

Colleagues,

Thank you to all who dropped by to say hello at the DTG Worldwide Convention. As ever, it is always put faces to names and to be part of an enthusiastic, optimistic event.

WTM 2011 in London is the next event where we have the same opportunity. For those attending: *make sure you have a listing of the brokers* to whom XML links are live to cars+ (or visit stand TT202 for a hard copy of that list!). If your commercial leads are considering broker deals, they will be reassured to know that the technical foundations are already there!

Andy

Andy Thorburn
Managing Director, Thermeon Worldwide



Interface now to:



cars+ Tips & Hints

Did you know....

Like the Res Display screen, you can also configure the Customer file search. [Read more](#)

Yield managed rates? by Mike Pickford, Thermeon US

Manipulating revenue through rate management is a vital part of obtaining greater profit from your business.

One of the many tools cars+ offers for this purpose is **Yield Managed Rates**

Yield managed rates are ones where the rate automatically floats up and down based on utilization.

An example:

The local walk-up rate for a CCAR can be set at \$35.00 per day until anticipated utilization reaches 50%.

At that time the rate will automatically increase to \$37.50 per day.

When utilization hits 60%, the rate increases again to \$39.60 per day... and so on for up to six levels.

The advantages of using yield managed rates are:

- ✓ Alleviates the need to manually adjust rates.
- ✓ Can potentially deny counter staff rate edit ability.

cars+ reports to monitor:

- ✓ The **Class Availability Report** is designed to show anticipated utilization. Run it by Class or Class Group and "PCT" format. Look for blips in the percentages that may signal that an adjustment to yield % is appropriate. Enter a % to see if adjustments to rates (up or down) should be made in the upper tiers. For example, request a report for those days when anticipated utilization is 80% or higher. When encountered, create a new version of the rate increasing the highest tier (level 5) rates.
- ✓ The **Average Utilization Report** shows the average revenue per day earned by individual vehicles in each class (or class group). It also shows the utilization %.
- ✓ "Revenue per day" is shown on the **Revenue Analysis Report**. Data can be sorted by Class first and then by Rate, or by Rate first and then Class.

NOTE: Reservations received from an outside source such as a national reservations center, even though using a rate that is yield managed, will honor the prices that were quoted by the reservation center.




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Industry News

["Help-Yourself" car rental launched in Paris](#)

[GM enters the peer-2-peer Car Sharing market](#)

[WSJ's commentary on the DTAG-Hertz-Avis-Advantage saga](#)

What's new in cars+

All Release Notices can be found at the online [cars+ Manual](#)

September Releases

- [Set temporary Drop Charge rates, by vehicle class, to encourage \(or discourage\) one-ways](#)
- [Offsell warning now shown on walk-up rentals](#)
- [New data export of daily data for Excel](#)
- [New Reservation Revenue Analysis Report](#)
- [Petty Cash transactions can be edited and receipts reprinted](#)
- [Purge of Log files can be run automatically by the Report Driver](#)
- [Manually loading reservations from brokers, tour operators? Identify voucher discrepancies early with this new report](#)

Staff Pick – our favourite new feature this month...



Res Display screen

... can now be configured to display the data YOU want to display

It's all in the manual:

[Configure Res Display](#)