



*I am very happy I joined Rooms Online. I have peace of mind as well as an improved bottom line.*

**Jackie Thompson, General Manager**



## CASE STUDY: 29 ROOM HOTEL; RAMADA RESORT REIA TAIPA BEACH, NORTHLAND



### GOALS

1. Optimise online presence with key third-party booking agents
2. Increase room revenue through effective yielding
3. Avoid sacrificing rate for occupancy growth

### CHALLENGES

As franchised business, this client had an owner that understandably expected the property to hold firm with rates. When Jackie joined us in December of 2017, she mentioned February was looking quiet, however she had concerns that her rates were possibly too high and was lacking confidence knowing where to pitch at that time.

Outside of the peak Christmas season, the property was reliant on short-lead corporate bookings for the rest of the year. Prior to working with Rooms Online, Jackie dabbled with pricing occasionally, however she felt she didn't have time to do it justice, let alone any time to run promotions.

Our client knew her sales channels and pricing were not up to scratch and really wanted help. She lacked time to look ahead and admitted that she didn't consider lead-time or seasonality well.

### RESULTS

This client has been working with Rooms Online for a period of nearly 12 months at the time we analysed these results. The comparisons are reflective of the same time of year for 11 months prior to working with Rooms Online vs. the 11 months of working with Rooms Online, i.e. year on year (YoY) data.

NB: Due to limitations collecting data through the PMS system, data has been collected via the Channel Manager (SiteMinder) and is reflective of online data only, which represents 13.6% [2017] and 16.6% [2018] of their overall revenue. However, the dynamic pricing changes affect their direct and online bookings.

Prior to Rooms Online (01 Feb 2017 – 30 Nov 2017)		With Rooms Online (01 Feb 2018 – 30 Nov 2018)	
Room Revenue	\$119,112	Room Revenue	\$165,124
Average Daily Rate (ADR)	\$241.12	Average Daily Rate (ADR)	\$240.01
Average Room Nights	494	Average Room Nights	688

- Room revenue growth with Rooms Online (Feb-Nov 2018) vs same time last year: \$46,012
- Cost of Rooms Online services during this time: \$7,016.53 inclusive of GST
- 38.6% increase in revenue with only a 0.5% decrease to the average rate
- Room night growth YoY: 39.3%

### REVENUE MANAGERS COMMENTS

*"We've achieved 39.3% more room nights, through dynamic pricing and promotions. I really focused on getting the right price at the right time, to generate more bookings. The data referred to here is online data only, which represents 13.6% [2017] and 16.6% [2018] of their overall revenue. However, our dynamic pricing changes affect their direct AND online bookings."*

**LAURA BROWN, ROOMS ONLINE REVENUE MANAGER**

