

Royal Crown Hotel Brussels

A Pandox Hotel

CASE STUDY



The Royal Crown Hotel Brussels is part of Pandox, one of northern Europe's leading hotel property companies. The hotel is ideally located on the prestigious Rue Royale and offers 313 guest rooms and suites. The property is known for its attention to detail, providing business and pleasure travelers with a luxurious and comfortable stay.

"TravelCLICK made recommendations and implemented changes that are allowing us to grow revenue and become more profitable as an independent hotel by increasing the property's asset value."

Aldert Schaaphok
Managing Director
Royal Crown Hotel Brussels

Profile:

Luxury Hotel
Brussels, Belgium
313 rooms and suites
www.royalcrownbrussels.com

Solutions:

Revenue Strategy Services
iHotelier CRS & Web Booking Engine
Website Design
Pay-Per-Click Advertising
Search Marketing
Travel Agent Media

Results:

- 106% market penetration, first time achieving fair share of business
- 73-point increase in market penetration revenue
- 8.8% increase in room nights
- 12.5% increase in revenue
- 49% increase in GDS revenue

CHALLENGE

The Royal Crown Hotel Brussels, a luxury hotel catering to both business and leisure travelers, converted from a franchised property to an independent hotel in November 2005. In the months following, the hotel saw a decline in revenue. TravelCLICK was called on to assess the situation. To improve performance, the hotel needed a cohesive revenue strategy that included a marketing plan to drive demand through high-yield direct channels along with defined pricing and revenue management practices to convert more business and maximize revenue per reservation.

SOLUTION

The Royal Crown Hotel implemented an integrated solution from TravelCLICK that included revenue strategy services, the iHotelier central reservation system (CRS), market intelligence reports and multiple marketing services.

TravelCLICK introduced the property to Revenue Strategy Services. This service is designed to improve the asset value of hotels by bridging the gap between current revenue practices and proven industry best practices and to boost profitability and financial performance. Together, TravelCLICK and the hotel developed a comprehensive merchandising and revenue strategy that balances demand, rate structure, availability, marketing and distribution.

The property also implemented iHotelier, a state-of-the-art central reservations system, to build a strong brand identity and increase online reservations. iHotelier's intuitive web booking engine displays inventory and room rates in real time creating 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. Website design, search engine optimization and pay-per-click advertising were used to boost the property's presence on the Internet and increase bookings. Travel Agent Media and GDS Preferred Placement Advertising promotes its improved pricing to travel agents during optimum booking times and ultimately enables the property to drive improved numbers through this high ADR channel.

RESULTS

Results at the Royal Crown Hotel were dramatic. Within three months, room nights increased 8.8 percent, providing a 6.1 percent increase in average daily rate (ADR) and a 12.5 percent increase in revenue. Specifically, the hotel's GDS revenues increased 49 percent over the previous year, and market penetration increased 39 points year-to-date. Direct consumer business also increased. Best of all, the hotel achieved 100 percent market penetration for the first time in its history.

Based on these results, the property's ownership group, Pandox, not only considers the Royal Crown Hotel Brussels a strong performer in its portfolio but also is working with TravelCLICK to improve brand awareness and profitability at the Hotel Berlin, the company's most recent acquisition.



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