



THINKUP
Enterprises

Revenue Management – The Podcast

“I wanted to do something to help a new generation of leaders.”

Developing people, changing the operation, and making it work better

Welcome to Hospitality Highlights! In this 19th episode of the ThinkUp Podcast, host Lily Mockerman talks with Antoine Berberi, CEO and principal at Cedar Hospitality Partners.

Antoine’s hospitality career began with Hilton International Worldwide and moved to Senior Vice President of Proper Hospitality. Antoine then founded Cedar Hospitality Partners to implement his unique perspectives on all things hospitality.

Highlights from This Episode

Lily Mockerman:

Revenue management obviously works closely with sales and marketing departments. In your opinion, what should that interaction look like?

Antoine Berberi:

A daily business review must occur every single day for discussion of ADR occupancies, promotions, packages, forecasts, and daily pick up trends. The general manager should also be involved. The yield management meeting, again, should include everyone, including operations, to analyze and discuss any revenue opportunities in the hotel. You need to talk about the overall revenue and really involve the entire operation.

Lily and Antoine go on to discuss:

- How to fix departmental relationships which have been derailed by various personalities
- Correlation of online reputation and maximizing revenue management
- Training the staff to infuse the revenue culture into all departments
- The top things that the Front Office staff can do to assist the Revenue Manager in being successful

For questions or more information: [Cedar Hospitality Partners](#)

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Join us live on the *This Week in Hospitality Live Show*, which you can register for at 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.