

## ***featuring: Amin Himani***

Our feature ambassador for the month of January is Amin Himani, a Senior Manager, Revenue Strategy with Coast Hotels.

I've had the pleasure to learn & develop my career in the amazing downtown Vancouver market, working in some wonderful properties. Witnessing firsthand the service culture in the hotel industry that provides such an elevated experience, set me on a journey to immerse myself in the business of hospitality. Along the way, a desire for revenue strategy was borne as I was fascinated with the 'behind the scenes' of pricing intelligence in such a competitive landscape and led me to where I am today.

### ***What is your definition of success?***

When a person can gain prosperity on what they're thriving towards and accomplishing what they've set out to achieve.

### ***What's a piece of advice that resonates with you?***

Learn how best to execute a vision that will satisfy all stakeholders.

### ***What part of the job do you find most satisfying?***

The AHA! moment when analyzing performance and being able to recognize the trend in the market before your competitor.

### ***What special advice would you give to someone who is interested in your job?***

Take time to understand the consumer perspective and learn to incorporate sound marketing tactics that compliment your revenue strategy.

### ***What advice do you wish someone had given you when you first started?***

Actively pursue the knowledge you seek to deliver optimal results.

### ***Who or what inspires you?***

My parents are my inspiration. My father has always emphasized the importance of acquiring knowledge and being a lifelong learner and my mother is exemplary in her ethical principles and strong values. I admire them both dearly and it is with their guidance and support that I was able to accomplish the goals I had set for myself and persevere through any adversity. It has helped me build towards a meaningful foundation that I can pass along to my children.

### ***What do you love most about the hospitality industry?***

The hospitality industry is about selling a destination/experience so if you have a passion for travel & tourism, you can enjoy all the perks in this highly functioning business environment whether you want to pursue finance, operations, sales, marketing, people resources, or revenue management, there's a role and partment for everyone.

### ***What are the biggest challenges that you face in your role, and why?***

Increasing channel costs, new competition or technology gaps would



be the typical obstacles in a role like this, however, the latest challenge is of course the uncertainty of travel patterns and if or when they may return to full potential. It would be nice to reach levels of unconstrained demand once again and maximize the revenue potential for hotels, however, this just makes the role that much more exciting - tackling new challenges and honing critical thinking skills and being an inspiration for strategy innovation.

***thank you Amin  
for being an amazing  
ambassador!***

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