

# Driving exponential growth for La Marvella, Bangalore

RevOpt helped the hotel to outperform all its competitors



**17%** Occupancy Increase

**24X** Online Growth

## The Challenge

This independent property was faced with stagnant growth over the years. They had a sketchy presence on the online distribution channels and did not know how to drive it.

The property was also struggling to retain business and market share due to onslaught of better and newer properties in the market.

## The Solution

La Marvella partened with RevOpt to achive fair market share among the comp set and adapted dynamic pricing strategy.

Pricing correctly is crucial, with RevOpt expertise and strategies hotel yielded on every offer, room type or distribution channel independently based on demand for any booking date.

*"We strongly recommend RevOpt's Revenue Management services to any hotel that wants to improve its performance and stay ahead of the competition."*

Amit Kumar, General Manager, La Marvella, Bengaluru





**17%** Occupancy Increase

**24X** Online Growth

## The Results

The Property was able to gain online visibility, and market share. Business from online channels also improved the overall occupancy of the property.

- 16X growth in Online Business in the first month
- 24X growth in Online Room Nights
- 17% growth in overall Occupancy of the property

## How we did it?

- ✓ Invested in new distribution technology with seamless integration for a real time availability
- ✓ Generated high yieldable business through various GDS promotions through out the year
- ✓ Improve page ranking and positioning of the hotel across all key channels
- ✓ Realign the property content and improved hotel pictures gave us a mileage for better online reach

*" With the kind of pedigree RevOpt has, we expected growth; but 3X growth in Online business within the first month was phenomenal! Detailed revenue insights by RevOpt helped us to understand better and have control over our business. We have now signed up for our newest property - The Royal Comfort as well! "*

**Amit Kumar - General Manager, La Marvella, Bengaluru**