

Case Study - Revenue Management And EzRMS™

To be able to implement the EzRMS™ recommendations we created new Rate Codes in order to target the low demand periods and the budget category travellers. This was not completed earlier in the year due to the existing belief that we would displace higher rated business. With hard facts and statistics we have proven extremely positive results by following the recommendations and controls defined within the EzRMS™ system.

*** Example Relates To Only 3 Sources Of Business**

2001

Business / Revenue We Would Not Have Achieved Without Revenue Management Tools				
	Number of Nights	RevPor	RevPar	Revenue
Hotellcentralen	Plus 827	Minus 958	XXX	XXX
Promorate in GDS*	Plus 877	Plus 997	XXX	XXX
Staffrate Pleasure	Plus 134	Plus 28	XXX	XXX
TOTAL	Plus 1838	Minus 608	Plus 114	Plus 1,512,521

*Please Note : Some Higher Rate Business Was Displaced At The Beginning Of 2001.

2000

Business Last Year (Without EzRMS™ and Revenue Management)				
	Number of nights	RevPor	RevPar	Revenue
Hotellcentralen	XXX	XXX	XXX	XXX
Promorate in GDS*	XXX	XXX	XXX	XXX
Staffrate Pleasure	XXX	XXX	XXX	XXX
TOTAL	XXX	XXX	XXX	XXX

*Please Note : Figures For 2000 And All Total Revenue Figures Removed To Protect Sensitive Data.

*** Total Results From ALL Sources Of Business Show An Increase Of 5,345,431 Room Revenue From Last Year**

The First Step For Getting The Reservation And Front Desk Teams To Make Reservations Using 'Revenue Management' Principles Was To Introduce The Concept Of A B C Days Within Fidelio.

No Low Rates Were Accepted For Future Periods - Even Though Many Rooms Were Still Available.

The Most Important Aspect Of Implementing EzRMS™ Is That It Is Easy To Use, Time Saving, Accurate And Reliable.

When Comparing Actual Results vs The EzRMS™ Forecast We Find It Extremely Accurate (Many Months Before The Arrival Date).

We Now Find That Our Main Tool To Decide Our Revenue Management Strategics Is The EzRMS™ Solution.

To Conclude, Without Revenue Management And The Use Of EzRMS™ We Would Have Lost At Least 1.5 Million In The Last 6 Month Period !!!