

Case Study

Revenue Management As a Service

Kluney Manor Resort, India



Hotel Type

Leisure
(Budget Hotel)



Location

Ooty
(Hill Station)



No. of Rooms

29

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Initial Challenges

- Hotel was listed only on a few OTAs/Metasearch Engines – **Yatra, Trivago**
- Online presence & visibility was low
- Online business was low at 10-15%
- Metasearch rates were not in parity
- Online inventory distribution was not getting updated in real-time

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Steps Taken to Address the Challenges

- Step 01** ➤ Property was listed on all major OTAs and metasearch engines
- Step 02** ➤ Worked on content & hygiene setup – on all online sales channels
- Step 03** ➤ Optimized rankings & visibility on all sales channels
- Step 04** ➤ Dynamic and static pricing setup were done by **AxisRooms RMS**
- Step 05** ➤ Promotions to increase conversion online and maintain ARR
- Step 06** ➤ Ensured inventory and rate parity across all metasearch engines and OTAs

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Before & After

	2018	2021
 Revenue (in USD)	50K	~180K
 Room Nights	1538	5751
 Online Occupancy	14%	54%
 ARR	\$30	\$31

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Testimony

“ We have had a smooth ride for 3 years with AxisRooms’ Channel Management services, with zero discrepancies in online bookings. Likewise, their Revenue Management service has done some great work for us with utmost diligence and promptness. Overall, our experience has been great and therefore, we would recommend their services to other hotels. ”

V. Balasubramani, General Manager

Kluney Manor Resort

AxisRooms



About

AxisRooms is a hospitality technology company that provides a range of award-winning products. AxisRooms Channel Management solution helps hotels manage multiple channels and increase their visibility online at the best return on investment; while its Revenue Management tool helps maximize revenue for hotels.

To know more about these
amazing products and to get a free demo



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