



CASE STUDY: HOLIDAY PARK, CANTERBURY



We are really happy. We're tracking good against last year and the proof's in the pudding.

This is a good service so we're looking at a long relationship.

Rooms Online are helping me rethink the process and to start looking ahead by using dynamic pricing and how to best work with the OTAs.

Janferie tells me what she's doing and the communication is great.



GOALS

1. Full audit and update to optimise online presence with key third-party booking agents
2. Carry out effective yielding of online bookings by implementing dynamic pricing with consideration to external factors which had been previously lacking
3. Make positive gains with minimal demand to leverage from

CHALLENGES & RESULTS

Due to location and timing of starting with us (winter months) it was important to set the rate structure correctly with no room for error from the start. What made it so easy was the properties trust in everything that was suggested by their revenue manager. The rates were initially set at the lower best available rate (BAR) but it meant the booking flow came in steady and we could increase rather than being slightly out priced to start.

We also had to do a complete review of how the channel manager and OTA settings were being utilised and ensure this made sense against the business objectives. Some examples include; Mapping connectivity, using non-refundable rates, removal of package rate plans that cost the business, added promotions targeting the mobile booker, members and general public, and setting minimum night stay restrictions that shift with demand.

JUNE 2018

USING A SYSTEM BASED DYNAMIC PRICING TOOL

Total Revenue
\$40,423.00

Average daily rate (ADR)
\$66.93

JUNE 2019

WORKING WITH A ROOMS ONLINE REVENUE MANAGER

Total Revenue
\$42,587.00

Average daily rate (ADR)
\$73.94

Revenue increase on 2018
\$2,164.60

ADR increase on 2018
\$7.01

- Total room revenue growth for time contracted with Rooms Online (June 2019) vs June 2018: \$2,164.60 inclusive of GST
- Cost of Rooms Online services per week: \$145.47 inclusive of GST
- Average rate growth year on year (YOY) for the same time period (June): \$7.01

Just 1 Month!

\$2,164 Revenue Growth

\$7 Average Rate Growth

REVENUE MANAGERS COMMENTS

"This client joined us during a winter month in a tougher market; we knew we had our work cut out for us to make quick positive gains to show the value of our service. With careful consideration of external factors, we rejigged the pricing and are tracking very well year on year. "

JANFERIE BOWRING, ROOMS ONLINE REVENUE MANAGER

