



Industry

Hospitality

Service

Revenue Management

Date of Service

December 2020 – February 2021

Case Study

Revenue Management to Revenue Strategy

Situation

Hotel Bristol Berlin offers 246 room and 55 suites with its business mix comprised of corporate, group, and a small percentage of leisure. At the end of 2020, the hotel needed a solution for revenue management support during a temporary absence of its revenue director. The general manager, who previously worked with PTG Consulting at another hotel, reached out for strategic support for two critical goals:

- To identify and resolve system issues to ensure optimal set-up for maximum revenue
- To increase the hotel's occupancy from the existing 10% it was experiencing due to the pandemic

Solution

PTG Consulting assigned its European-based revenue strategist to provide support for the hotel with the first action item being an onsite visit with the team, complete with site tours of Bristol Hotel Berlin and its competitive set. The first priority included a review of the hotel's revenue-related systems to ensure everything was set up for optimal management. Using PTG Consulting's team of experts, a complete system audit was conducted and the findings were presented to the hotel team. After review and receipt of approval from the general manager, the consulting team executed the changes needed. The revenue strategist focused on identifying all existing distribution partners and channels in place and worked quickly to identify and expand to new partners and enhance relationships and opportunities with existing partners. The next step was creating new packages and promotional offers that were complemented by digital marketing efforts to help capture the consumers searches. PTG Consulting completed a thorough review of the hotel's daily pricing strategies and made adjustments where needed.



Results

By February 2021, positive results included:

- The hotel occupancy ranking compared to the competitive set increased from 4 of 6 to 2 of 6
- The hotel increased its ADR Index from 101.4 to 110.3
- Hotel RevPAR ranking moved from 4 of 6 to 2 of 6
- Hotel RevPAR Index increased from 94.2 to 132.4 or +41% over the competitive set

110.3%

ADR Index

132.4%

RevPAR Index

+41%

RPI Growth

“I had the pleasure of working with PTG Consulting while at another hotel and was so pleased with the results and overall engagement there that I hired them to support the Bristol Hotel Berlin. To identify all relevant opportunities, the PTG Consulting team began with a full assessment of the revenue department, including systems and processes, followed by strong collaboration and quick execution. They have truly helped our hotel get on the right track for achieving and exceeding our revenue goals.”

— Stefan Athmann | *General Manager, Hotel Bristol Berlin*