

GAINING MARKET SHARE AND TURNAROUND FOR AN EXISTING HOTEL BY REPOSITIONING.

REVENUE MANAGEMENT FOR HIRE HELPS PEERLESS INN
TO OUTPERFORM COMPETITION

3.5X ONLINE GROWTH **18%** OCCUPANCY GROWTH

THE CHALLENGE

Though the property was taken over by a new management it was challenging to reposition the hotel by price, product and service. It was challenging for the management to prove that the property could turn around which in turn could lead to acquire more management hotels to their organization. The property was distressed in selling and very low in room yield

THE SOLUTION

With the help of RevOpt top management reviewed the position of the hotel and took corrective measures in creating a pricing structure for all segments. Invested in new distribution technology to increase online presence of the hotel across entire spectrum of distribution channels. Synergised the sales and marketing and front line departments to take decisions based on one single data sets.

" We are extremely satisfied with the way RevOpt has delivered 3.5X growth in online revenues within the first 30 days of our business partnership! **"**

Tarun Kr. Maity
COO, Peerless
Hotels Group





3.5X ONLINE GROWTH

18% OCCUPANCY GROWTH

THE RESULT

This helped the property to price position in the market successfully. Increase the overall occupancy of the hotel through online and offline sales. Improve the room yield and stay ahead of the competition to drive profits more than double.

HOW DID WE DO IT?

- ✓ Effectively managed the hotel across all distribution channels with price parity
- ✓ Improved content management across direct and indirect channels
- ✓ Implemented a dynamic pricing for online and offline sales
- ✓ Analyse all data sets by bringing them in to one single view to make informed decisions

" We are now extending our engagement with RevOpt to take over our Complete Hotel Revenue Management Operations! No doubt RevOpt has the best Revenue Management professional around and we are quiet confident to optimize our revenues further."

Tarun Kr. Maity
COO, Peerless Hotels Group

