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# Implementation of a Restaurant Revenue Management System at Walt Disney World

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## ABSTRACT

In February 2009, the Food & Beverage Revenue Management System (F&B RMS) went live at Walt Disney World (WDW). F&B RMS is thought to be the first system in production use for optimized generation and allocation of restaurant reservation inventory. F&B RMS includes a sophisticated demand forecasting module, a module generating reservation inventory, and a module producing capacity control parameters. Each of these key modules was programmed using SAS®. Forecasts, authorized inventory, and control parameters are dynamically adjusted throughout a 180-day booking horizon. Disney has implemented a number of improvements to the system since its introduction, including the integration of a SAS/OR® solver with the inventory generation module. As of the end of fiscal year 2011, 41 WDW restaurants are managed through F&B RMS

**No paper was submitted for publication.**

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