



Working with Rooms Online has been amazing, I wish I found them ages ago.



GOALS

1. Optimise online presence with key third-party booking agents
2. Increase online room revenue through effective yielding
3. Avoid offering heavily discounted rates despite a competitive rate market

CHALLENGES

This client has not come without its challenges for Rooms Online. The Rotorua Motel Association is currently working hard to educate owners who tend to discount rates of the benefits of holding and yielding effectively for the overall good of the market.

The current state of play in Rotorua is that many accommodation providers are struggling to hold or increase rates due to many competitors taking a last-minute discount approach which is significantly resulting in a poor market average rate comparative to similar tourist destinations.

RESULTS

This client had been working with Rooms Online for a period of 8 months (July 2017-Feb2018) at the time we analysed these results. The comparisons are reflective of the same time of year 8 months prior to working with Rooms Online vs. the 8 months of working with Rooms Online, i.e. year on year (YoY) data.

Prior to Rooms Online (Jul 2016 – Feb 2017)		With Rooms Online (Jul 2017 – Feb 2018)	
Room Revenue	\$246, 346	Room Revenue	\$313,831
Average Daily Rate (ADR)	\$150.22	Average Daily Rate (ADR)	\$182.07
Average Occupancy	52.09%	Average Occupancy	64.09%

- Room revenue growth for time contracted with Rooms Online vs same time last year: \$67, 485.00
- Cost of Rooms Online services during this time: \$3,328.86 inclusive of GST
- Average rate growth YoY: \$31.85
- Occupancy growth YoY (Jul – Feb): 12%

REVENUE MANAGERS COMMENTS

“Being such a Holiday location, it was important to focus on periods where leisure guests are travelling and really leverage these peak times as much as possible.

By using dynamic pricing, we have been very successful in building rate up and keeping the room nights – a winning combo!”

ALICIA SCARF, ROOMS ONLINE REVENUE MANAGER



\$67K

Revenue Growth

\$31

Average Rate Growth

12%

Occupancy Growth