

GO BEYOND ROOMS HOTEL*

Go Beyond Rooms Hotels (GBR Hotels) is a successful full service hotel chain that is opening new hotels to expand their brand. In addition to new properties, GBR Hotels provides enhanced experiences through their unique restaurants, spas, golf courses and flexible meeting spaces. An existing IDEaS client, GBR Hotels turned to them to advance their capabilities in optimizing revenues in other business units and support their chain's maximum profit performance.

1 The new hotels leveraged IDEaS New Hotel Service Success Package to get up and running quickly using booking patterns and sales projections from similar properties, despite no available historical data. IDEaS Revenue Management System's (RMS) self-learning forecasting adapted to true booking patterns as they materialized, providing sophisticated capabilities in record time.

2 With IDEaS RMS implemented across the estate, corporate stakeholders have easy access to aggregated metrics and automated, rolled-up reports. The company-wide view helps reinforce revenue strategy for both transient and group business.

3 Energized by their confidence in rooms strategy, the hotel's executive team looks for new opportunities to take their revenue success even further. They are keen to adopt technology that enables the convergence of various departments within their hotels.

4 Looking to target one of their larger revenue streams, GBR Hotels selected Smart Space by IDEaS to understand their overall meetings and events demand. With a clear view into their leads and bookings, the hotel created demand-based pricing and better monitored their conversion performance to support their sales and catering teams.

5 After deploying a pricing strategy for their meetings and events space, GBR Hotels improved their space utilization and increased profitability of the additional revenue stream. Using Smart Space's visualizations helped the hotel prioritize high-value bookings to better help sales and catering teams to attain performance goals.

6 To strengthen their marketing and revenue management efforts, the hotels decided to implement nSight for IDEaS. This industry-first solution aggregates millions of consumer data points across 5,000 travel sites to help hotels build more personalized marketing strategies.

7 With the ability to understand the dates with greatest revenue opportunity and the unique personas shopping in each hotels' market, GBR Hotels creates more targeted promotions to attract these shoppers and drive more direct business—all within their revenue management system.