



**THINKUP**  
Enterprises

## Hindsight is 20/20

In Episode 4, we chat with Christian Boerger, one of today's great minds in Hospitality. Christian recently traveled with his wife to 20 countries on 5 continents, giving him a unique global perspective on lodging on the cusp of the coronavirus pandemic.

Previously Corporate Director of Revenue Strategy at Pacific Hospitality Group, Christian discusses his unique perspective on:

- Positive ways hospitality companies are handling this pandemic and what he has seen that is disappointing
- How hospitality companies will need to evolve to be better prepared for future crises
- Worrisome reactions and how to avoid making emotional decisions
- Changes in the ways people will travel and what they will consider important
- How the practice of Revenue Management will be different after COVID-19
- What laid off or furloughed revenue management executives and teams should focus on during their downtime

Be sure to join us for our next two episodes when we'll discuss Sales, Marketing and Revenue convergence as you look at your reopening, as well as expert branding tips to help ensure your guests feel like your connecting with them on an emotional level.

Read more articles on Hospitality Revenue Management on our [ThinkUp Thought Leadership page](#).

Join us live on the This Week in Hospitality Live Show, which you can register for at [hospitalitydigitalmarketing.com/live](https://hospitalitydigitalmarketing.com/live).

For questions on this episode or any other revenue management related topics, you can send them to us at [info@thinkupenterprises.com](mailto:info@thinkupenterprises.com).