



# Elevating Revenue Management: Safir Hotels & Resorts' Success with RateGain Solutions





*“The partnership with RateGain has been transformative for Safir Hotels & Resorts, yielding 4x growth in our revenue.”*

**Galal Farag,** Corporate Director of Revenue Management and Distribution

## Introduction

Safir Hotels & Resorts, under the adept leadership of Galal Farag, Corporate Director of Revenue Management and Distribution, embarked on a transformative journey with RateGain to address critical challenges in revenue management and distribution. With over 25 years of experience in the hotel industry, Farag has been instrumental in driving revenue maximization and implementing best practices in competitive analysis and market modelling at Safir Hotels & Resorts.

**15**

Connected to unique local and global channels

**GDS**

Direct connectivity

**3.9mn+**

ARI processed in 1 year

**1.4x**

Revenue growth YoY

## About Safir Hotels & Resorts:

Safir Hotels & Resorts is a renowned hospitality brand offering luxurious, upscale and Midscale accommodations and exceptional services across the Middle East and North Africa. With a focus on providing a memorable stay, Safir Hotels blend traditional Arabian hospitality with modern amenities.

Operating with over 25 years of experience in the hotel Industry. Safir Hotels & Resorts, under the adept leadership of Galal Farag, Corporate Director of Revenue Management and Distribution, embarked on a transformative journey with RateGain to address critical challenges in revenue management and distribution. With over 25 years of experience in the hotel industry, Farag has been instrumental in driving revenue maximization and implementing best practices in competitive analysis and market modelling at Safir Hotels & Resorts.

## Challenges Faced by Safir Hotels & Resorts

Before the partnership with RateGain and Safir Hotels & Resorts, they experienced several pressing challenges that hindered their revenue and market share growth. The primary issues included:

### ✓ Rate Parity

Safir Hotels struggled to maintain consistent rates across various Online Travel Agencies (OTAs), a crucial factor for ensuring fairness and competitiveness in the market.

### ✓ Rate Expansion

The expansion of their rates across OTAs was a complex task, limiting their visibility and reach to potential customers.

### ✓ Market Share

Securing a fair market share from the OTA segment was increasingly challenging due to the competitive and dynamic nature of the hospitality industry.

These challenges were significant barriers to revenue optimization and achieving a competitive edge in the market.

## Safir Hotels & Resorts

Has been utilizing RateGain's comprehensive suite of solutions, including UNO, RateGain Channel Manager, and intelligence software, for over 2 years now. These tools were introduced to Safir by Mr. Adel Abdelmasih from SITA Egypt, who detailed the functionalities and benefits of each solution in several meetings.

## Reason for Partnership:

The partnership with RateGain was highly encouraged by SITA Company in Egypt, aiming to leverage RateGain's Revenue and Distribution Professional solutions for immediate and professional support, crucial for Safir's operational needs in the region.

## Impact of RateGain Partnership:

The partnership with RateGain has been transformative for Safir Hotels & Resorts, yielding substantial improvements in several key areas of their operations:

### ✓ Control Over Rates

With RateGain's solutions, Safir Hotels now have full control over their rates across all Travel Partner Channels. This control has been instrumental in ensuring rate parity, a critical aspect of their competitive strategy.

### ✓ Enhanced Rate Visibility

The ability to push their rates effectively across OTAs has significantly improved, enhancing Safir Hotels' visibility and reach to a broader audience.

### ✓ Revenue Maximization

Through the utilization of demand insights and competitors' rate shopping tools provided by RateGain, Safir Hotels has maximized room revenue. These tools have allowed for more strategic pricing and inventory decisions based on real-time market data.

### ✓ Market Share Growth

The strategic insights and operational efficiencies gained through RateGain's solutions have enabled Safir Hotels to secure and grow their fair market share within the OTA segment and GDSs.

The partnership has not only addressed the initial challenges faced by Safir Hotels & Resorts but also propelled them towards achieving greater revenue and establishing a stronger presence in the competitive hospitality market.

## About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with **3,200+ customers and 700+ partners in 100+ countries** helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business. **Founded in 2004** and headquartered in India, today RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 4 of the Top 5 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day.



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hotels & resorts



RateGain