

Derek Martin
Founder, TrevPar World

Derek Martin is the founder of TrevPAR World and is a Total Revenue Specialist with over 10 years of hospitality experience across brands such as Pan Pacific Hotel Group, Carlson Rezidor, Leading Hotels of the World as well as IHG.

With expertise in Revenue Management, social media, marketing, e-commerce, guest reviews as well as value based pricing TrevPAR World specialises in the commercial readiness of hotels of all sizes, the opening of new build hotels as well as revenue generation in forms of consultancy.

TrevPAR World has strategic partnerships with Stenden South Africa, Northside Consulting as well as Guest Revu, all three partnerships are formed to ensure that they can maximise on the ever changing hospitality dynamic.