

# INTRODUCTION

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[www.revtech.space](http://www.revtech.space)

**REVTECH**

# WHY THIS GUIDE MATTERS



In today's competitive hospitality landscape, maximising revenue from platforms like Booking.com, Airbnb, Expedia, and Agoda is essential.

Hotels that effectively optimise their listings and operations on these platforms consistently outperform their competition, achieving higher visibility, occupancy rates, and revenue.

## **What Readers Will Learn:**

- Proven strategies to optimise listings and pricing for maximum revenue.
- Insights into how platform algorithms work and how to leverage them.
- Steps to achieve risk-free, measurable revenue growth with RevTech.



# ABOUT REVTECH

RevTech is dedicated to enhancing visibility and revenue for hotels and short-term rentals.

We achieve this through a unique, hands-on approach of analysing past performance, identifying opportunities, and implementing data-driven optimisation strategies.

With our expertise, we help properties stand out and thrive in highly competitive online travel agency (OTA) marketplaces.

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# UNDERSTANDING BOOKING PLATFORMS

## **Overview of Major OTAs:**

Platforms like Booking.com, Airbnb, and Expedia are the backbone of the hospitality industry's digital presence. These platforms rely on algorithms to rank properties, which means hotels must optimise their listings to stand out in searches, especially in saturated markets.

## **Why Optimisation is Critical:**

- Increased visibility directly translates into more bookings.
- Accurate pricing ensures properties remain competitive while maximising revenue.
- Consistently updating listings maintains relevance in OTA algorithms.

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# DATA-DRIVEN OPTIMISATION STRATEGIES

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01

## **Optimising Listings:**

Our process ensures every element of your listing—from high-quality images to keyword-rich descriptions—resonates with platform algorithms and your target audience.

02

## **Improving Rankings:**

RevTech enhances your visibility by focusing on critical metrics like guest review response times, cancellation rates, and competitive pricing. Our ongoing adjustments ensure your property always meets the latest platform standards.

03

## **Dynamic Pricing Strategies:**

Using a combination of yield management techniques and market trend analysis, RevTech ensures your pricing is both competitive and optimised for revenue growth. For example, we monitor demand surges and adjust rates in real-time to capitalise on high booking periods.

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# CASE STUDY

## Colorado Winter Resort Success:

### Enhancing Revenue and Visibility for a Winter Resort in Colorado



#### INDUSTRY

Winter Resorts

#### CHALLENGE

A 50-room winter resort in Aspen, Colorado, known for its prime location near ski slopes, struggled to maximize occupancy and revenue during peak and off-peak seasons.

#### RESULTS

Over three months, the resort saw higher occupancy, increased visibility, and stronger bookings. This drove notable revenue growth and improved its competitive position in a short period.

#### REVENUE MANAGEMENT & OTA OPTIMIZATION

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**\$3.1M+**

REVENUE INCREASE  
(SEP - DEC)

**95%**

OCCUPANCY  
ACHIEVED

**34%**

REVENUE GROWTH  
(SEP-DEC YOY)

**98%**

HIGHER VISIBILITY  
VS. COMPETITORS



#### About Our Customer

Our client is a premier 50-room winter resort located in Aspen, Colorado, renowned for its luxury accommodations and proximity to world-class ski slopes. Operating in the competitive hospitality industry, the resort has built a reputation for providing exceptional guest experiences. With RevTech's collaboration, the resort achieved record-breaking occupancy rates and revenue growth, solidifying its position as a market leader.

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# THE REVTECH GUARANTEE



Our confidence in our approach is backed by our guarantee:

**If we don't increase your OTA's revenue by at least 10% , we'll work for free.**

This risk-free proposition ensures that every client sees tangible results without disruption to their existing operations.

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# MEET YOUR TEAM

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## **Ivo Gospodinov**

### *CEO*

Former CEO of Staykeepers, scaled to a \$40M valuation; expert in scaling businesses and strategic innovation.

## **Marcelo Cardoso**

### *Revenue Managment Director*

Specialises in advanced revenue optimisation strategies to maximise client profitability.



## **Konnie Natnitcha G.**

### *Account Managment*

Manages client relationships, focusing on high satisfaction and engagement.

## **Maria Kuzmanova**

### *STR Lead*

Maria leads the team dedicated to tactical optimisations for short-term rentals, implementing high-impact strategies to drive significant revenue growth.



## **Jerremiah Santos**

### *OPS Director*

This portion can contain a brief introduction of your team, in the form of a short, descriptive paragraph.

## **Elena Petrova**

### *Hotels Lead*

Elena leads the team focused on tactical hotel optimisations, driving high-impact strategies to maximise revenue growth.



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# ACTIONABLE STEPS FOR HOTELS

## Checklist for Immediate Improvement:

01

### Photos

Update all property photos to meet high-quality standards.

02

### Key Words

Review and optimise your property descriptions with relevant keywords.

03

### Guest Reviews

Monitor and respond promptly to guest reviews.

## How RevTech Can Help:

We take optimisation to the next level by:

01

### Deep Analyses

Conducting in-depth performance metrics analysis of the past 18 months and next 12 months.

02

### Implementation

Implementing strategic changes to maximise visibility.

03

### Ongoing Impact

Optimisations every other day to be engaging OTA algorithms - keeping you ahead of competitors.

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# NEXT STEPS

**Ready to maximise your property's potential?**



- Schedule a Free Consultation: Let our experts discuss tailored strategies for your hotel.
- Download More Resources: Explore additional insights to help you achieve measurable revenue growth.



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