

HRM

THE MIDDLE HOUSE

YORKSHIRE DALES B&B

After acquiring a charming bed and breakfast in the Yorkshire Dales with 12 bedrooms, a pub, and a restaurant, the new owners realised that significant updates were needed.

Following a brief closure for a soft refurbishment, they partnered with Revenue by HRM to revitalise the rate and distribution strategy, aiming to boost occupancy levels throughout the summer months.

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SHORT TERM STRATEGY

- **Price Positioning:** We replaced the outdated static pricing tariff with a dynamic structure in line with their market and competitive set
- **Online Presence:** We updated property information and imagery on distribution channels to optimise rank and visibility
- **Room Recategorisation:** We implemented room supplements for larger beds and views from bedrooms
- **New PMS Installation:** We supported with the installation of a basic reservation system and channel manager

LONG TERM STRATEGY

Additional adjustments and ongoing support included:

- **Ongoing Communication:** Monthly revenue calls and weekly reporting helped maintain a strategic focus
- **Ongoing Rate Adjustments:** Weekly rate adjustments and strategic future planning ensured maximum occupancy
- **Tactical Promotions:** Profitable tactical promotions helped to fill trough periods

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“Georgina is an excellent revenue manager – we use her services at the Royal Hotel in Bath and now at the Middle House in Askrigg – in both hotels she has increased both rate and occupancy – nothing is too much trouble – she understands the market and thus can recommend what rates to charge and more importantly when to charge the higher rates. I would thoroughly recommend Revenue by HRM as it has made a significant impact both hotels”

Mervyn Parrish – Director Complete Hospitality Ltd

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MAY TO AUGUST 2024:
NET ROOMS REVENUE +64%
NET AVERAGE ROOM RATE +50%
OCCUPANCY +9%
(YEAR-ON-YEAR COMPARISONS)

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