

More is More- Why revenue optimization is more important than ever!

Dana Malia Beil

President at OptimizeRev Greater New York City Area.

Abstract:

Crippled by a global pandemic, the hospitality industry is suffering through the lowest

occupancy levels we have ever seen in our lifetime. With basic safety and hygiene now the

new luxury, what steps can hotels and resorts take to ensure they OPTIMIZE every single

guest check and revenue stream possible?

As a yield management consultant in the hospitality industry for the last 10 years - now

more than ever - I think it is VITAL to make sure we are looking inside and outside the box to

make the most of the opportunities that are presenting themselves. Not only do we need to

consider every current source of profits, we have to prepare for new and potential revenue

streams as travel makes the come-back we all know it will. If you find yourself thinking along

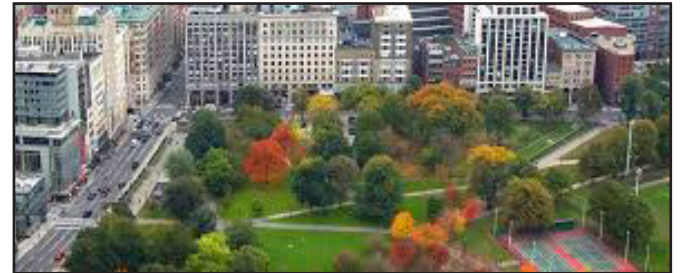
the same lines - here is the first of three articles detailing simple and useful suggestions to

optimize revenue from 3 critical revenue streams in the months and years to come: Rooms,

F&B and Spa.

Biography:

As Dana is Passionate, performance minded Communications and Training Specialist with over nine years of successful expertise leading and supporting training, sales, and marketing operations across a diverse range of industries. Repeated and proven history of planning,



managing, and executing complex projects and events focused on increasing total incremental revenue. Highly accomplished corporate consultant accustomed to delivering a variety of curricula including sales, Upselling, and leadership training. Strong technical proficiency with experience delivering live and virtual training utilizing multiple platforms as well as leading digital marketing campaigns.

Publication of speakers:

1. Suharyono, Suharyono. (2020). Evaluasi Penggunaan Dana Desa dan Alokasi Dana Desa. Jurnal Ilmiah Universitas Batanghari Jambi. 20. 648. 10.33087/ji-ubj.v20i2.963.
2. Saputri, Ria & Ismanto, Deny. (2020). Pengaruh Inflasi, Suku Bunga, Ukuran Reksa Dana Dan Umur Reksa Dana Terhadap Kinerja Reksa Dana Tahun 2014-2018. Jurnal Sains Sosio Humaniora. 4. 39-46. 10.22437/jssh.v4i1.9766.
3. Guinart, Daniel & Kane, John. (2020). Reply to Peterson-Dana and Palanci. Psychiatric Services. 71. 527-527. 10.1176/appi.ps.71503.
4. Ramadhan, Arief & Muladno, & Sensuse, Dana & Arymurthy, Aniati. (2020). EJSR_84_2_15 Arief Muladno Dana Aniati.pdf.

[Webinar on Health and Medical Tourism |July 28, 2020| Dubai, UAE](#)

Citation: Dana Malia Beil, Webinar on Health and Medical Tourism; Medical Tourism 2020; July 28, 2020; Dubai, UAE