

HRM

THE ROYAL HOTEL, BATH

3* TOWN CENTRE HOTEL

The Royal Hotel in Bath, which has 34 bedrooms, had experienced a year-on-year decline in bookings. This decline was particularly noticeable during the summer months, which was typically the high season. As a result, the hotel also saw a significant drop in overall revenue.

We worked with them on short and long term strategies to deliver the results.

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SHORT TERM STRATEGY

We made several changes to their strategy, but the two most impactful in the short term were:

- **Price Positioning:** We replaced the outdated static pricing tariff with a dynamic structure in line with their market and competitive set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

AFTER 3 MONTHS:

ADR +4.8%

NET ROOMS REVENUE +5%

LONG TERM STRATEGY

Additional adjustments and ongoing support included:

- **Weekly Communication:** Revenue calls and daily reporting helped maintain a strategic focus
- **System Configuration:** Amends to the system setup meant yielding could be quick and easy
- **Rate Plans:** Adding more rate plans helped the hotel reach new markets

AFTER 12 MONTHS:

DECEMBER +23%

JANUARY +29%

FEBRUARY +27%

(YEAR-ON-YEAR ROOMS REVENUE COMPARISONS)

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“Georgina has had terrific impact from day one and reversed our declining room revenue trend and consequently our profits. She has taken hold of increasing our occupancies and room rates almost like a crusade with daily updates accompanied with intelligent commentaries and a weekly conference call. I very much regret not having employed her sooner as she is now an essential part of our marketing strategy.”

Ron Zanre – Director Patron Hotels & Restaurants Ltd

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