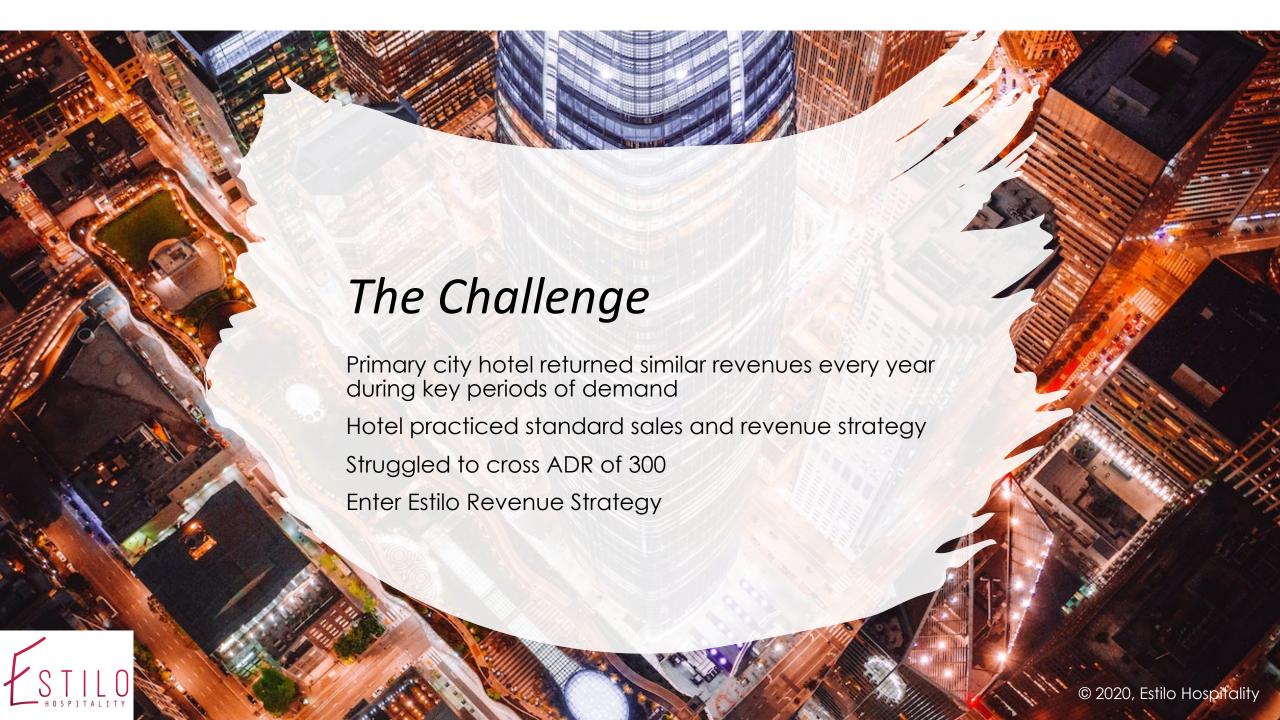




Delivering a Million Dollars Increment

Strategic Planning and Controlled Inventory Management ensures a million dollars to the bottom line

CASE OF A DOWNTOWN HOTEL



The Solution

Strategy formulation done 10months in advance

Project 1M introduced to key stakeholders and hand-holding business for 10-months

A revenue strategy focusing on key customer segments to optimize

An Open pricing strategy led for different price points to evolve based on price elasticity of demand

A differentiated distribution strategy enabled the hotel to sell different products at different times





Results



Incremental Room Revenue

\$1.1 Million



Average Rate Performance Increase

8%



Market share Increases by

200bps



Increase in Gross Profit

\$942K



Gross Profit Index

114



Takeaway









Revenue Strategy Increased Asset Value Higher Returns for Hotel Owner

ADR 300 was always Possible

