and development.