

WAKE UP CALL

BOUTIQUE RESTAURANT WITH ROOMS - BERKSHIRE

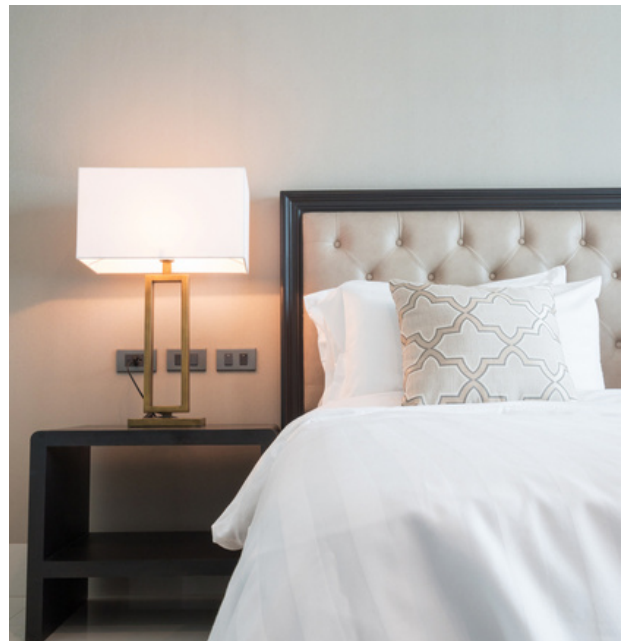
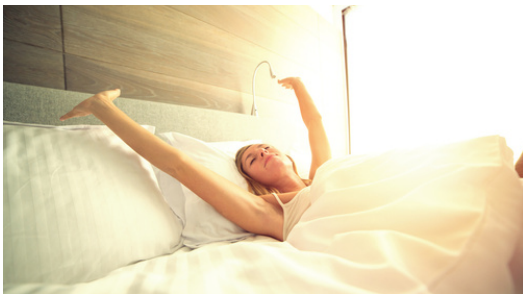
THE REQUIREMENT

Devise and implement a revenue strategy to drive strong growth at a boutique restaurant with rooms in Berkshire.

Having successfully built up their food & beverage offering and reputation in a competitive market, this client was keen to shift focus towards growing rooms revenue utilising the 6 on-site bedrooms.

The client wanted to work with a hotel consultancy partner with the ability to adapt their pricing strategy and reduce their reliance on commission heavy third-party bookings. They required a dynamic plan which would allow the on-site team to continue to focus on the F&B operation with confidence that the rooms division was being effectively managed.

They were keen to work with our revenue consultant to find a cost-effective and impactful revenue management solution that drove more accommodation revenue as an additional income stream for the business.



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HOW WE GOT ON

WakeUpCall provided a flexible revenue management solution which saw our consultants actively working onsite with the ownership team to review their existing strategies and implement change.

During this set 6-month consultancy, the average daily rate increased by 15% (based on the same period L.Y) and occupancy grew by 20%. During this 6-month period, we were able to increase rooms revenue for our client by 43% (Y.O.Y).

THE RESULTS

