

MAXIMIZING REVENUES ON DIRECT CHANNELS TO DRIVE PROFITABILITY FOR THE RESIDENCY GROUP

REVENUE MANAGEMENT FOR HIRE HELPS HOTEL TO OUTPERFORM COMPETITION

18% ARR GROWTH

11% OCCUPANCY GROWTH

THE CHALLENGE

Segmentation of its customers have been a challenging area for the overall group thus created a roadblock for strategizing its business when the market became very volatile with social, economic and political changes in the state. Heavy adhoc discounting was increasing day by day thus jeopardizing the room yield across the group.

THE SOLUTION

- ✓ To have thorough understanding and deeper insights Residency Hotels decided that they would have revenue opportunity assessment done through RevOPT for all properties and wanted a roadmap for the next three years.
- ✓ Top management wanted a clearly defined market segmentation for the group along with a strategic pricing structure to ensure each segment performs efficiently
- ✓ Residency group did invest in set of distribution and customer experience technology to take the hotel to on par with today's hospitality technology requirements
- ✓ Investing in right technology provided them platform, but more importantly partnering with RevOpt for Revenue management services gave access to highly experienced revenue management team.

"RevOpt's Innovative Pricing Strategy has helped us to optimize higher revenues through our direct channel of reservations"

D. Charles Fabian General Manager, The Residency Towers, Chennai





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THE RESULT

The group achieved greater occupancies and improved ADRs as per the demand fluctuations. Unlike the previous years the hotels are able to capitalize on the online revenues for a better market penetration. Strengthened sales presences across key source markets added better contribution to occupancies. Improved room yield through increased contribution by hotel direct sources.

HOW DID WE DO IT?

Innovative Pricing Strategy has helped the hotel to optimize higher revenues through direct channel of reservations. Actionable insights through periodic reviews and real time business Intelligence reports to share with different departments, top management and ownership

Training & improving the overall revenue management culture across the organization to have one common goal, which is to optimize revenues and best consistent business practices lead to controlling the revenue wash to less than 1%

"We have been associated with RevOpt for almost 3 years now and we are totally contented with their services. We have come across many revenue management consultants but we found RevOpt & team to be far superior in their delivery & execution. Working with team RevOpt has been quite rewarding as both myself and my team have enhanced our knowledge of Revenue Management. They have a keen eye on the details and their reports and analytics brings out new perspectives."

D. Charles Fabian
General Manager

