

INDEPENDENT COUNTRY HOUSE HOTEL - BERKSHIRE

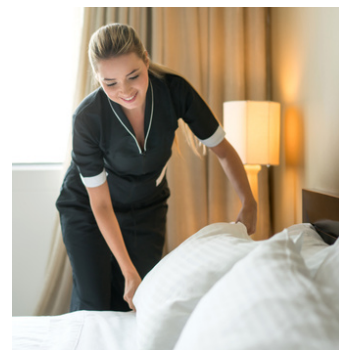
THE REQUIREMENT

Devise and implement a revenue strategy to drive strong growth at an independent countryside hotel.

Having already worked with this independent countryside property on their marketing and branding strategy, we recognised clear revenue growth potential based on their existing model.

Following the COVID-19 pandemic, where the business focus shifted from predominantly accommodation to F&B, they were eager to find a solution to revert back to rooms focus to enhance overall market share and boost occupancy rates.

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 were keen to work with our revenue consultant to find a cost-effective and impactful revenue management solution that drove more accommodation revenue and solidify their market position.



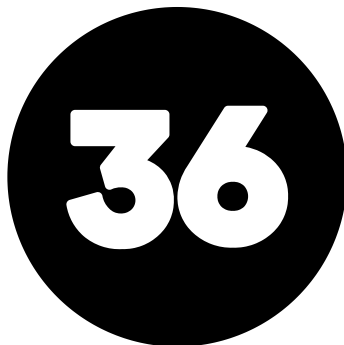
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HOW WE GOT ON

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 initial 5-month consultancy, Revenue Per Available Room (RevPAR) increased by 36% (based on the same period in 2019, pre-COVID) and in the same period grew occupancy by 20%. During the 5-month period Total Revenue grew by £286k.

THE RESULTS



**% increase
in RevPAR**



**% increase
in Occupancy**



**£286k growth in
Total Revenue**

OUR FOCUS

- Managing and enhancing opportunity on existing 3rd party channels and identifying new sources of business.
- Introducing a targeted book direct campaign to convert more corporate and leisure business directly.
- Implementing a dynamic rate strategy including optimising performance for key calendar dates in 2023.
- Managing both the Channel Manager and the Property Management System (PMS).
- Providing continual review of business practices and creating package offerings to boost direct business.