



CASE STUDY: 30 CABIN HOLIDAY PARK, BAY OF PLENTY



GOALS

1. Full audit and update to optimise online presence with key third-party booking agents
2. Increase online room revenue and average rate through effective yielding, particularly on shoulders and winter
3. Increase visibility and bookings through savvy use of promotions, without impacting bottom line

CHALLENGES

This client has owned the park for many years and has seen many changes with how to market the business.

They understood dynamic pricing but still lacked confidence knowing how and when to do any discounting as they felt they might do it at the wrong time and dilute their revenue.

They were only listed on one key online travel agent and had been putting off reviewing their strategy for online listings and rates as nobody in the family had experience with it and it all seemed too confusing and time consuming.

They felt bullied by the online travel agents (OTAs) and overwhelmed as to what promotions to do, and they lacked an overall strategy with revenue targets or how to get the most out of their third-party sites.

RESULTS

This client had been working with Rooms Online for a period of 8 months (Nov-Jun) at the time we analysed these results. The comparisons are reflective of the same time of year prior to working with Rooms Online vs. the same 8 months of working with Rooms Online, i.e. year on year (YOY) data.

Figures shown are from Newbook reporting and are purely from bookings made across all online channels only ie. Revenue does not account for any direct booking revenue

Prior to Rooms Online (01 Nov 2017-31 June 2018)		With Rooms Online (01 Nov 2018-31 June 2019)	
Room Revenue	\$142.07	Room Revenue	\$160.83
Average Daily Rate (ADR)	\$658,805.94	Average Daily Rate (ADR)	\$701,394.18
Online Room Nights	4431	Online Room Nights	4187

- Room revenue growth for time contracted with Rooms Online vs same time last year: \$42,588.24
- Average rate growth year on year for same time period: \$18.76
- Cost of Rooms Online services during these 8 months: \$5,796.26 inclusive of GST

REVENUE MANAGERS COMMENTS

"This park has been the perfect client; they were willing to trust the process and communicate with me if they didn't understand anything along the way. We've seen some great positive gains, particularly in the shoulder and off-peak times where there was more opportunity to tap into. We were able to reduce nights and costs but increase revenue significantly at the same time – all by getting the rates right."

ALICIA SCARF, SENIOR REVENUE MANAGER

