

Revmax Consultancy was founded by Martijn Koelman and Pallavi Nirula Nath in January 2007. We offer a wide range of revenue and financial feasibility services for the global hospitality industry. We focus on providing a complete and balanced approach that is guaranteed to show returns.

WHAT WE DO

For Hotel Head Offices

We can tailor make a program that starts by working with you to develop your brand's revenue management strategy, then assist with the implementation of your RM principles and finally conduct regular audits of member hotels to ensure compliance. We can also provide you with a toolkit that can be used to monitor member hotel performance and track their revenue generation progress. These scores can then be used in incentive programs.



A sample list of services includes:

1. Brand RM strategy development
2. RM Principles implementation at member hotels
3. RM Review of member hotels and subsequent audits
4. RM Reporting Guidelines and Toolkit Development
5. RM Training and Conferences
6. RM System Selection
7. RM based Incentive Program Development including Balanced Scorecard
8. Channel Evaluation and Web Strategy Development

For Hotel General Managers / Management Teams



We can design a program to develop a Revenue Management Culture at your property. We start by training all departments (Revenue, Reservations, Front Office, Sales, etc) on the principles of Revenue Management and then provide them with support and the necessary tools to implement the same. We then conduct regular audits to ensure compliance as well as track your performance to ensure that you have met your revenue goals. These scores can used for team member incentive programs.

A sample list of services includes:

1. RM Review and Audits
2. RM Principles
3. RM Training and Support
4. RM Reporting Guidelines and Tool Development

5. RM System Selection
6. RM based Incentive Program Development including Balanced Scorecard
7. Channel Evaluation and Web Strategy Development

For Hotel Owners/Potential Hotel Investors

We can evaluate the potential of your investment and advise you on how to increase the top line.

A sample list of services includes:

1. RM Feasibility Review – Current Snapshot vs Future Potential
2. RM based Incentive Program Development including Balanced Scorecard

WHO WE ARE

Martijn Koelman

Martijn Koelman has completed his training at the Hotelschool in The Hague, The Netherlands. He has been working at the Conrad Brussels where he started as a receptionist. During the next years he intensified his experience within Front Office, Guest Relations and Reservations. In 1999 he became the Director of Front Office and Revenue Management. He was appointed Regional Director of Revenue Management Europe, Middle East and Africa for Conrad Hotels. One and a half year later he went on to become the Director of Revenue Management for Conrad Hotels Worldwide.

Pallavi Nirula Nath

Pallavi started her career in hospitality at the age of fourteen by working in her family business - a vertically integrated, multi-unit foodservice and production corporation with three hotels. This experience gave her training in every aspect of the operation and provided a foundation for understanding the business from an owner-manager perspective. After completing her Bachelors degree in Economics (with honours) at St. Stephen's College, India she continued on to Cornell's School of Hotel Administration to complete her Master of Management in Hospitality. Upon graduation she worked as VP Business Development with a New York startup and then with Restaurant Revenue Management Systems in Florida. With her shift to Asia, she joined Conrad Singapore as a Revenue Manager. Within the next year and ten months she had moved on to become Area Director Revenue Management Asia Pacific and finally Regional Director of Revenue Management Asia Pacific for Conrad Hotels.



We maximize your revenue

CONTACT US

We have offices in Belgium and India. You can reach us via phone, email, skype and mail. Alternatively, you can visit us at www.revmax.info.

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