CASE STUDY: MAXIMIZING CORPORATE TRAVEL REVENUE; A POST-COVID RECOVERY STRATEGY

OVERVIEW

Following the disruptions caused by COVID-19, the hotel strategically leveraged Kalibri data to analyze and tap into emerging corporate travel patterns. This initiative focused on pinpointing and nurturing relationships with key accounts poised to deliver significant room nights and revenue.

CHALLENGE

Post-pandemic, the corporate travel landscape saw dramatic shifts in traveler behavior and booking patterns. The hotel's challenge was to adeptly identify and engage corporate accounts capable of delivering substantial room nights. These potentially high-value accounts were essential to meet revenue targets and were at risk of being overlooked without detailed and targeted data analysis.

APPROACH

The hotel employed Kalibri data to scrutinize travel patterns, expenditures, and room nights against its benchmarks. By focusing on accounts likely to contribute over 200 room nights, the hotel developed tailored engagement strategies aimed at making it the preferred choice for corporate travelers.

THE HIGHLIGHTS

$137,345

increase in total revenue

1,114 room nights

redirected to the hotel

RESULTS

From 2023 to the present, this strategic focus has successfully redirected 1,114 room nights to the hotel at an average daily rate (ADR) of $123.29, leading to a total revenue boost of $137,345. This success not only highlights the efficacy of the hotel's targeted approach but also the critical role of Kalibri data in informing its strategic decisions.