Lucía Mar Vidal

Hotel Revenue Manager

hotel-revenue-manager@example.test · Barcelona, Spain

Summary

Revenue manager for two city hotels in Barcelona. Oversees room rates, availability and channel distribution. Works with sales, reservations, finance and general managers to decide when to protect inventory, release group blocks or adjust restrictions. Compares booking pace and channel contribution with comparable stay dates.

Revenue and inventory evidence

286 rooms — Rates and inventory across two city hotels.
+8% midweek net RevPAR — Winter quarter year on year, excluding renovation closure dates.
11 group requests — Moved to shoulder dates. Confirmed blocks tracked separately.

Experience

Hotel Revenue Manager

Mirador Grove Hotels | 2021-11 – Present

- Managed rates and inventory for 286 rooms across two properties. Reviewed booking pace by stay date and segment before changing availability or restrictions.
- Midweek net room revenue per available room increased by 8% year on year in the winter quarter. Excluded dates with renovation floor closures from the comparison.
- Used displacement analysis to move 11 low-rate group requests from high-demand dates to shoulder dates. Kept accepted blocks separate from enquiries.
- Built a weekly forecast by stay date using pickup, cancellations and event demand. Agreed the forecast with general managers before marketing changed paid distribution support.
- Reviewed option expiry and expected group wash with sales. Kept unconfirmed room blocks separate from firm business when recommending inventory releases.
- Tested a three-night minimum stay around a major fair against a comparable period. Lifted it on shoulder nights when the additional bookings no longer justified limiting availability.
- Compared competitor rates on the same room type, refund terms and length of stay. Checked the hotels' own pickup before treating a rate gap as a reason to act.

Cluster Revenue Analyst

Verdanza City Stays | 2018-06 – 2021-10

- Maintained daily pickup reporting for a city hotel and an airport property. Separated room blocks, operational inventory and transient bookings before comparing pace with budget.
- Audited rates and booking terms on direct and third-party channels. Retested corrections by stay date and length of stay after distribution owners resolved parity issues.
- Built a weekend displacement worksheet for weddings and sports groups. Compared guaranteed room contribution with forecast transient demand and documented assumptions for manager review.
- Reconciled room statistics by stay date with finance before the owner report. Corrected mismatches caused by complimentary nights, floor closures and misclassified segments.

Reservations Coordinator

Terralux Harbour Hotel | 2016-05 – 2018-05

- Managed group rooming lists and inventory release deadlines for the reservations manager. Checked pickup against each block before returning unused rooms to sale.
- Verified rate changes with distribution contacts and updated reservations guidance. Escalated discrepancies between promotional inclusions and published booking terms.

Skills

Pricing and forecast: Booking pace and pickup, Rate and length-of-stay controls, Revenue forecasting, Event demand
Commercial analysis: Group displacement, Net room revenue per available room, Channel cost analysis, Rate parity audits
Sales and finance: Group blocks and wash, Reservations coordination, Month-end reconciliation, Stay-date reporting

Certifications

Hotel Commercial Analytics Certificate

Peninsula Hospitality Institute | 2021

Forecast bias, segment contribution after commission and distribution controls.

Employer training

Channel Connectivity Training · Verdanza City Stays · 2019
Rate-plan mapping, inventory distribution and verification after changes.

Commercial recognition

Cluster forecasting citation · Mirador Grove Hotels · 2025
Recognised for keeping inventory outages, tentative groups and event demand visible in the shared forecast.

Projects

Channel cost review

2024

Rebuilt channel reporting around net receipts after commission. Flagged three rate plans for amendment before summer contracting.

Fair-week inventory calendar

Mirador Grove Hotels | 2025

Combined events, room type availability and comparable booking pace. Identified which dates could carry stay restrictions and which dates group sales needed to keep open.

Education

BSc Hospitality Management

Marbrisa School of Hospitality | 2016

Hotel operations, accommodation pricing and segmentation. Applied project on seasonal demand at a city-break hotel.

Languages

Spanish (native) · Catalan (professional) · English (professional)