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in 2015 fairmont rafles hotels international implemented a system wide revenue management program in its restaurants starting with an analysis of baseline data fairmont applied a

on a recent call with hsmi s revenue optimization advisory board roab kimes presented an overview of the case study implementing revenue management in your restaurants a case

this report illustrates the application of the five step rm process and its attendant strategies using as an example the revenue management program implemented by fairmont rafles hotels international

starting with an analysis of baseline data fairmont applied a five step revenue management process to highlight potential revenue enhancement opportunities

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this was a really fun rrm project that jeannette ho the former vp of rm at fairmont raffles hotels international frhi and i worked on from 2011 2016 in this article we discuss how we

aug 1 2019 in 2015 fairmont raffles hotels international implemented a system wide revenue management program in its restaurants starting with an analysis of baseline data fairmont applied

in a study that jeannette ho and i wrote in 2019 we examined how we adopted and implemented restaurant revenue management rrm at fairmont raffles hotels international frhi

in 2015 fairmont raffles hotels international implemented a system wide revenue management program in its restaurants starting with an analysis of baseline data fairmont applied a five step

jeannette ho the former vp of revenue management and customer analytics for fairmont raffles hotel international and professor sherri kimes just published a cornell center for hospitality

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