



GAINING MARKET SHARE AND DRIVING GROWTH FOR A NEW BUSINESS HOTEL

RAMADA ENCORE, BENGALURU

The Challenge

Even though the property had a franchise of a known global hotel chain, the brand RAMADA Encore was a new and relatively unknown brand in India. The property was facing challenges in market penetration even though they enjoyed a good location, as there were entrenched players in the vicinity who had aggressively priced themselves.

The Solution

Being a new Hotel in the market & majorly surrounded by 5 star properties. The Hotel did had challenge in price positioning and to create visibility in distribution channels amongst others who had already made their foot steps. Hence management was very eagerly looking for an expertise in Rev.Mgmt. thus partenered with RevOpt to handle e-distribution & dynamic pricing.

“ RevOpt has won us over with their personal attention. The team really knows what it takes to deliver consistent results!”

Renu Varghese - G.M, Ramada Encore, Bengaluru



The Result

- Achieved the highest ARR in the 4 star segment across the city of Bengaluru
- 3X growth in Online Business in the first month
- Online Business now contributes over 59% of the Property's overall Room Revenue
- We were able to increase the overall Occupancy of the property to 99%
- All this was achieved without compromising on the ARR

GROWTH

99%

Occupancy Year around

28%

RevPAR Growth

36%

Direct business growth

"We have been associated with RevOpt for more than 3 years now. The contribution of online business has grown to over 60% from 5.5% initially. We were initially hesitant to become their first client. However, the fact that we are still with them speaks volumes about their performance."

- **Renu Varghese**
General Manager
Ramada Encore, Bangalore

How we did it?

- ✓ Price positioning of the property lead to a preferred business hotel in the city
- ✓ Capitalised every sales opportunity that was available from the brand franchise
- ✓ Ensured the property was actively managed across the entire spectrum of online distribution
- ✓ Optimal pricing to consistently improve ADRs and drive occupancies during weekends being a business hotel in busy IT city