

Case Study

# Revenue Management As a Service

## Shelter Beach Resorts, India



**Hotel Type**  
Leisure



**Location**  
Chennai  
(City)



**No. of Rooms**  
43

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## Initial Challenges

- Hotel was listed on a few online sales channels – **Agoda, Yatra & Expedia**
- Volume of content was low, and was not up-to-date
- Online business was low at around 20%
- No rate parity across metasearch engines
- Online inventory distribution was not getting updated in real-time
- Online visibility was low

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## Steps Taken to Address the Challenges

- Step 01** Listed the property on all major OTAs and metasearch sites (Booking.com/Priceline/Go-MMT/HappyEasyGo/EaseMyTrip)
- Step 02** Optimized hotel content across all sales channels
- Step 03** Dynamic and static pricing setup were done by **AxisRooms RMS**
- Step 04** Promotions to increase conversion online and maintain ARR
- Step 05** Ensured inventory and rate parity across all metasearch engines and OTAs

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## Before & After

	2018	2021
 Revenue (in USD)	67K	122K
 Room Nights	1053	1796
 Online Occupancy	7%	12%
 ARR	\$65	\$68

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## Testimony

“ Our association with AxisRooms has been quite beneficial for us. With their channel manager, we have been able to sell more via online sales channels and witnessed a tremendous increase in our occupancy rate. Their revenue management service has improved our ARR and overall revenues in the last three years. ”

**Prasanth, Director of Operations**

**Shelter Beach Resorts**

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## 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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