

Alternative Accommodations Solution

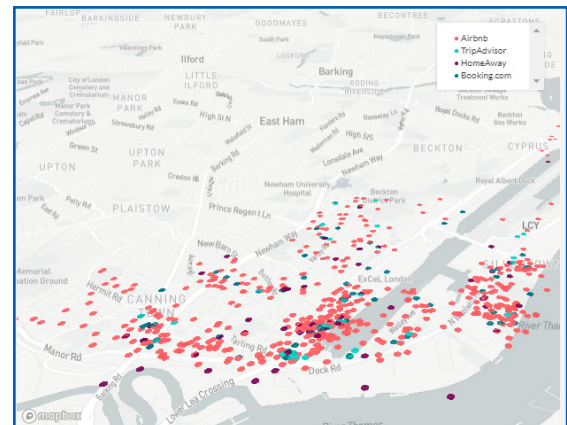
Case Study



Stay one step ahead of the competition with powerful insight into the alternative accommodations market.

Located in the outskirts of London and a short walk from a major convention center, a hotel faced a growing threat from alternative accommodations. Event attendees were beginning to consider the wide range of short-term rentals in the area, totaling more than 800 listings in the same postal code as the property alone. To better understand the local market, the property chose to pilot TravelClick's Business Intelligence Alternative Accommodations Solution to gain insight and learn how to adjust their revenue management alongside the rapidly expanding short-term rental market.

LISTING BY LOCATION



Why TravelClick's Business Intelligence Alternative Accommodations Solution?

The property tested TravelClick's Alternative Accommodations Solution with its seamless integration to Rate360® to analyze this new segment of competitors and adjust their pricing and marketing strategy to increase revenue. This is especially critical for the property which relies on large conventions to sell out and further optimize RevPAR.

With incredibly busy daily schedules, it's a real challenge to gather information on occupancy and pricing trends to see how short-term rentals are affecting business. The Revenue Manager made some attempts to manually gather data and qualitative insight from others in the industry, but it was impossible to distill all the anecdotal information into patterns that were actionable.

After completing an 8-week pilot of the Alternative Accommodations Solution, the property saw noticeable improvements and the insight gained played a large role in the decision-making process. Because of the data, they were able to increase ADR confidently during two high-profile events by as much as 20€ some nights, and still sell out, leading to a higher-than-expected RevPAR.

By examining forward-looking data and filtering by listing type, bedroom count, proximity, and price range, the staff at the property pinpointed directly competitive local alternative accommodations listings and priced hotel rooms appropriately in response during compression dates.

Complete your competitive view with insight into alternative accommodations.

Available for integration with Demand360® and Rate360®. Analyze an entirely different segment of competitors in your area and comprehensively adjust your strategies beyond your immediate comp set with the Alternative Accommodations Solution.

LONDON COMIC CON 10/26

10/26	
PROJECTED	115£ ADR 100% OCCUPANCY
RESULTS	125£ ADR 100% OCCUPANCY

WORLD TRAVEL MARKET LONDON (WTM) - 11/6

	11/4	11/5	11/6
PROJECTED	95£ ADR	170£ ADR	160£ ADR
RESULTS	115£ ADR	185£ ADR	180£ ADR
			100% OCCUPANCY
			100% OCCUPANCY

About TravelClick

TravelClick offers innovative, data-driven solutions that help hotels around the world to maximize revenue. Our interconnected suite of solutions – Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management – helps more than 25,000 customers to make better business decisions to know, acquire, convert and retain guests. With our worldwide presence in 176 countries, we have a deep understanding of local markets along with a global perspective that drives optimum results for the hotels we serve.

Contact **TravelClick** to get started