



We decided to trial Rooms Online for the summer months and see what they could do. We are happy with progress and it's good not having to manage the OTAs.



## 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
3. Make an impact with minimal availability due to large corporate contracts in place

## CHALLENGES

As a result of the Kaikoura earthquake, this property was fortunate to have picked up some large corporate direct contracted business working on the SH1 And SH7 developments following major road closures. The client expected this business would keep them busy for the foreseeable future, however bought us on board to see what impact we could make the remaining distressed inventory through online channels.

The client previously had fixed rates and was not doing any dynamic pricing, although was interested to see what results it might have.

Our key challenge with this property was making an impact with only a small amount of inventory and availability to play with as there were so many bookings in place with the corporate business.

## RESULTS

This client had been working with Rooms Online for a period of 9 months (Dec-Oct) 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 9 months of working with Rooms Online, i.e. year on year (YOY) data.

This property does not use a cloud-based property management system (PMS), so figures shown are purely from bookings made across all online channels only and do not account for any direct bookings revenue.

Prior to Rooms Online (15 Dec – 14 Oct 2017)		With Rooms Online (15 Dec – 14 Oct 2018)	
Room Revenue (online bookings)	\$154, 649.55	Room Revenue (online bookings)	\$152, 863.09
Average Daily Rate (ADR) (online bookings)	\$145.35	Average Daily Rate (ADR) (online bookings)	\$149.72
Average Occupancy (online bookings)	19.5%	Average Occupancy (online bookings)	18.7%

- Online room revenue for time contracted with Rooms Online vs same time last year: -\$1,786.46
- Cost of Rooms Online services during these three months: \$3,767.40 inclusive of GST
- Average rate growth for online bookings YOY for the same time period: \$4.37
- Average occupancy for online bookings YOY for the same time period: -0.8%

## REVENUE MANAGERS COMMENTS

*“Soon after coming on board the Kaikoura road partly re-opened so our client experienced an immediate drop in leisure bookings as people started travelling back through Kaikoura instead. Although revenue is slightly down YOY, we managed to keep the average rate up and we expect to finish the year up on overall revenue.”*

JANFERIE BOWRING, ROOMS ONLINE REVENUE MANAGER



**\$4.37**

Average Online Rate  
Growth

**-0.8%**

Occupancy  
(online business)