



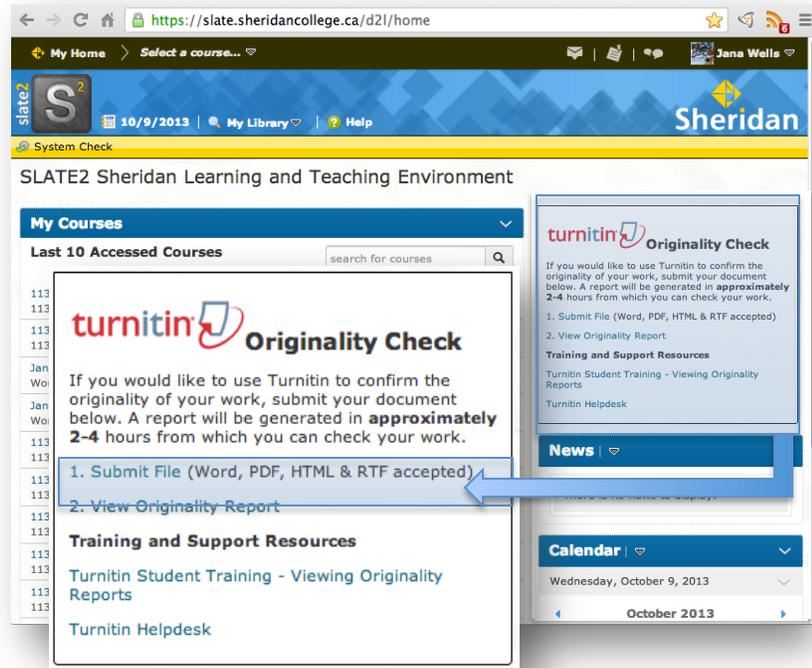
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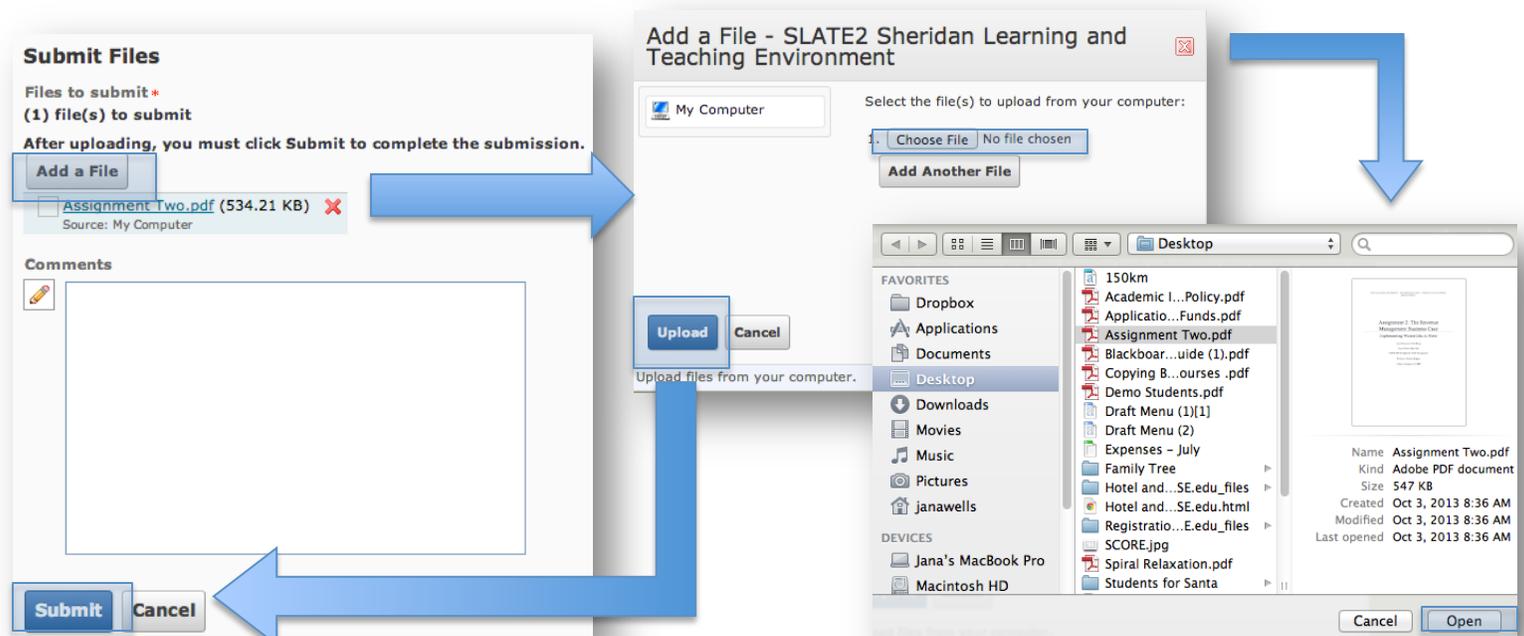
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Overview

Purpose, Scope and Objectives

The purpose of this business proposal is to evaluate the implementation of waterslides as a Revenue Management tool at **Holiday Inn and Holiday Inn Express properties throughout North America**. As a value added amenity, the business proposal evaluates the constraints, revenue and expense projections, results and outcomes, challenges and limitations and recommendations to determine whether or not the implementation of waterslides is a feasible opportunity. It is proposed the completion of such proposal will take 4 years and be operational in 2013. The intended audience of this business proposal is decision-makers and revenue management departments at **Holiday Inn and Holiday Inn Express properties throughout North America**.

Application to Revenue Management

This business proposal aims to demonstrate how the implementation of waterslides are a revenue management tool. The following links are made between the proposal and the theory of Revenue Management:

- Assists marketing departments in assessing whether the implementation of waterslides will assist in meeting individual customer needs, motivations, desires and behaviours.
- Provides marketing and revenue management departments with a clear strategy for

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