



Revenue Management – The Podcast

Strategies to Deploy to Maximize Revenue and Guest Value Perception

Welcome to Hospitality Highlights! In this 27th episode of the ThinkUp Podcast, host Lily Mockerman talks with Vinny Cuneo of Autocamp, a unique alternative accommodation option.

Highlights from this episode

Lily: There have been certain advantages to experience driven lodging options, especially in the mindsets of travelers dealing with the restrictions of COVID. What opportunities do you think hotels have to capitalize on that or mimic some of the successes?

Vinny: I think no matter where you are, be it Yosemite National Park or Hermiston, Oregon, it doesn't matter. There's something unique and inherently cool about every place in the world. Really dive into that and build those relationships with the local community, then give guests that true local experience.

Lily and Vinny go on to discuss:

- Where glamping/alternative accommodations overlap with traditional hospitality and where it stands alone
- Hotel companies are quickly moving in the direction of commercial strategy. What does that look like for Autocamp?
- Threats that exist as more traditional hospitality companies try their hand at glamping/alternative accommodations
- What strategies to deploy to maximize revenue and guest value perception when pricing accommodations in remote locations with little to no direct competition

For questions or to contact Vinny:

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