



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 Challenge

Primary city hotel returned similar revenues every year during key periods of demand

Hotel practiced standard sales and revenue strategy

Struggled to cross ADR of 300

Enter Estilo Revenue Strategy

The Solution

Strategy formulation done 10-months 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