

The Perfect Match – Experienced Revenue Managers at Your Service

Your hotel's solution to better navigate the changing distribution environment and create a revenue strategy that is right for your property.

Why Revenue Management for Hire?

With the growing distribution landscape today, revenue management has become a necessity for most hotels and resorts, but finding an experienced revenue manager can be time consuming and costly. Our unique revenue management for hire service pairs your hotel with an industry expert who will help you create and maintain a winning revenue strategy.

Industry Experience

Our Revenue Management team is incredibly experienced in hotel revenue management. The team has worked with almost every major brand, as well as independent hotels & resorts. They have led hotels through renovations, re-brandings, grand openings, and unfavorable economic conditions. No matter what your hotel's story is, Revenue Management at SHR can help ensure it is a lasting one.

Our Approach

When you work with SHR, we will match you with one of our Area Directors of Revenue Management who will actively support your hotel's revenue strategy.

Typically this includes:

- Dedicated weekly revenue strategy call with hotel team
- Review and analysis of pricing strategy and results
- Review and analysis of distribution strategy and results
- Managing of relationships with OTA market managers
- Monitoring online reputation comments and scores
- Read and evaluate discipline related brand communication (if applicable)
- Group displacement analysis
- Forecast, budget, and long term strategy oversight
- Formal monthly scorecard to highlight performance

Intelligent Reports

We have created best in class reporting tailored to your hotel so you get a clear picture of every aspect of your hotel's revenue strategy. Through our relationship with Smith Travel Research, we can also offer you discounted STR reports, which provide you current performance metrics in your competitive set.



Our proprietary Monthly Scorecard is a quick snapshot of your hotel's performance. We will also work with your hotel to create customized reports based on your needs and requirements.

Revenue Experts

Our team boasts an impressive list of certifications including HSMAI's Certified Revenue Management Executive, Hotel Revenue Management Certified from eCornell, and more, so you can be sure you are getting the best in the business. We also know that the industry, market conditions, and technology are constantly changing, so we make ongoing training a priority.



SHR is an innovative provider of advanced distribution technology and services for the hospitality industry. The company serves nearly 3,000 properties on its reservation platform, WindsurferCRS. With a focus on flexibility for the hotelier and creating a memorable experience for the guest, WindsurferCRS provides optimal functionality for all types of properties.

SHR's Whiteboard Labs provides custom solutions for the hospitality industry including custom booking engines, website design and development, and cutting edge applications. Hoteliers can tap into SHR's expertise and knowledge of the industry by utilizing the Revenue Management for Hire service—a cost effective revenue management solution for any property.