

OPTIMIZING HOTEL PERFORMANCE DURING MAJOR EVENTS: A CASE STUDY BY WHITE LODGING

OVERVIEW

This case study explores the strategic measures implemented to optimize hotel performance during high-demand periods associated with major local events. The focus was on maximizing revenue without cannibalizing business across the client's portfolio of hotels.

CHALLENGE

A major event, traditionally a significant revenue generator for the area's hotels, underwent changes that affected its impact. The first part of the event was condensed into three intense days, while the second part diminished significantly in importance. This alteration posed challenges in meeting the historical expectations set by hotel owners.

APPROACH

They developed tailored action plans that designated specific marketing and booking strategies for each property. Efforts included boosting digital marketing for direct bookings, focusing on advance purchases, and applying data-driven decisions for length-of-stay restrictions and pricing.



THE HIGHLIGHTS

90%

leading rank based on RevPAR

Two-phase

event strategy



RESULTS

The proactive strategies led to a successful outcome where 90% of the client's hotels ranked first in Revenue Per Available Room (RevPAR) index compared to competitors. This was achieved alongside a more profitable business mix over the 10-day period of the event.