



CASE STUDY: 23 ROOM RESORT APARTMENTS, BAY OF PLENTY

GOALS

1. Optimise online presence with key third-party booking agents
2. Get our client set up with suitable systems that worked for a multi-property business
3. Increase profit and average rate in line with demand to achieve best yield without sacrificing occupancy

CHALLENGES

This client was relatively new to the industry when we met. They were very keen to learn more but admitted that they needed help.

With this business, all 23 apartments are owned by different owners and they each get profit from their own separate room (profits are not divided equally) therefore they felt that the thought of dynamic pricing seemed in the very 'too hard basket,' let alone trying to find a channel manager and property management system that supported multi-property reporting and invoicing. We knew we could help...

RESULTS

This client has been working with Rooms Online for a period of only 5 months at the time we analysed these results. The comparisons are reflective of the same time of year for 5 months prior to working with Rooms Online vs. the 5 months of working with Rooms Online, i.e. year on year (YOY) data. These results are reflective of data from online bookings only and exclude data for direct bookings.

Prior to Rooms Online (10 Sep 2017-09 Feb 2018)		With Rooms Online (10 Sep 2018-09 Feb 2019)	
Room Revenue	\$155,852.97	Room Revenue	\$178,583.06
Average Daily Rate (ADR)	\$292.40	Average Daily Rate (ADR)	\$330.10
Online Room Nights	532	Online Room Nights	541

- Room revenue growth with Rooms Online (Sept-Feb) vs same time last year: \$23,000.09 or 14.8%
- Cost of Rooms Online services during this time: \$3,376.20 inclusive of GST
- Average rate growth for time contracted vs. same time prior year (YOY): \$37.70
- Room night growth for online bookings vs. same time prior year (YOY): 1.7%

REVENUE MANAGERS COMMENTS

"The apartments at this property are all individually owned and the owners only get income if their own apartment is rented, so it was essential that there was no drop in occupancy. So, unlike most of our clients where we focus on increasing revenue, with this property a close eye had to be kept on occupancy also. This means the strategy often has to be completely different to most, for example during January we dropped the rates on most days to encourage more volume to ensure all owners were receiving a good level of bookings."

JODY SHARRATT, DIRECTOR OF OPERATIONS

