



Case Study



Industry

Hospitality

Services

Revenue Management

Date of Service

April 2021 – present

Revenue Management Services

Situation

Edgewood Tahoe Resort is the only luxury resort in South Lake Tahoe, with its closest comparable competition located in North Lake Tahoe. The hotel's leadership team restructured its revenue and reservations leadership by splitting the current role into two separate positions, allowing each individual a singular focus on his/her respective areas - reservations and revenue management. In addition to needing a resource with revenue management experience, the resort needed expertise in the management of its revenue technology stack; a holistic understanding of their integration, optimal, and holistic evaluation of both transient and group segments; a keen focus on profitable decisions looking at all demand periods across the year; a collaborative approach with all team members; and experience in luxury product merchandising. One of the challenges the leadership team was presented with was identifying expert talent within the revenue management discipline from the local area.

Solution

PTG Consulting assigned a team of experts covering both strategic and tactical support to ensure that it was staffing individuals focused in areas of their expertise and passion which has resulted in high performance and very little turnover. PTG Consulting's approach is highly collaborative, working with the hotel's entire revenue team. One of the first steps was to complete a holistic audit including the existing revenue-related processes and a full systems and integration audit which was documented and reviewed with the hotel team. PTG Consulting's recommendations were implemented following approval from hotel leadership as PTG Consulting's revenue strategist reviewed and made adjustments to the pricing strategy with the leadership team. Merchandising was also an area of focus. Finally, PTG Consulting reviewed the competitive set and collectively decided to change the hotel's primary competitive set to the set formerly referenced as the aspirational competitive set.



Results

While 2020 proved to be a successful year for the hotel with significant leisure travel business, PTG Consulting drove its success to a new level by achieving the following:

- ✔ The hotel achieved a 213.7% RevPAR Index and 160.4% ADR Index against a very challenging aspirational competitive set for the full year 2021
- ✔ Edgewood Tahoe Resort was so happy with PTG Consulting's results that it extended its agreement through 2023

213.7%

ADR Index

160.4%

RevPAR Index

“Our entire team is beyond impressed with PTG Consulting’s services. Their knowledge of revenue management and their execution of our project is by far the best I have seen. They have taken what I considered a not so easy task and made it seamless.”

— Corrina Osborne | *General Manager, Edgewood Resort Tahoe*