

HRM

LANGLEY CASTLE HOTEL

NORTHUMBERLAND

Langley Castle had noticed a decline in occupancy rates year-on-year over an 18-month period. The hotel desperately needed to attract midweek leisure business to fill the gap. This was essential to drive food and beverage spend within the hotel.

We worked with them on short term strategies to increase midweek occupancy levels.

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SHORT TERM STRATEGY

We identified significant opportunities to grow midweek business and implemented several changes to capture more bookings while enhancing existing weekend performance.

- **Price Strategy:** We implemented a dynamic pricing strategy in line with their unique competitive set
- **System Configuration:** We made amends to the system setup, enabling quick and easy yielding, and reconfigured the channel manager to resolve failing rate and reservation messages
- **Online Presence:** We updated property information and imagery on distribution channels to optimise rank and visibility
- **Weekly Communication:** Revenue calls and daily reporting helped maintain a strategic focus



AFTER 3 MONTHS:
+2% ADR increase
+35% Occupancy increase
(YEAR-ON-YEAR ROOMS REVENUE COMPARISONS)

With HRM's intervention, Langley Castle outperformed its STR competitive set, achieving more stable and sustainable performance than ever before.

RevPAR	2024		
	May	Jun	Jul
Langley Castle	£115.2	£117.9	£124.5
STR Competitive Set	£77.8	£87.0	£82.5
Variance	+£34.7	+£30.9	+£42

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“Very knowledgeable and skilled, very proactive, insightful and passionate.”
Craig Healey – Director The Hotel Consultants & GM
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