

Hotel Pennsylvania

CASE STUDY



Hotel Pennsylvania is a 1,700-room independent hotel located in the heart of midtown Manhattan, near Madison Square Garden, Penn Station and Times Square. One of the five largest hotels in Manhattan, the property caters to both business and leisure travelers with affordable accommodations, two restaurants, fitness center and more than 90,000 square feet of meeting and adjacent exhibit space. The property is host hotel to the annual Westminster Kennel Club Dog Show, considered by many to be one of the most prestigious sporting events in the world.

"TravelCLICK's comprehensive and innovative solutions have enabled our hotel to develop a strong brand identity, expand our GDS and direct consumer business, and become much more profitable - a remarkable achievement, especially in a highly competitive market like New York City."

Steve Leonard

Director of Sales and Marketing
Hotel Pennsylvania

Profile:

Mid-tier hotel
New York City
1,700 rooms
www.hotelpenn.com

Solutions:

- Market intelligence services
- iHotelier central reservation system
- Internet marketing
- Travel agent media

Results:

- 19% increase in web business
- Increase in web revenue to more than \$6 million
- Increase in direct consumer business
- More than \$1 million in web bookings in a one-month period

CHALLENGE

Hotel Pennsylvania, an independent hotel located in the highly competitive New York City market, faced the ongoing challenge of competing with branded properties and well-known independents in the area. The hotel, which has a niche in the international travel market, called on TravelCLICK to assess the situation and develop a strategy that would differentiate it from the competition, expand its online business and increase profitability.

SOLUTION

Hotel Pennsylvania implemented an integrated online strategy that included market intelligence, the iHotelier central reservations system, and a multi-pronged approach to Internet marketing. These solutions work together to grow revenue through all the hotel's distribution channels.

TravelCLICK introduced the property to market intelligence, designed to help the hotel develop effective rate and inventory strategies by providing competitive information covering booking performance, distribution and revenue management. Using this information, Hotel Pennsylvania was able to benchmark its performance against its competitors, target sales efforts to specific Global Distributions Systems and travel agencies, and plan timing of marketing promotions for maximum impact.

The property also implemented iHotelier, an Internet-based central reservations system with a flexible and robust web booking engine that drives Hotel Penn's main electronic channels — from GDS to online distribution databases. iHotelier was particularly well-suited to Hotel Pennsylvania's need to build a strong brand identity and increase online reservations. Its intuitive booking engine integrates hotel packages, enhanced stay options and room reservations on a single screen and offers a variety of features and functionality such as rich digital media content, currency conversion, email marketing tools and multi-language support. iHotelier creates a fully interactive experience that converts shoppers to guests and increases revenue per stay.

In addition, the hotel initiated TravelCLICK's marketing services to drive business to direct channels. Complete optimization of the website text — in 17 languages — ranks the hotel site higher within major and minor search engines for U.S. and select international regions. Paid search and pay-per-click campaigns target specified search keywords within the top five search engines. GDS marketing increases Hotel Pennsylvania's visibility with travel agents, while website banner ads placed within third-party websites drive demand and boost hotel awareness with comparison shoppers.

RESULTS

Results at Hotel Pennsylvania were astounding. With an integrated online approach, TravelCLICK helped the property improve its pricing strategies, optimize GDS media and maximize Internet opportunities.

Specifically, Hotel Pennsylvania increased its web business 19 percent over the previous year and increased its web revenue base to more than \$6 million. At the same time, the property grew its GDS business via targeted promotions to travel agents. Direct consumer business also increased. During the month of November 2006 alone, Hotel Pennsylvania surpassed \$1 million in web bookings and approached that figure in GDS bookings.



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