

# 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.

## CONNECT WITH US

For more information about Oracle Hospitality OPERA Cloud Service and its related products, visit [oracle.com/hospitality](https://oracle.com/hospitality) or call +1.800.ORACLE1 to speak to an Oracle representative.

 [blogs.oracle.com/hospitality](https://blogs.oracle.com/hospitality)

 [facebook.com/ OracleHospitality](https://facebook.com/OracleHospitality)

 [twitter.com/ OracleHosp](https://twitter.com/OracleHosp)

Copyright © 2020, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0120

**Disclaimer:** This document is for informational purposes. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described in this document may change and remains at the sole discretion of Oracle Corporation.

