

CASE STUDY: IDENTIFYING AND CONVERTING \$75K FOR GRADUATION WITH KALIBRI'S PROFITABILITY PLATFORM

OVERVIEW

The Hilton Garden Inn, strategically located in a tertiary market, has successfully increased its revenue from special events by implementing the innovative Hummingbird platform.

CHALLENGE

There is a notable deficiency in competitive benchmarking data concerning Length of Stay patterns within the market

APPROACH

Implemented a strategic minimum Length of Stay restriction within their Revenue Management System/Property Management System (RMS/PMS) specifically for the duration of that event period.



THE HIGHLIGHTS

\$75k increase

in COPE* Revenue YoY
for the hotel

8 point increase

in COPE* RevPAR Index YoY



RESULTS

Successfully generated an additional \$75,000 in revenue compared to the previous graduation event, leading to an impressive 8-point surge in the Revenue Per Available Room (RevPAR) index.