



**THINKUP**  
Enterprises

## Hospitality Highlight

### How My Place Uses Profitability Metrics in Revenue Management

Welcome to our new series, Hospitality Highlights! On this 11th episode of the ThinkUp Podcast, host Lily Mockerman talks with special guest Bryan Gatzemeyer, Vice President of Business Intelligence at My Place Hotels.

#### Highlights from This Episode

**Lily Mockerman:**

*We've talked a little bit about how My Place takes a different approach to revenue management meetings. Can you talk a little bit about that?*

**Bryan Gatzemeyer:**

*The main questions we ask ourselves, our main focus of the company is does it provide guest value and does it provide owner value. All of our internal meetings and our strategy meetings are based on those foundational criteria.*

Additional topics:

- How to consider the bottom line rather than top line revenue
- How 3 revenue managers handle 55 hotels
- Wins their hotels are seeing in these difficult times
- The 3 main areas of focus Bryan would recommend right now

[My Place Hotels](#)

[Trend by My Place](#)

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