



CASE STUDY: 5 ROOM BOUTIQUE LODGE, CANTERBURY



Since joining Rooms Online, we have seen a noticeable increase in our bookings and revenue.

The Rooms Online team have always been extremely responsive and supportive of us, and we've been very happy with their service.



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
3. Increase visibility and bookings without impacting bottom line

CHALLENGES

As a luxury property dealing with the high-end market, this client was hesitant about discounting as previous dabbling with promotions in the past had only resulted in attracting the wrong clientele for the business.

As a Luxury Lodge, we needed to hold integrity and command higher rates, however we knew we also needed drive demand as bookings were slow.

The ideal target market is high-end, and typical clients were comfortable with the \$625-\$650 rates they charged. The client saw the merits in forward planning and wanted to use our services to assist with this. The results have shown this was well worth doing

RESULTS

This client had been working with Rooms Online for a period of 12 months (Oct-Sept) 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 12 months of working with Rooms Online, i.e. year on year (YOY) data.

| Prior to Rooms Online (10 Sep 2017-09 Feb 2018) | | With Rooms Online (10 Sep 2018-09 Feb 2019) | |
|---|--------------|---|--------------|
| Room Revenue | \$224,196.52 | Room Revenue | \$269,316.88 |
| Average Daily Rate (ADR) | \$454.49 | Average Daily Rate (ADR) | \$601.15 |
| Average Occupancy | 27% | Average Occupancy | 29.5% |

- Room revenue growth for time contracted with Rooms Online vs same time last year: \$45,120.36
- Cost of Rooms Online services during these three months: \$3,199.30 inclusive of GST
- Average rate growth YOY same time period: \$55.66
- Increase in occupancy YOY: 2.5%

REVENUE MANAGERS COMMENTS

This property closes for two months of the year so the occupancy is based on the 304 days they're available to be booked. They previously had traditional high and low season rates so these were shifted to dynamic pricing, although the top rate wasn't pushed too much as the owners believed it to be high enough. In spite of this we were still able to increase the ADR by almost \$56 because we had 5 rate levels to choose from, and many bookings came in on dates that would previously have been "low season" and were no longer in place due to our dynamic pricing."

ALICIA SCARF, SENIOR REVENUE MANAGER

