

# Comprehensive turnaround of Holiday Inn Resort, Goa

Driving Exponential Growth to be a leader in the market for 04 years consecutively.

**+24.2%** RevPAR | **+23.9%** Total Revenue

## THE CHALLENGE

Several new international brands with newer properties had come up and were claiming a superior product.

The resort had a challenge to retain its customers to maintain its market share to demand a higher yield. The hotel was majorly dependent on one segment which dropped significantly.

The property wasn't able to leverage Revenue Management strategies & tactics and the power of online distribution as well due to paucity of revenue management expertise.

## THE SOLUTION

To have thorough understanding and deeper insights Holiday Inn Goa decided that they would have revenue opportunity assessment done through RevOPT.

Learning about the revenue opportunity gaps, the Hotel partnered with RevOPT for Revenue Management services.

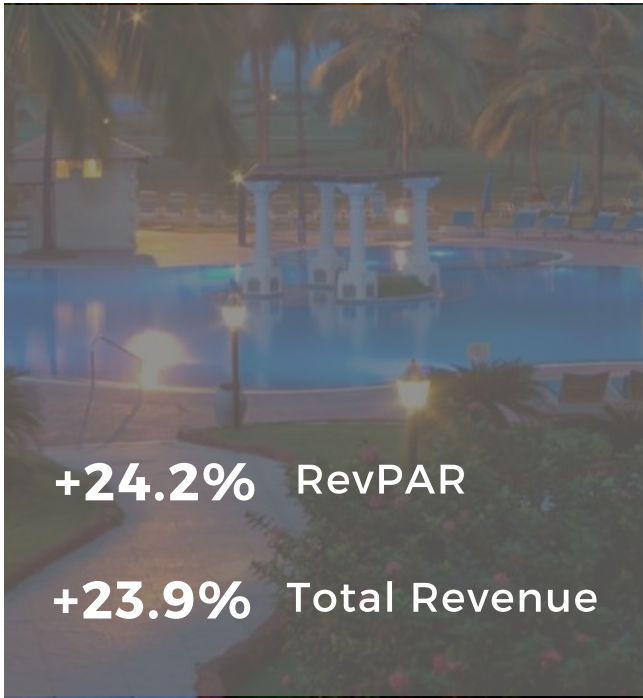
Instead of hiring revenue manager internally, Holiday Inn Goa now has access to a revenue management team with decades of experience.



*"RevOpt has been able to deliver results and have exceeded our expectations as well."*

Xavier Furtardo - M.D. Holiday Inn Resort, Goa





## THE RESULT

Repositioning of the hotel with strategic pricing structure and managing the business mix optimizing the high yield businesses.

The Hotel's ARR grew by 19% and the overall revenue grew by 24%.

Challenged the status-quo and outperformed the competition to become a market leader.

The Hotel's management team has a greater understanding of the complete revenue management cycle by levelling the collecting RM IQ to drive better revenue.

## HOW WE DID IT?

- ✓ Implemented a structured pricing strategy for all segments more importantly dynamic pricing
- ✓ Clearly defined market segmentation and identified new segments to ensure every segment independently performed through short & long term strategies
- ✓ Actionable insights through periodic reviews and real time business Intelligence reports to share with different departments, top management and ownership
- ✓ Training and improving the overall revenue management culture across the organization to have one common goal, which is to optimize revenues
- ✓ Best consistent business practices lead to controlling the revenue wash to less than 1%
- ✓ Successfully changed the business mix to optimize the yield through transient business over groups thus increasing the ancillary revenues for the hotel

*"What we were looking for was a long-term partner who would deliver consistent and sustainable revenue growth without compromising on the value that we provide to our guests. We also wanted to partner with an organization that could provide strategic inputs & lead the growth."*

- SAVITA DI SILVA - Director, Holiday Inn Resort, Goa