lighthouse

The New Era of Revenue Management

How AI Frees Up Time and Fuels Growth

To quote Nadine Böttcher, our Head of Product Innovation:

A lot of the day for revenue managers is very tedious and filled with activities that take up lots of time without adding much value. Ideally, we can **outsource this to AI and have automation do such tasks for us.**

That way, we can become more of an editor focused on solutions and decisions. We see what the system is doing. We have the time with our other commercial colleagues to form strategies and think ahead to the next season or the next year. **We stop spending most of our days heads-down in Excel.**

Watch the Full Video

Automation isn't new to revenue managers, but as its capabilities expand, so do the concerns. As AI continues to evolve, one question keeps coming up:

> Will AI take my job?

At Lighthouse, we believe automation shouldn't replace revenue managers; it should empower them.

In our 2024 Automation Survey, more than 40% of revenue managers said they expect AI to significantly shape their company's strategy within five years. That future is already here. When done right, AI frees up time, reduces repetitive work, and lets you focus on what really moves the needle: pricing strategy, commercial alignment, and long-term growth.

To someone unfamiliar with Lighthouse, this might sound like wishful thinking. But for revenue managers already using our tools, it's reality.

Let's compare two workdays: one the traditional way, and one powered by Lighthouse

THE OLD WAY

8:00 - Report Crunch — 1 hour

Start the day by pulling last night's performance data from multiple systems, running it through a macro-enabled workbook, and emailing out daily pickup and performance reports to leadership. This type of retroactive reporting can take up a lot of time that could be spent on forward-looking analysis.

9:00 - On-The-Books (OTB) & Segment Analysis — 45 min

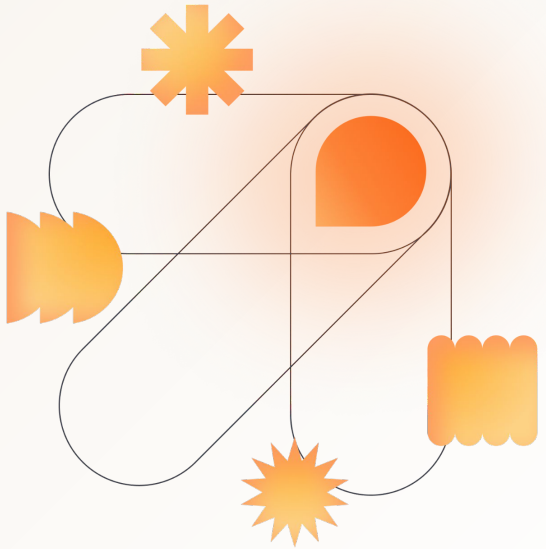
Gather internal and market On the Books (OTB) data to assess segment-level performance. Collaboration with sales teams and updates to current OTB add extra time and effort to what should be a fast, focused review.

9:45 - Compset Pricing Analysis — 15 min

Check the rates of key competitors for upcoming dates across all relevant room types, and determine whether pricing adjustments are necessary.

10:00 - Forecast + 90 Days (May Include Segment Forecasting) — 45 min

Prepare or update forecasts for occupancy, ADR, OTB, and revenue targets while reconciling actuals vs. budget



10:45 - Revenue Meeting Reporting & Preparation

1 hr 30 min

Prepare slides or written updates for executive teams, corporate leaders, or ownership groups with presentable views of all KPIs and recommendations for adjustments. It's not unusual to spend more time formatting charts than analyzing insights.

12:15 - Lunch (Hopefully)

30 min

If nothing breaks, you might get a quick lunch before your revenue calls. Most days, you end up eating at your desk while making last-minute changes to charts and your OTB.

12:45 - Revenue Calls

3 hours

Present findings and discuss strategy with stakeholders. Be prepared for intricate questions that can derail the conversation and require additional reporting after the fact. There is never enough time to adjust dashboards or pull in new data mid-meeting.

3:45 - Administrative Catch-Up

1 hr 15 min

Rate loads, displacement analysis, and other one-off tasks (all marked "URGENT") have flooded your inbox during the afternoon revenue calls. You need to work through the backlog before you can even think about reviewing your notes from the revenue call and actually implementing changes that were discussed.

5:00 - Displacement Analysis

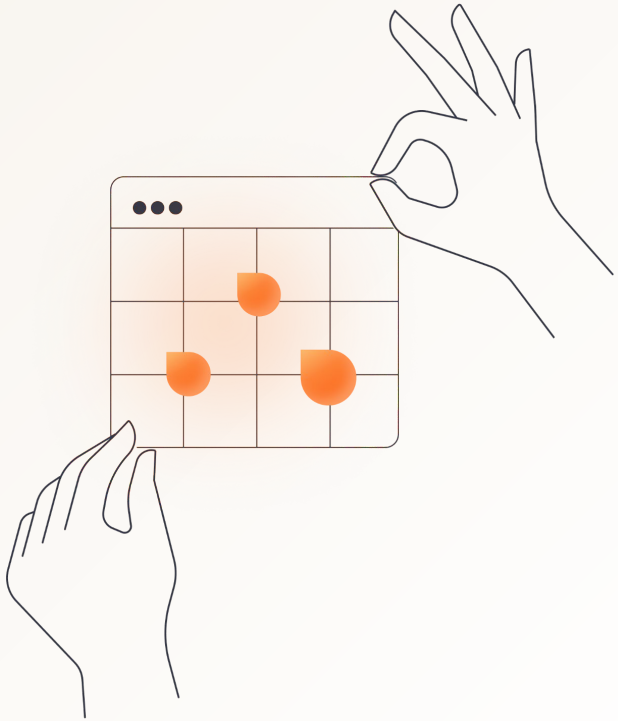
30 min

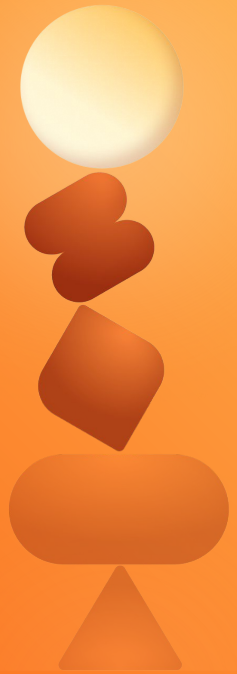
As soon as you have caught up with your inbox, you get an ad-hoc request to pull together data for occupancy, Average Daily Rate (ADR), Revenue Per Available Room (RevPAR), bookings, and pickup/pace, then compare past vs. current numbers. While you are sorting through all of this information, don't forget to pay attention to other influences such as ancillary revenue, OTA fees, and marketing costs.

5:30 - Strategic Planning

Not enough

There's rarely time left to zoom out and focus on what's next. Long-term planning and commercial alignment get pushed aside by the daily scramble.





THE LIGHTHOUSE WAY

8:00 - Review Reports — 15 min

Start your day with a clear, AI-powered snapshot of your property's performance. Daily reports deliver key metrics, pickup trends, and summaries so you know exactly where to focus. Smart Summaries preemptively answer many of the questions that leadership will ask you later in the day, freeing up your morning to get started on analysis.

8:15 - On-The-Books (OTB) & Segment Analysis — 20 min

Compare internal and market OTB data to examine performance across targeted segments. Quickly identify soft spots and collaborate with sales to drive targeted action.

8:35 - Compset Pricing Analysis — 5 min

Track competitive positioning with forward-looking Smart Compsets and real-time market data. Benchmark Insight shows you exactly how you're performing with MPI (Market Penetration Index), ARI (Average Rate Index), and RGI (Revenue Generation Index). All of this is available at a glance.

8:40 - Forecast + 90 Days (May Include Segment Forecasting) — 35 min

Easily adjust forecasts for occupancy, Average Daily Rate (ADR), On-the-Books (OTB), and revenue targets on a dedicated page in the Lighthouse Platform. Save time with bulk updates, automated spread logic, and editable segments and subsegments.

9:15 - Revenue Meeting Reporting & Preparation — 20 min

Use custom dashboards inside the Lighthouse Platform to prepare presentation-ready updates backed by automated insights.
No exporting, formatting, or back-and-forth with spreadsheets required.

9:35 to 12:15 - Actual Analysis — 2 hr 40 min

With automation handling the busywork, you get the rest of your morning back. Use the time to explore pricing scenarios, optimize your channel mix, or identify untapped revenue opportunities.

12:15 - Lunch — 30 min

You have a handle on the important data and are ready to rock your revenue calls. Take some time to reset and refocus for the rest of the day.

12:45 - Revenue Calls — 1 hr 30 min

Present critical information to leadership and discuss key performance indicators (KPIs) and strategy adjustments. Lead confident, data-driven discussions and impress attendees by easily filtering views or digging into metrics in real time.

2:15 - Administrative Catch-Up — 30 min

Use **generative AI** tools like Gemini or ChatGPT to streamline low-value admin work. Draft emails, summarize insights, and update internal notes using Lighthouse data. By combining Lighthouse reporting with GenAI assistants, even admin time becomes smarter and more productive.

2:45 - Displacement Analysis — 5 min

You get an ad-hoc displacement analysis request, but you aren't worried. You use a single, unified view for important metrics such as Average Daily Rate (ADR), Revenue Per Available Room (RevPAR), bookings, and pickup/pace, then easily compare past vs. current numbers in Lighthouse BI. Simply run the displacement, hit export, and move on with your day.

2:50 - Strategic Planning — 2 hr 10 min

Use the last part of your day that has been freed up by Lighthouse to focus on what actually drives performance. Explore LOS strategies, optimize room types, monitor parity, or dive deeper into market trends. If you're ahead of schedule, it might even be time to upskill.

RECAP

By looking at 2 very different days a revenue manager can have, one with **AI automation** and one without, the benefits of modern revenue management technology become clear. Too many revenue managers spend valuable time buried in manual tasks and reactive reporting.

With Lighthouse, you can spend less time digging for data and more time thinking strategically.

Traditional Workflow	With Lighthouse Automation
Administrative Work: 63% Pulling Data: 20% Analysis: 17% Strategic Planning: 0%	Administrative Work: 25% Pulling Data: 6% Analysis: 38% Strategic Planning: 31%
Manual report building across multiple systems	Smart Daily Reports delivered with key KPIs and natural-language summaries
Displacement analysis requires copying and comparing spreadsheets	Unified KPI views make instant, informed decisions possible
OTB and segment analysis is slow and siloed	Real-time market + internal data with actionable segment insights
Compset pricing checks are manual and outdated	Forward-looking compsets with MPI, ARI, and RGI all in one place
Forecasting involves static files and errors	Easy forecast updates with smart spread logic and bulk actions
Meeting prep is time-consuming and repetitive	Presentation-ready dashboards and insights—no reformatting required
Strategy is often an afterthought due to time constraints	2+ hours saved daily frees up time for proactive, strategic work

Still don’t believe us?

Take it from our customers who have already started saving time with AI powered automation.

Lighthouse does 80-90% of the heavy lifting by supplying and presenting **comprehensive internal, market, and competitor data**. All that’s left for you to do is use these insights to make the **right choices** for your hotel.

Lukas Peter
Global Head of Revenue
Soho House & Co

Read the Full Story

These tools are **incredibly user-friendly** and have saved us so much time. Instead of spending two hours a day preparing a report, I can have **all the information I need in 15 minutes** and then make decisions much more quickly.

Holiday Inn Express
Yerevan

Read the Full Story

Previously, revenue managers had to extract data every morning and compile it manually.
Now, we **just log into Lighthouse, and everything is there**. It saves so much time and ensures we all have access to **accurate**, **up-to-date performance data**.

Jenny Jung
Revenue Manager
Lotte Hotels & Resorts Headquarters

Read the Full Story

Start Saving Time with Lighthouse Today!

Smart Summaries
Monitor hotel and portfolio performance directly from your inbox, now with actionable insights powered by artificial intelligence (AI).

Learn more

Smart Compset
A dynamic, real-time competitor set based on booking behavior, market shifts, demand, and more.

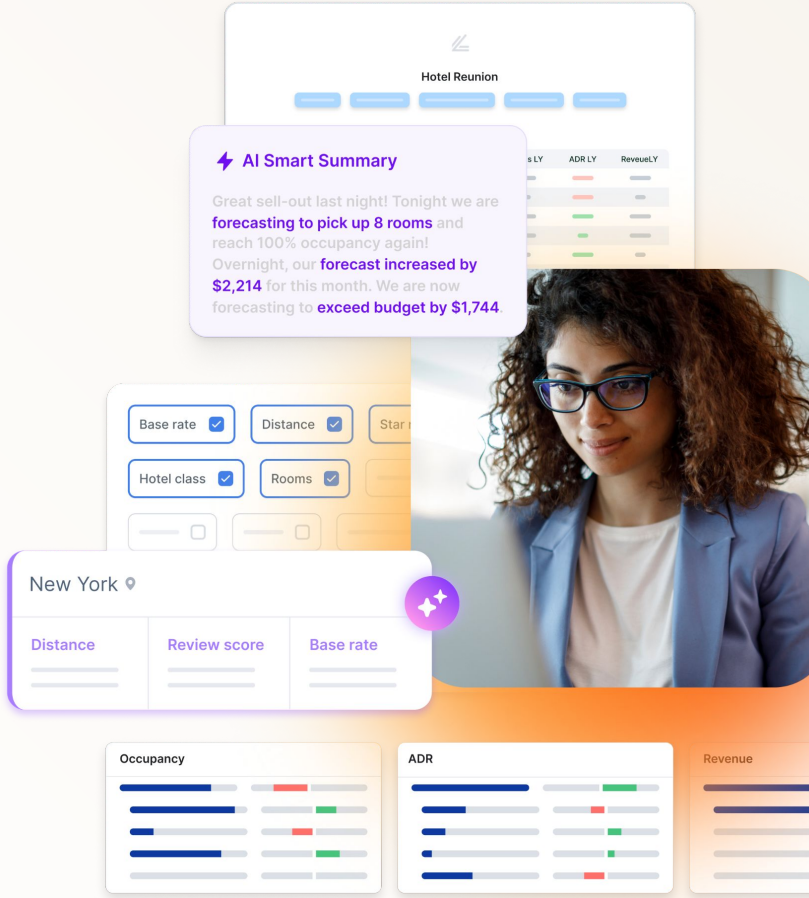
Learn more

Business Intelligence
All the data you need in a single view - giving the right people on your team the right information to make informed decisions.

Learn more

KITT AI Receptionist
Instantly handle guest inquiries in 50+ languages to boost efficiency and service quality.

Learn more



To quote Greg Peppel, our Director of Product:

We start by asking: what is the real problem we're solving? Only once that's clear do we decide whether AI is the right fit – and sometimes it isn't.

Every output is be **backed by visible data**, so revenue teams can connect the dots and **trust the insights they're acting on**.

Our focus is **helping hotels turn data into action.** That's where AI delivers real impact – when it **frees people to think strategically, not just react.**

We develop AI to be:

Practical

- Save time and sharpen focus
- Built for measurable results

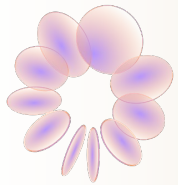
Trusted

- Transparent, accurate, reliable
- Proven in real hotel workflows

Human-Centered

- Enhance expertise, not replace it
- Free teams to think and act strategically

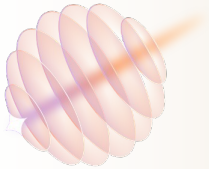
Looking Ahead:
The next wave of AI at Lighthouse



Connect AI

- Makes **hotel content readable by AI trip planners** like ChatGPT and Gemini
- Ensures accurate, **bookable visibility in AI-powered search** results
- Keeps data structured, current, and **connected to real availability**

Learn More



Smart Insights

- **AI highlights** key shifts in **performance and market conditions**
- Combines competitor, event, and pickup data into **one clear summary**
- Surfaces what matters most so **teams act faster and smarter**

In Beta

lighthouse

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