

Reopening for Business: A Checklist for Rates and Distribution

Establishing a strategy for rates and distribution will be a top priority when your hotel reopens – and it'll require dealing with several new factors. Before the economy regains momentum, business likely will be affected by low demand, restricted inventory and competitive pricing. We've developed a checklist of actions and considerations to help you navigate an altered marketplace.



- 1. **Confirm restrictions** on room capacity with local government and/or appropriate regulatory agencies.
- 2. **Consult with General Manager and Housekeeping team** to determine reopening strategy. Considerations should include:
 - Opening property completely or keeping sections/wings/buildings closed until occupancy increases.
 - Reevaluating policy for designating rooms – upon guest checkout – as available inventory. (Potential new guidelines may require rooms to remain “out of order” for a certain duration as a health safety precaution.)
- 3. **Audit reservations** with OTAs and distribution vendors. Address the following:
 - Cross reference reservation details and review contact information. OTAs may provide greater access than usual to guest information due to circumstances.
 - Assign responsibility to contact guests and confirm their travel plans.
 - Confirm if OTAs and distribution partners have changed their cancellation processes.
 - Confirm OTAs' policies for handling deposits, reservation cancellations, and commissions.

- 4. **For GDS bookings, check if your hotel's travel agencies have COVID-19 travel and cancellation policies.** Do the same with FIT Wholesalers and anyone working with allocations (e.g., airlines).
- 5. **Meet with Catering and Events team** to review upcoming events and contact event planners. Check immediate events first and then follow with the rest.
- 6. **Reestablish relationships** with all local, negotiated-rate companies.
- 7. **Assess competitive set** to determine if any adjustments are needed.
- 8. **Based on competitive set adjustments and inventory, review pricing strategy.**
- 9. **If a revenue management system is in place, examine operations with RMS vendors.** Specifically, confirm if rate and restriction changes are being accepted automatically – if yes, determine whether the RMS forecast model has been changed.
- 10. **Review restrictions** that may have been placed pre-closure; run the Restrictions Detail report in OPERA.
- 11. **Evaluate projected market mix.**
- 12. **Evaluate packages** to determine if all its elements still are relevant. This may be a great time to offer new packages.
- 13. **Review Best Available Rate approach** and update as needed.
- 14. **Revisit rate configuration** to adjust any constraints.

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