



Wild Dunes Resorts
<http://www.wilddunes.com>

Products Used:
RedX
GDS/IDS Distribution
Internet Marketing
Guest Connect

“Nor1 worked closely with our team to analyze our situation and respected our intimate knowledge of our property. With their deep knowledge of the capabilities of the Nor1 system, we worked together to create a matrix of upgrades that not only met our needs, but surprised us with the strong response and improved revenue we’ve seen.”

Kristie Santora, CRME,
Regional Director of
Reservations and Revenue
Optimization for Wild Dunes
Resort, Destination Hotels
and Resorts

Guest Connect Room Upgrade Functionality - eStandby Upgrade Flexibility Meets Challenges of Complex Pricing System to Drive Higher Revenue

Wild Dunes Resort is a 1,600 acre oceanfront paradise with a variety of luxurious accommodations, ranging from the AAA Four Diamond-rated Boardwalk Inn to the brand new Village at Wild Dunes®. With a complicated room structure, seasonal pricing plans, and multiple pricing tiers, the challenge of managing occupancy and determining upgrades posed an interesting challenge.

Objectives

- Determine a plan for appropriately offering upgrades for the various room types and quality levels, in a way that would accommodate the existing PMS process.
- Build incremental revenue by upgrading guests to take advantage of unused, higher-priced inventory.
- Increase guest satisfaction by offering a premium room at a discounted price

Challenges

- Multiple room types, some with subtle distinguishing characteristics, and various quality groups.
- Multiple rate plans coupled with seasonal variations resulting in a complicated pricing system.

Solution

- As an alternative to offering upgrades for every room type, the Nor1 team worked to focus the staff on providing offers that would make guests happy, maximize revenue and create a successful program for Wild Dunes.
- Wild Dunes was able offer upgraded rooms with amenities like balconies or pool views, which hadn’t been possible previously since they aren’t actual room types.

Results

“Initially, we saw Nor1 simply as an opportunity to make more revenue,” said Ms. Santora. “In actuality, we’ve not only created extra revenue, but we’ve also created more value for our guests and provided a better guest experience. Neither we nor our guests would have experienced this without Nor1.”

“What’s more, the Nor1 process as a whole has given us true insights into what we should be selling and what pleases our guests. We’ve been able to evaluate and change our inventory, and adjust what we choose to sell in order to improve our overall offering.”