



Crane's BeachHouse
www.cranesbeachhouse.com

Products Used:

RedX
GDS/IDS Connectivity
Revenue Management
Guest Connect

"I need to wear many hats to get my job done, but with the SynXis Revenue Management services I can relax and trust that all of my online rates are in parity. SynXis has given us a means to information and strategy that we would not be able to afford on our own and we have seen incredible results since working with SynXis."

Cathy Balestriere, General Manager, Cranes Beach House

Crane's BeachHouse Implements SynXis Revenue Management Program, Increases Off-Season Bookings By Nearly 40%

Crane's BeachHouse, a 27 room resort located in Delray Beach, Florida, needed better controls in place to help maximize its hotel revenue. Crane's BeachHouse chose to implement the SynXis Revenue Management Consulting Program to optimize revenues and increase occupancy while competing against a number of larger chain hotels in the immediate area.

Challenges

- Limited staff for monitoring competitive pricing and room occupancy
- Difficulty managing inventory, stay restrictions, and pricing on a consistent basis
- Steep occupancy drop-offs during off-peak season (June, July, August)
- Weak distribution channel production

Solution

- Contracted a SynXis Director of Revenue instead of adding additional head count
- Regularly scheduled conference calls with Director of Revenue to discuss pricing and inventory planning as well as results
- Subscribed to SynXis' competitive rate shopping reports to better compete with other hotels and resorts in the area
- Created new and more competitive rate plans for maximizing revenue, especially during off-season months
- Added additional room types to key distribution channels to boost room occupancy

Results

- Increased off-peak season bookings by 39% (compared to 2007 off-peak season)
- Increased off-peak season revenues by almost 30% (compared to 2007 off-peak season)
- Increased ADR by over 6% in full year following revenue management implementation