



## Operational Reviews

Operational reviews involve an intensive analysis of a hotel's business and form the foundation for the development of operational strategies that will improve the profitability of the asset.

These reviews may include:

- evaluation of the hotel's positioning in the market;
- analysis of all operating manuals, sales and marketing plans, financial history, budgets, policy and procedure manuals, labor agreements, the resumes' of key management team members as well as any other pertinent documents that relate to the operation of the hotel;
- interviews with managers, department heads and a sample group of line employees to determine their range of responsibilities and the procedures they employ to carry out their function;
- review of the various systems and controls utilized by the property and evaluate the revenue generating capabilities of the asset, cost-containment procedures and cash flow targets and goals, and
- benchmarking the property's performance, revenues and expenses.