

Your 2027 Hotel Budgeting Season Timeline

Every hotel's budgeting process looks different – but the most successful operators follow a disciplined, data-driven approach. Follow our step-by-step timeline from August through February to stay aligned, efficient, and confident as you plan for 2027 profitability.



AUGUST

Kickoff: Start Strong with Data

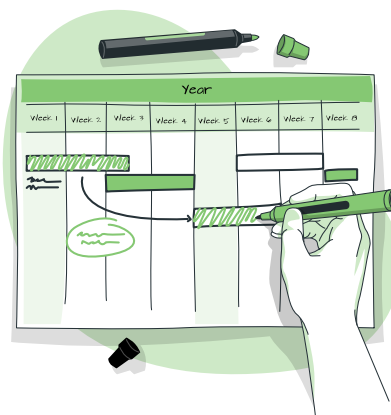
Establish a Budget Timeline

Step 1

Why it matters: A structured timeline keeps your team aligned and avoids last-minute crunches.

How to do it: Use August as your launch point, following the Hotel Data Conference when new industrywide forecasts are released. Create user permissions and key milestones in **TruePlan**, including initial data collection, departmental submissions, and final reviews.

powered by **TruePlan**



Gather Historical Data

Step 2

Why it matters: Your past performance is your best guide for future goals.

How to do it: Pull last year's actuals (revenues, expenses, GOPPAR, etc.) into **TruePlan automatically**. Verify accuracy before building assumptions.

powered by **TruePlan**

Engage Department Leaders

Step 3

Why it matters: Budgets built in isolation fail in execution.

How to do it: Collaborate with Ops, Sales, and Finance to capture expected changes in staffing, group business, and F&B performance. Use shared dashboards so everyone works from the same data set.

powered by TruePlan



Implement Standardized Drivers

Step 4

Why it matters: Standardized drivers ensure consistent assumptions portfolio-wide.

How to do it: Create drivers like labor per occupied room or cost per cover in TruePlan, and apply them across departments for apples-to-apples comparisons.

powered by TruePlan

Incorporate Real-Time Data Integration

Step 5

Why it matters: Data connections bring accuracy and speed.

How to do it: Integrate PMS, POS, and GL systems into TruePlan. Live feeds update your working budget as new numbers roll in.

powered by TruePlan



Draft Initial Budget

Step 6

Why it matters: A complete first draft reveals trends and early gaps.

How to do it: Compile departmental submissions into one portfolio view. Share with executives for top-level validation.

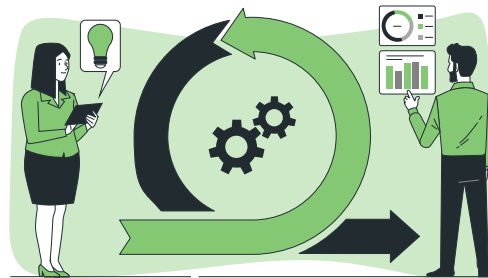
Facilitate Collaboration and Feedback

Step 7

Why it matters: Input from every stakeholder turns numbers into strategy.

How to do it: Use TruePlan's comment and version-tracking tools to gather real-time feedback and document all changes.

powered by TruePlan



Refine and Adjust the Budget

Step 8

Why it matters: Final tweaks align your forecast with reality.

How to do it: Adjust assumptions based on updated demand indicators and feedback from ownership. Keep revisions transparent in TruePlan's audit log.

powered by TruePlan

Final Review and Approval

Step 9

Why it matters: December is crunch time – accuracy is everything.

How to do it: Conduct final review sessions across properties or regions. Approve through TruePlan's automated workflow and lock your 2027 budget by year-end.

powered by TruePlan



Monitor and Adjust Throughout the Year

Step 10

Why it matters: A budget isn't static – it's a living roadmap.

How to do it: Turn your approved 2027 budget into a dynamic forecast. Compare weekly or monthly actuals against plan, using TruePlan's forecasting module to re-project performance based on real-time data.

Bonus: Hold a January kickoff meeting to align teams on new KPIs and success metrics.

powered by TruePlan



- Evaluate third-party data (comp set, web traffic, flight demand, weather) to refine your forecast accuracy.
- Begin planning early initiatives for Q2 with updated intelligence.
- TruePlan helps layer in these external data sources automatically – closing the loop between planning, forecasting, and execution.

powered by TruePlan



Power Your Budgeting Process with TruePlan

Otelier's TruePlan is the hotel industry's most advanced budgeting and forecasting solution – purpose-built to connect relevant data from the system in your tech stack, simplify collaboration and speed up approvals.

Demo TruePlan

Plan Builder

Timeframe

All ☒ Jan ☒ Feb ☒ Mar ☒ Apr ☒ May ☒ Jun
None ☒ Jul ☒ Aug ☒ Sep ☒ Oct ☒ Nov ☒ Dec

Rooms

Increase Rooms ☐ Number ☒ Percentage

ADR

Select a Value ☐ Number ☒ Percentage