



**TRINITY**  
HOSPITALITY SERVICES

Andy Leung

Managing Revenue Management in the Digital Age

# WHAT WE DO

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*We offer a one stop shop for hoteliers*



REVENUE MANAGEMENT



WEBSITE DESIGN



DIGITAL MARKETING



SOCIAL MEDIA

# Andy Leung

- Revenue & Systems Manager
- With the company for 4 years
- Supporting 27 properties in IE and UK
- Previously worked with Sheraton Hotels & Choice Hotels
- Graduate of GMIT & DMI

# Our clients (Independent Properties)



# Topics for today

1. Revenue Management and your hotel website
2. Revenue Management and digital marketing
3. Tools to support your decision making



# Revenue Management

“Selling the right room to the right client  
at the right moment and for the right price.”

“The art of turning away business.”

# Scenario 1

100 bedroom hotel	Fri	Sat
Rooms left	70	40
Occupancy	30%	60%
Event		U2 in Concert
BAR Rates	€200	€300

Picked up another 10 rooms for Saturday night since last review, 3 days ago.

What decision should we explore for the weekend?

# Opportunities 1

## Traditional Management

- Potential to apply MLOS 2 on Saturday
- Discount the rate on Friday
- Special Offer, Fantastic Friday inclusive package / Flash Sale

## Online / Digital Avenue

- OTA / TPI
- Own Website



# Potential Return

	Case Study 1	Case Study 2	Case Study 3
Action	No Changes, keep on selling	MLOS2 Saturday, Fri rate €100	Close 20%, MLOS2 excl OWS, Fri €100
Result	40 x €300 = €12k 10 x €200 = €2k 50 rooms = €14k	40 x €300 = €12k 30 x €100 = €3k 70 rooms = €15k	40 x €300 = €12k 30 x €100 = €3k 70 rooms = €15k
Channels	30 = Booking.com 15% 15 = Expedia 23% 05 = OWS 5%	40 = Booking.com 20 = Expedia 10 = OWS	30 = Booking.com 05 = Expedia 35 = OWS
Cost	60% Bkg = €1,260 30% Exp = €966 10% OWS = €70 Total = €2,296 / 16%	57% Bkg = €1,282 28% Exp = €966 14% OWS = €98 Total = €2,346 / 15%	49% Bkg = €1,102 7% Exp = €242 50% OWS = €375 Total = €1,719 / 12%
Sales	€11,704 (84%)	€12,654 (85%) + €950	€13,281 (88%) + €1,577 / + €627

# Revenue Management & Your Hotel's Website

# Hotel website statistics

**80%** of travellers booking on hotel website abandon their reservations



**13%** cite the extended booking process as the reason for their frustration

**40%** of websites require 4 or more clicks to complete a booking, even after you have selected your dates and room types

**50%** need customer support to complete booking which involves navigating away from the booking process

# Booking.com V own website



## Best Available Rate Bed & Breakfast

Taxes Included Breakfast included

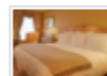
Overnight accommodation, full Irish Breakfast, Full use of 20m Swimming pool, Leisure Centre & Thermal Suite

Hide Rooms -

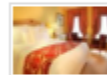
Next Week >



King for Single



Deluxe King



Deluxe Twin



Executive King



Presidential Suite



1 Bedroom Suite

		14 Mar Mon	15 Mar Tue	16 Mar Wed	17 Mar Thu	18 Mar Fri	19 Mar Sat	20 Mar Sun
EUR		€89	€89	€89	€89	€139	X	€89
EUR		€99	€99	€99	€99	€149	X	€99
EUR		€99	€99	€99	€99	€149	X	€99
EUR		€129	€129	€129	€129	€179	X	€129
EUR		X	€500	€500	€500	X	X	€500
EUR		X	X	X	€189	X	X	€189

# Booking.com V own website

## Guest Details

Guest Name Title \* Firstname \*  
   
Lastname \*  
  
Email  \*  
Special requirements   
Additional Information

## Booker Details

☐ Please indicate if the guest details are the same as the person making this booking

Your Name Title \* Firstname \*  
   
Lastname \*  
  
Your Address Line 1 \*  
  
Line 2  
  
Town / City \* Postcode  
   
County / Region  
  
Country \*

Sign in to book faster ▾

**You got the  
best price!**

No registration  
required

an account - you'll unlock

**TODAY 38% OFF** ?

# Booking.com – no credit card required

Check-in date  Check-out date

1-night stay

Room type	Max	Today's price	Conditions	Nr. rooms	Reservation
<a href="#">Deluxe Double Bedroom</a> <b>Just booked!</b> Bath  Private bathroom  Free WiFi <a href="#">More</a> <b>In high demand!</b> Prices are per room included: 9 % VAT		 <b>€ 79</b> Today's Value Deal	FREE cancellation ?	<input type="text" value="0"/>	<input type="button" value="I'll reserve"/> No booking or credit card fees!
		€ 99	FREE cancellation ? Breakfast included	<input type="text" value="0"/>	<input type="button" value="No credit card needed!"/>
<a href="#">Deluxe Twin Bedroom</a> Bath  Private bathroom  Free WiFi <a href="#">More</a> Prices are per room included: 9 % VAT		€ 99	FREE cancellation ? Breakfast included	<input type="text" value="0"/>	

# Website Health Check

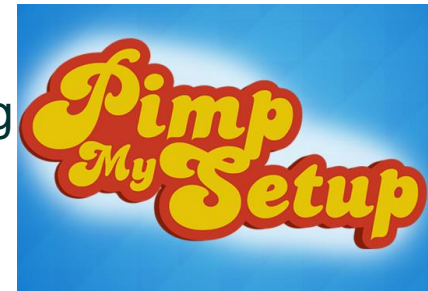
- ✓ How easy is your booking path compared to an OTA?
- ✓ What is your cut off time for same day bookings?
- ✓ Are you using a price check widget?
- ✓ Have you an abandonment email in place?
- ✓ Do you charge a booking deposit?
- ✓ Do you have a member sign in area for secret deals?
- ✓ KISS – review your packages
- ✓ Are your policies evident on your social media channels? EG Book Direct for the very best deal
- ✓ Have you reviewed the Google booking funnel?

# Revenue Management & Digital Marketing





- Understand the impact of digital marketing



- Which are the best platforms



- Understanding ROI with online campaigns

# Benefits of Digital Marketing

- Quantifiable
- Get offers or promotions to target audience
- Which social platforms are best for you
- ROI

# Make your digital marketing targeted and effective

1. Analyse revenue figures
2. Analyse pick up pattern
3. Define your action plan

# Analyse revenue figures

2,921 BOM >	On Books	F'CAST	PICKUP BOM Required to achieve FORECAST		BUDGET	L.YEAR
	1,936			BOM		
3810	Apr-16					
Occ %	66%	83%	17%	91%	76%	76%
Rooms	2,503	3,162	732	2,668	2,896	2,883
A.R.Rate	€ 85.9	€ 85.4	€ 75.3	(€ 10.1)	€ 93.3	€ 90.9
REVPAR	€ 56.4	€ 70.9	€ 68.8	(€ 2.1)	€ 70.9	€ 68.8
REVENUE	€ 214.9	€ 270.0	55 k	20%	€ 270.2	€ 262.0
3937	May-16					
Occ %	30%	77%	47%		84%	84%
Rooms	1,177	3,014	1837	61%	3,309	3,304
A.R.Rate	€ 110.3	€ 96.5	€ 87.6	(€ 8.9)	€ 93.9	€ 86.5
REVPAR	€ 33.0	€ 73.9			€ 78.9	€ 72.6
REVENUE	€ 129.8	€ 290.8	161 k	55%	€ 310.8	€ 285.8

- This time last year, picked up 47k
- Pick trend 45k
- Potential risk of 10k


# Analyse and identify gaps

Report date		12/04/16		REMEMBER!!! YOUR LOWEST COST CHANNEL IS YOUR OWN WEBSITE		TRINITY HOSPITALITY SERVICES		RATE GRID		RESET		E V I D E N C E		COMPETITOR 2:									
Month		APR																					
Rooms available		74																					
Date		20% + T.P.I	15% + T.P.I	OTB CURRENT	Current Pick-Up	Prior Pick-Up	Vacant Rooms	% OTB Today	ADR OTB	OWS BAR (Double BB)	Single Room BB	Double Twin BB	Superior/Triple /Castle BB	RO Double Twin	AP Double Twin BB	OPTIONS	% OTB Excl. Options	X	X	HOTEL RATE CHANGE	OTA BB	Comp A	Comp B
1	Fri	closed	closed	67	0	0	7	91%		€145	€135	€145	€175	€130	€135	35	43%	X		€150	n.a.	n.a.	
2	Sat	closed	closed	68	0	0	6	92%		€220	€210	€220	€250	€205	€210	16	70%			€225	165.00 2	190.00 9	
3	Sun			35	0	0	39	47%		€94	€84	€94	€124	€79	€84	6	39%			€99	65.00 3	70.00 8	
4	Mon			26	0	0	48	35%		€94	€84	€94	€124	€79	€84		35%			€99	65.00 3	70.00 9	
5	Tue			24	0	0	50	32%		€94	€84	€94	€124	€79	€84		32%			€99	75.00 1	€70	
6	Wed			33	0	0	41	45%		€94	€84	€94	€124	€79	€84		45%			€99	75.00 3	n.a.	
7	Thu	closed	c	63	0	3	11	85%		€99	€89	€99	€129	€84	€89	10	72%	X		€104	75.00 2	70.00 10	
8	Fri	closed	closed	73	0	0	1	99%		X	X	X	X	X	X	19	73%			x	120.00 2	130.00 10	
9	Sat	closed	closed	68	0	6	6	92%	MLOS2	€160	€150	€160	€190	€145	€150	31	50%	X		€165	165.00 4	160.00 7	
10	Sun			29	0	7	45	39%		€84	€74	€84	€114	€69	€74		39%			€89	85.00 5	€135	
11	Mon			42	0	7	32	57%		€84	€74	€84	€114	€69	€74		57%			€89	85.00 4	€150	
12	Tue			28	0	-1	46	38%		€84	€74	€84	€114	€69	€74	17	15%			€89	75.00 5	€150	
13	Wed			34	0	4	40	46%		€84	€74	€84	€114	€69	€74	27	9%			€89	75.00 4	n.a.	
14	Thu			46	0	6	28	62%		€84	€74	€84	€114	€69	€74	27	26%			€89	75.00 2	70.00 8	
15	Fri			51	0	-3	23	69%		€130	€120	€130	€160	€115	€120	23	38%	X	reduce to 130	€135	n.a.	140.00 3	
16	Sat	closed	CLOSED	67	0	-6	7	91%		€220	€210	€220	€250	€205	€210	33	46%		open booking.com	€225	€200	n.a.	
17	Sun			18	0	3	56	24%		€84	€74	€84	€114	€69	€74	6	16%	##		€89	€65	80.00 10	
18	Mon			32	0	10	42	43%		€84	€74	€84	€114	€69	€74	6	35%			€89	65.00 3	80.00 10	
19	Tue			16	0	0	58	22%		€84	€74	€84	€114	€69	€74	6	14%			€89	75.00 3	80.00 9	
20	Wed			46	0	4	28	62%		€84	€74	€84	€114	€69	€74	27	26%			€89	75.00 4	80.00 9	
21	Thu			51	0	6	23	69%		€84	€74	€84	€114	€69	€74	27	32%			€89	75.00 1	80.00 7	
22	Fri			49	0	-16	25	66%		€125	€115	€125	€155	€110	€115	12	50%	X	reduce to 125	€130	€115	140.00 1	
23	Sat			54	0	-2	20	73%		€220	€210	€220	€250	€205	€210	32	30%			€225	220.00 2	200.00 2	

# Action Plan: Digital Marketing Campaigns

**facebook campaign**  
Sponsored · 🌐

Stay in deluxe room with breakfast & enjoy a three course meal in Restaurant.



**facebook Hotel**  
Sponsored · 🌐

posted a

**Family Breaks**

From €229

**Fabulous Family Breaks! 2 nights Dinner, Bed & Breakfast with pool & kids club from €229**

Expired  
125 people claimed this offer


Like · Comment · Share · 👍 25

**Ad preview**

Grab yourself a weekend break for less!

Hotel Rooms from €85

**BOOK NOW >>**




**TRINITY HOSPITALITY SERVICES**  
★★★★

**ASTIC FRIDAY OFFER!**

FROM  
**€99**  
TOTAL STAY For 2

- 1 Night in DELUXE GUEST BEDROOM
- 4 Course MEAL
- Full Irish BREAKFAST
- Full use of LEISURE FACILITIES

fantas  
Amazir  
B&B of  
Click fo  
**Andy'**  
Call us  
**0707**  
Optout:  
MONDAY,  
our s  
for t  
Add text  
ies, 1  
fee and a glass  
ncluded.



Wedding  
Open Day

Sunday 19th  
January



Andy's  
Resort  
Hotel

Learn More



# Analyse ROI

Final statistics for facebook offer campaign that ended on Sunday at 4.29pm.

Below data is for the whole campaign, in which it started on Thursday 10/01/13 4.45pm

20,992 reached (no. of people saw this post on their News Feed)

5,014 claimed the offer

586 opened their emails after claiming the offer

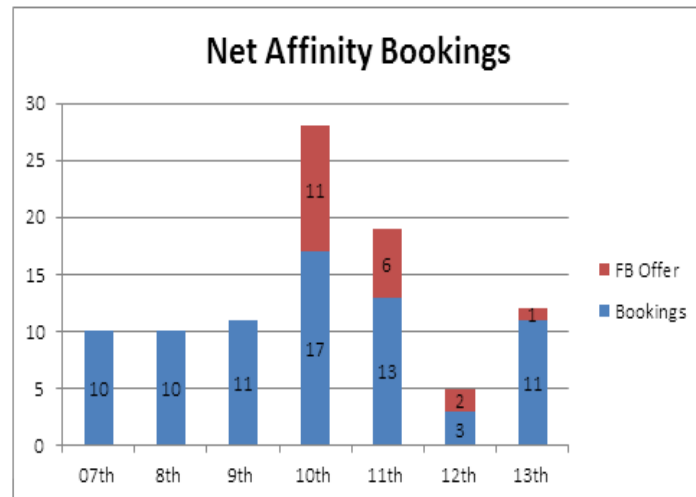
483 extra "Likes"

20 direct bookings made on this offer on Net Affinity resulting in gross revenue of €1,690.50. Offers is valid until 17<sup>th</sup> of January so therefore there might be some additional bookings between now to the end date.

Total cost of this offer €64.00

ROI ratio 26:1

Overall, good exercise and good ROI. Increased in bookings on the dates the offer was launched. Good awareness campaign and good method to increase "Likes" on the business Facebook page.




# Make your digital marketing targeted and effective

- Ensure we run campaigns based on fact & figures
- Identify gap period
- Work with S&M to get the message out to your target audience
- Learn from your campaigns – success or not



# Tools to support your decision making

# Booking.com Pace Report

Comparatives 

View

Last year

Same date

Months

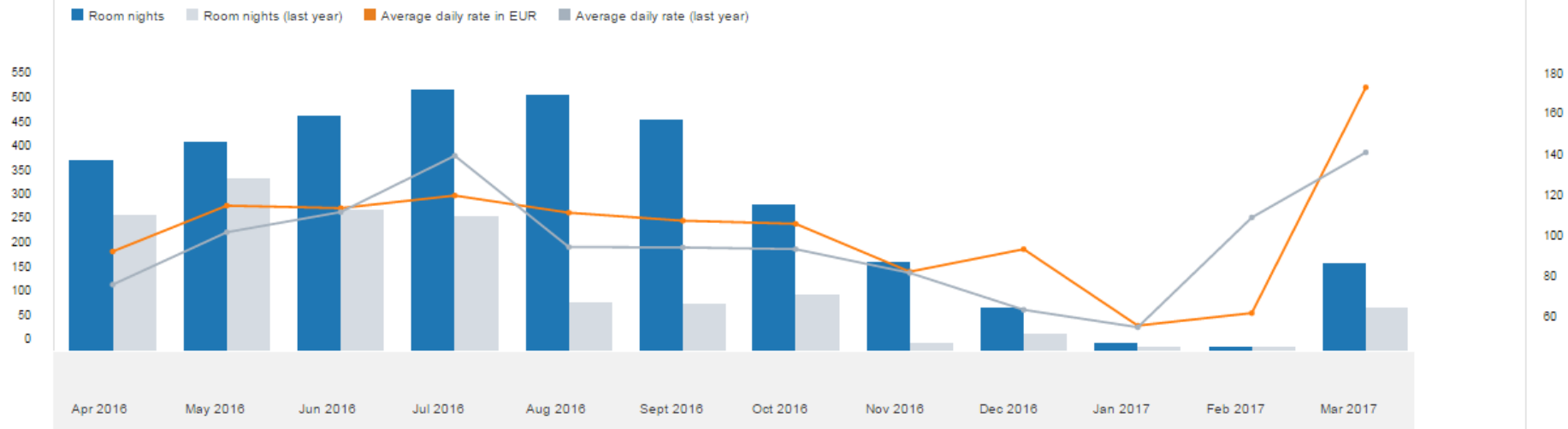
Data as of 12 April 2016 for reservations on the books within the last 365 days (compared to Last year's data as of 12 April 2015)

Rate this report



(Room nights)

(EUR)



Room nights

394	431	486	539	528	477	302	183	90	17	8	182
▲ 39.7%	▲ 20.7%	▲ 66.4%	▲ 93.8%	▲ 428%	▲ 386.7%	▲ 158.1%	▲ 976.4%	▲ 150%	▲ 112.5%	▼ -20%	▲ 100%
282	357	292	278	100	98	117	17	36	8	10	91

Room revenue in EUR

€ 38,630.85	€ 51,970.85	€ 58,011.65	€ 67,667.90	€ 61,838	€ 53,989.35	€ 33,724.20	€ 16,121.75	€ 8,926.15	€ 1,046.80	€ 542	€ 32,537.50
▲ 67.5%	▲ 35.4%	▲ 69.1%	▲ 67.7%	▲ 516.7%	▲ 450.7%	▲ 190.6%	▲ 983.4%	▲ 257.5%	▲ 115.3%	▼ -52.8%	▲ 143.5%
€ 23,052.35	€ 38,374.10	€ 34,294.16	€ 40,348.21	€ 10,025.85	€ 9,802.95	€ 11,603	€ 1,488	€ 2,496.80	€ 486.20	€ 1,147.50	€ 13,358.45

Average daily rate in EUR

€ 98.04	€ 120.58	€ 119.36	€ 125.54	€ 117.11	€ 113.18	€ 111.66	€ 88.09	€ 99.17	€ 61.57	€ 67.75	€ 178.77
▲ 19.9%	▲ 12.1%	▲ 1.6%	▼ 13.5%	▲ 16.8%	▲ 13.1%	▲ 12.5%	▲ 0.6%	▲ 42.9%	▲ 1.3%	▼ 41%	▲ 21.7%
€ 81.74	€ 107.49	€ 117.44	€ 145.13	€ 100.25	€ 100.03	€ 99.17	€ 87.52	€ 69.35	€ 60.77	€ 114.75	€ 146.79

TOTAL

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Booked Bookings 2016	711	617	316	217	-	-	-	-	-	-	-	-	1861
Booked Bookings 2015	336	441	454	385	420	398	500	443	461	339	338	490	5005
Booked Bookings Growth	375	176	-138	-168	-	-	-	-	-	-	-	-	-3144
Booked Bookings Growth %	111%	39%	-30%	-43%	-	-	-	-	-	-	-	-	-62%
Booked Room Nights 2016	1397	1236	786	414	-	-	-	-	-	-	-	-	3833
Booked Room nights 2015	612	842	825	695	703	697	862	820	825	610	605	816	8912
Booked Room nights Growth	785	394	-39	-281	-	-	-	-	-	-	-	-	-5079
Booked Room nights Growth %	128%	46%	-4%	-40%	-	-	-	-	-	-	-	-	-56%
Stayed Room nights 2016	448	502	507	465	434	402	313	152	124	63	25	33	3468
Stayed Room nights 2015	214	288	402	492	491	562	620	817	566	566	368	389	5775
Stayed Room nights Growth	234	214	105	-27	-57	-160	-307	-665	-442	-503	-343	-356	-2307
Stayed Room nights Growth %	109%	74%	26%	-5%	-11%	-28%	-49%	-81%	-78%	-88%	-93%	-91%	-39%
Booked Revenue 2016	134478€	125302€	87953€	46753€	-	-	-	-	-	-	-	-	394487€
Booked Revenue 2015	54515€	75786€	77317€	68904€	75942€	77549€	93332€	90506€	81633€	56708€	50852€	73534€	876382€
Booked Revenue Growth	79962.50€	49515.80€	10636.10€	-22151.00€	-	-	-	-	-	-	-	-	-481894.60€
Booked Revenue Growth %	146%	65%	13%	-32%	-	-	-	-	-	-	-	-	-54%
Stayed Revenue 2016	33664€	44851€	50501€	46331€	43230€	48003€	39318€	20799€	13187€	6503€	1775€	2777€	350945€
Stayed Revenue 2015	14575€	24168€	33921€	41085€	46597€	63082€	72141€	97676€	61337€	54271€	29718€	31854€	570432€
Stayed Revenue Growth	19088€	20683€	16580€	5246€	-3368€	-15079€	-32823€	-76877€	-48150€	-47768€	-27944€	-29078€	-219487€
Stayed Revenue Growth %	130%	85%	48%	12%	-7%	-23%	-45%	-78%	-78%	-88%	-94%	-91%	-38%
Stayed Revenue Cancellation 2016	32.87%	36.20%	31.67%	36.15%	26.13%	19.78%	20.42%	7.72%	20.63%	41.11%	43.81%	8.77%	28.54%
Stayed Revenue Cancellation 2015	25.29%	26.47%	30.31%	27.13%	31.25%	27.39%	26.42%	28.87%	30.01%	33.89%	27.96%	31.06%	29.11%
Stayed Revenue Cancellation Growth	7.58%	9.73%	1.36%	9.02%	-5.11%	-7.61%	-6.00%	-21.15%	-9.39%	7.23%	15.85%	-22.29%	-0.57%
Stayed Revenue Cancellation Growth %	29%	36%	4%	33%	-16%	-27%	-22%	-73%	-31%	21%	56%	-71%	-1%
Booked Avg Room Rate per rnt 2016	96.26€	101.38€	111.90€	112.93€	-	-	-	-	-	-	-	-	102.92€
Booked Avg Room Rate per rnt 2015	89.08€	90.01€	93.72€	99.14€	108.03€	111.20€	108.27€	110.37€	98.95€	92.96€	83.72€	90.12€	98.34€
Booked Avg Room Rate per rnt Growth	7.18€	11.37€	18.18€	13.79€	-	-	-	-	-	-	-	-	4.58€
Booked Avg Room Rate per rnt Growth %	8%	12%	19%	13%	-	-	-	-	-	-	-	-	4%
Stayed Avg Room Rate per rnt 2016	75.14€	89.35€	99.61€	99.64€	99.61€	119.41€	125.62€	136.84€	106.35€	103.23€	71.00€	84.15€	101.20€
Stayed Avg Room Rate per rnt 2015	68.11€	83.92€	84.38€	83.51€	94.90€	112.25€	116.36€	119.56€	108.37€	95.89€	80.76€	81.89€	98.78€
Stayed Avg Room Rate per rnt Growth	7.03€	5.43€	15.23€	16.13€	4.71€	7.17€	9.26€	17.28€	-2.02€	7.35€	-9.76€	2.26€	2.42€
Stayed Avg Room Rate per rnt Growth %	10%	6%	18%	19%	4%	6%	7%	14%	-1%	7%	-12%	2%	2%
Booked Avg LoS 2016	1.71	1.69	2.12	1.62	-	-	-	-	-	-	-	-	1.77
Booked Avg LoS 2015	1.54	1.72	1.63	1.57	1.49	1.58	1.53	1.68	1.63	1.61	1.59	1.53	1.59
Booked Avg LoS Growth	0.16	-0.03	0.49	0.05	-	-	-	-	-	-	-	-	0.17
Booked Avg LoS Growth %	10%	-1%	30%	3%	-	-	-	-	-	-	-	-	10%

[illegible]

# Expedia Front Page Comp Set

Lowest available price, shown in EUR, for two people staying for one night (taxes and fees not included).

	Wed 13/04	Thu 14/04	Fri 15/04	Sat 16/04
Dooleys Hotel Waterford City	54	54	72	128 ↑ 30
Faithlegg House Hotel Golf and Country Club	110	110	163	X
Fitzwilton Hotel	60	60	100	X
The Anchorage Guest House	X	X	X	X
Treacy's Hotel Waterford Spa & Leisure Centre	61	71	71	87
Waterford Castle	91	91	100	164
Waterford Marina Hotel	50	X	X	X
	59	68	68	169

↑ = Price increase over the past 7 days.    ↓ = Price decrease over the past 7 days.

X = No Available Rates



# Expedia Detail Comp Set

Click to sort by date ▶

	Wed 4/13	Thu 4/14	Fri 4/15	Sat 4/16	Sun 4/17	Mon 4/18	Tue 4/19	Wed 4/20	Thu 4/21	Fri 4/22	Sat 4/23	Sun 4/24	Mon 4/25	Tue 4/26	Wed 4/27	Thu 4/28	Fri 4/29	Sat 4/30	Sun 5/1	Mon 5/2	Tue 5/3	Wed 5/4	Thu 5/5	Fri 5/6	Sat 5/7	Sun 5/8	Mon 5/9	Tue 5/10	Wed 5/11	Thu 5/12	Fri 5/13
Hotel	100	72	X	X	72	72	72	72	72	X	X	72	72	72	72	72	X	X	X	72	72	82	72	109	X	72	72	72	72	72	X

All rates are quoted in €EUR      X - No available rates for selected length of stay and number of adults in the room      - Rate is cheaper than My Hotel's cheapest rate

Competitive hotels: 1-20 21-40 41-47

The Savoy Hostel	17	17	26	X	17	17	17	17	17	X	X	17	17	17	17	17	26	X	23	21	21	21	21	X	X	21	21	21	21	21	X
Galway City Hostel	18	18	X	X	18	18	X	18	18	32	X	18	18	X	18	18	32	X	37	18	X	18	18	32	X	18	18	X	18	18	32
Snuzzles Tourist Hostel	42	42	42	X	36	36	36	36	36	X	X	28	28	28	28	28	49	X	X	39	36	36	36	X	X	36	36	36	36	36	X
St. Judes Lodge	53	X	72	165	53	X	X	X	53	106	124	90	53	53	53	53	106	X	106	91	91	91	106	106	115	91	91	91	91	91	106
Bayview House B&B	55	55	X	X	55	55	55	55	55	X	X	55	55	55	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7 Cross Street	59	72	82	X	72	72	72	289	72	82	X	59	59	59	63	72	289	X	X	289	72	72	82	289	X	82	82	72	72	72	289
Travelodge Galway	60	60	X	X	60	60	60	70	60	95	125	60	90	90	60	60	90	X	115	74	95	95	74	95	X	74	84	95	95	74	100
Nox Hotel	63	63	100	X	78	63	63	78	78	100	155	78	78	78	78	78	128	X	128	100	114	100	100	118	128	100	100	100	100	100	118
Corrib View	64	64	64	64	64	64	64	64	64	64	X	64	64	64	64	64	64	X	64	64	64	64	64	64	64	78	X	78	78	78	64
Dominic Street Apartments	64	64	110	321	64	64	64	64	64	138	183	64	64	64	64	64	110	183	138	92	92	92	92	138	183	92	92	92	92	92	110
Eyre Square Townhouse	69	69	X	119	59	82	59	57	57	87	X	61	61	61	59	59	84	X	88	63	63	63	63	101	X	76	76	84	76	76	99
The Western Hotel	69	73	156	X	87	73	73	78	76	165	X	69	72	72	73	73	119	X	X	78	78	78	101	106	X	73	83	101	101	101	119
Victoria Hotel	69	69	109	146	63	63	63	63	63	109	X	63	69	69	63	63	118	X	118	63	63	82	82	X	X	72	72	72	72	72	109
Maldron Hotel Sandy Road Galway	72	72	105	155	72	72	72	72	72	105	146	72	72	72	72	72	91	X	123	82	82	82	82	105	X	72	72	118	100	105	128
The Connacht Hotel	72	72	91	X	72	72	72	72	72	100	146	72	72	72	72	72	91	164	91	82	82	82	72	109	X	72	72	72	72	72	109
The Westwood Hotel	72	X	118	174	84	82	63	97	97	X	137	63	82	X	X	X	X	X	X	97	97	118	174	174	X	72	82	63	63	97	109
Sea Mist B&B	73	X	X	X	73	119	119	73	73	73	119	73	73	73	73	73	73	X	83	83	83	83	83	83	83	X	X	83	83	83	83
Clayton Hotel Galway	77	X	X	X	91	86	77	77	68	95	X	68	77	77	68	68	95	X	105	91	91	91	91	128	X	86	86	X	X	X	X
Oranhill Lodge B&B	84	X	95	X	84	X	90	84	84	90	90	84	84	90	84	84	90	X	84	84	84	84	95	X	95	X	84	95	84	106	116
Jurys Inn Galway	87	100	X	X	87	87	91	87	91	183	183	87	100	109	100	100	118	X	137	91	100	98	98	192	X	107	123	90	90	131	137

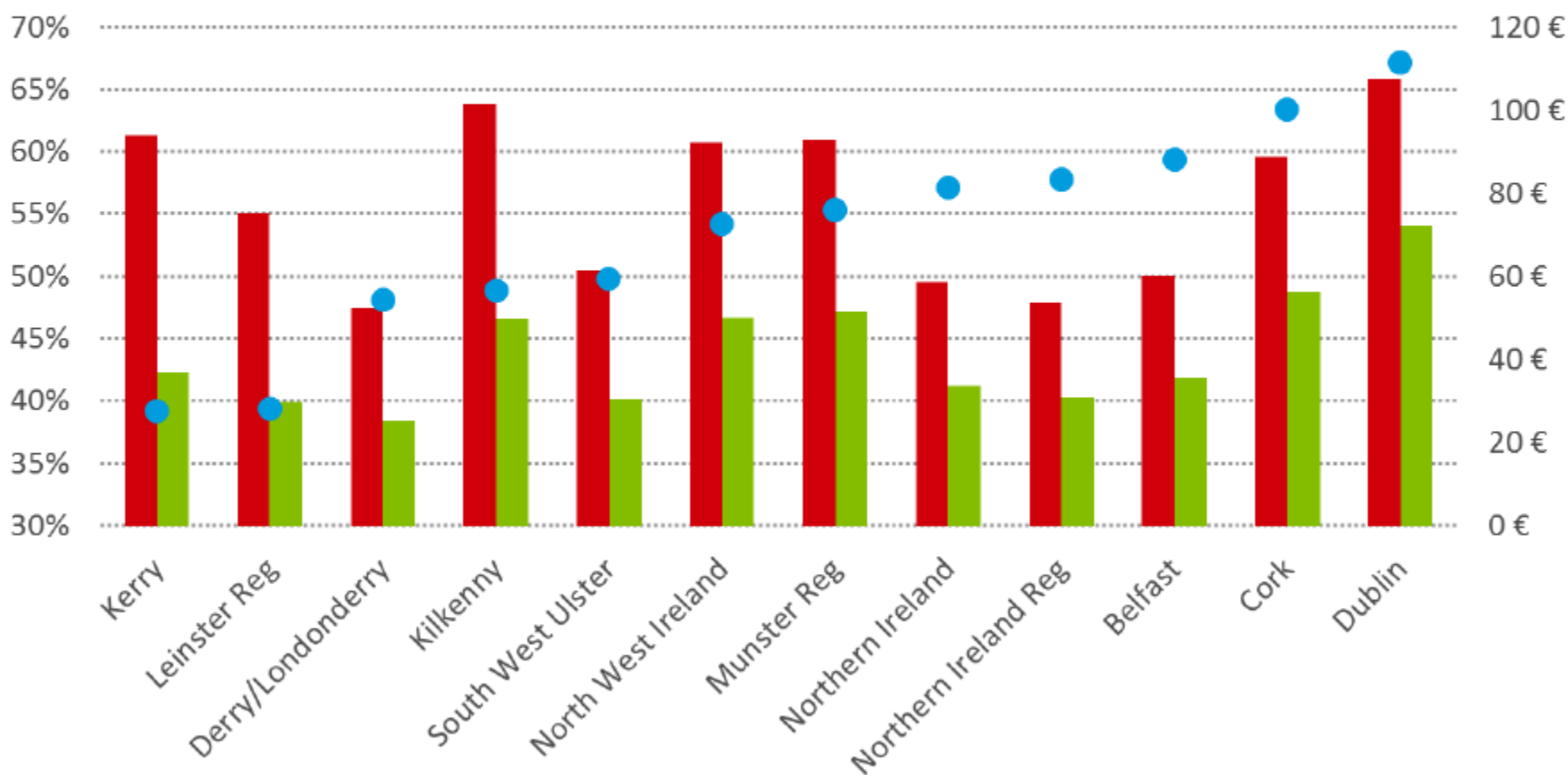


# Irish & Northern Irish Markets Occ, ADR & RevPAR

February 2016 YTD, Local Currency

## Latest STR Report for Feb YTD

■ ADR ■ RevPAR ● Occupancy

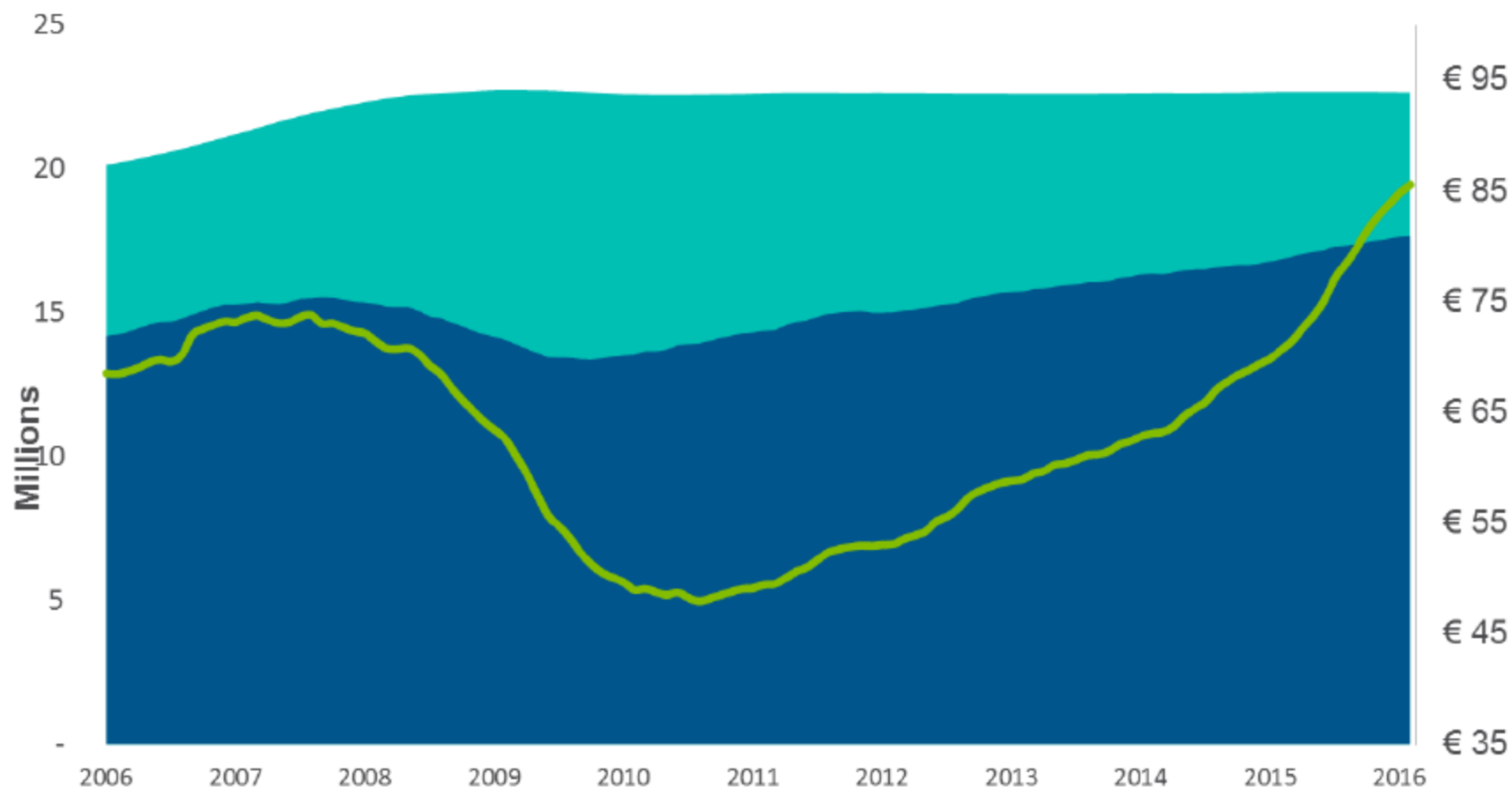


# All Ireland Supply, Demand & RevPAR

12 MMA, Jan 2006 – Feb 2016, EUR

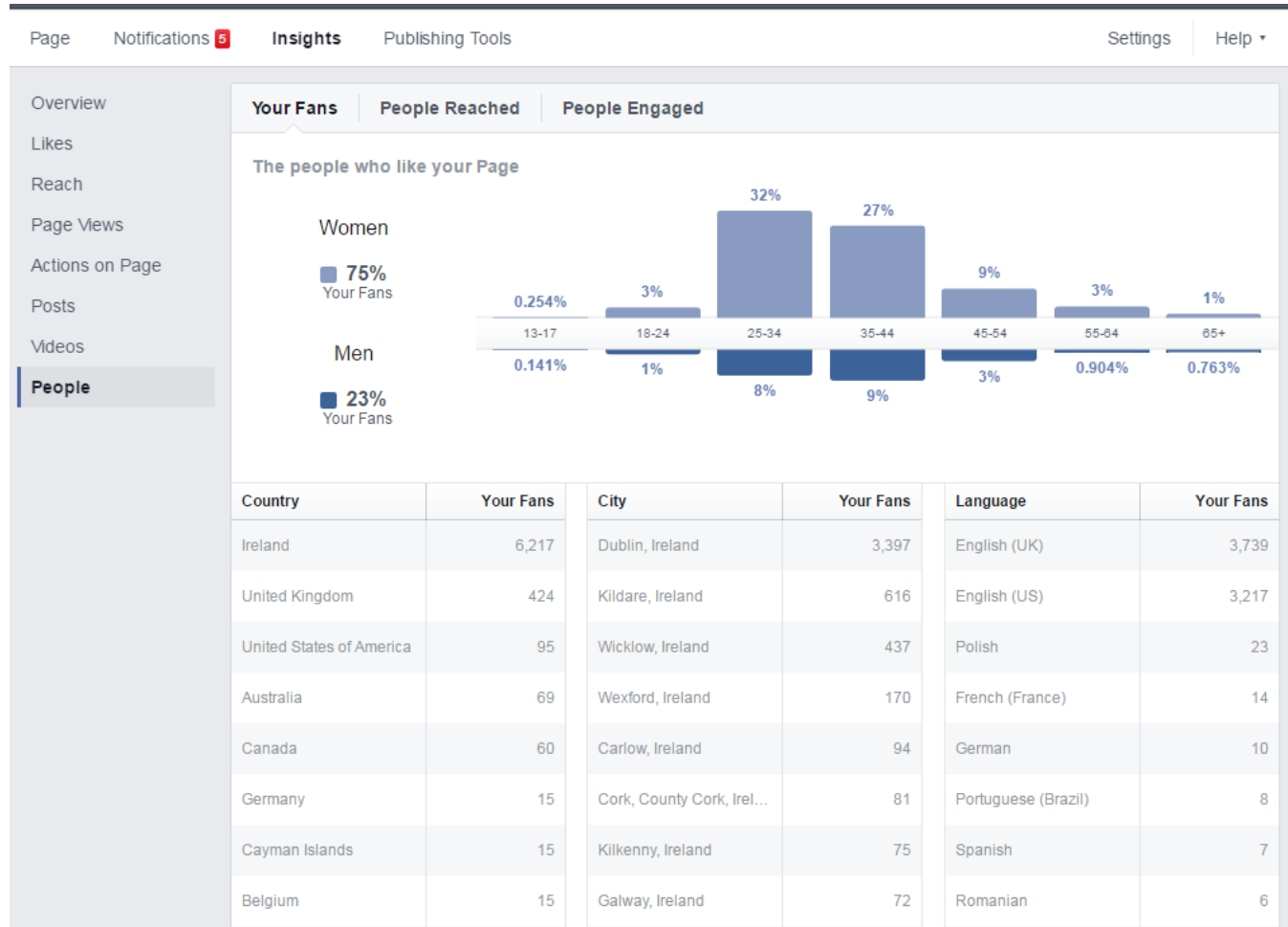


Supply Demand RevPAR





# Facebook Insights



# Rate Shopper Tool

Room	Breakfast	Cancellat.	Max persons	11-04	12-04	13-04	14-04	15-04	16-04	17-04	18-04	19-04	20-04	21-04	22-04
Double or Twin Room	None	Free	2	59.00	59.00	59.00	59.00	69.00	79.00	0	59.00	59.00	59.00	59.00	59.00
				0%	0%	0%	0%	0%			0%	0%	0%	0%	0%
Double or Twin Room	Included	Free	2	79.00	79.00	79.00	79.00	89.00	99.00	0	79.00	79.00	119.00	79.00	99.00
				0%	0%	0%	0%	0%			0%	0%	0%	0%	0%
Double or Twin Room	None	Free	2	65.00	65.00	65.00	65.00	89.00	0	65.00	65.00	65.00	65.00	65.00	79.00
				0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%
Double or Twin Room	Included	Free	2	85.00	85.00	85.00	85.00	109.00	0	85.00	85.00	85.00	85.00	85.00	99.00
				0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%
Double or Twin Room	None	Free	2	69.00	0	69.00	0	0	0	69.00	69.00	69.00	69.00	0	0
				0%		0%				0%	0%	0%	0%		
Double or Twin Room	None	Free	2	60.00	60.00	60.00	60.00	75.00	80.00	60.00	66.00	66.00	66.00	66.00	76.00
				0%	0%	0%	0%	0%	▼ -8.3%	0%	0%	0%	0%	0%	0%
Double or Twin Room	Included	Free	2	74.00	74.00	74.00	74.00	89.00	0	74.00	80.00	80.00	80.00	80.00	90.00
				0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%

		Double	Single	Twin	Triple
Mon 01 Aug 2016	Albany House	n.a.	n.a.	n.a.	n.a.
	Harcourt Hotel	139.00 EUR 4		139.00 EUR 5	179.00 EUR 3
	Camden Court Hotel	n.a.		n.a.	
	Harrington Hall	n.a.	n.a.	n.a.	n.a.
	Travelodge Stephens Green	109.00 EUR 10	109.00 EUR 10	109.00 EUR 10	
	The Dean	n.a.		197.00 EUR 10	167.00 EUR 6
Tue 02 Aug 2016	Albany House	129.00 EUR 1	129.00 EUR 1	n.a.	n.a.
	Harcourt Hotel	139.00 EUR 4		139.00 EUR 5	179.00 EUR 3
	Camden Court Hotel	n.a.		n.a.	
	Harrington Hall	n.a.	n.a.	n.a.	n.a.
	Travelodge Stephens Green	153.00 EUR 10	153.00 EUR 10	153.00 EUR 10	
	The Dean	157.00 EUR 5		197.00 EUR 10	167.00 EUR 5
Wed 03 Aug 2016	Albany House	n.a.	n.a.	n.a.	n.a.
	Harcourt Hotel	169.00 EUR 4		169.00 EUR 5	209.00 EUR 3
	Camden Court Hotel	n.a.		n.a.	
	Harrington Hall	n.a.	n.a.	n.a.	n.a.
	Travelodge Stephens Green	153.00 EUR 10	153.00 EUR 10	153.00 EUR 10	
	The Dean	157.00 EUR 2		197.00 EUR 10	167.00 EUR 4
Thu 04 Aug 2016	Albany House	129.00 EUR 2	129.00 EUR 2	n.a.	n.a.
	Harcourt Hotel	169.00 EUR 4		169.00 EUR 5	209.00 EUR 3
	Camden Court Hotel	n.a.		n.a.	
	Harrington Hall	n.a.	n.a.	n.a.	n.a.
	Travelodge Stephens Green	131.00 EUR 10	131.00 EUR 10	131.00 EUR 10	
	The Dean	157.00 EUR 4		197.00 EUR 10	167.00 EUR 6
Fri 05 Aug 2016	Albany House	179.00 EUR 2	179.00 EUR 2	n.a.	n.a.
	Harcourt Hotel	239.00 EUR 4		239.00 EUR 6	299.00 EUR 1
	Camden Court Hotel	n.a.		n.a.	
	Harrington Hall	n.a.	n.a.	n.a.	n.a.
	Travelodge Stephens Green	197.00 EUR 10	197.00 EUR 10	197.00 EUR 10	
	The Dean	n.a.		n.a.	n.a.

# KPI Tracker

Version v2

Hotel Figures	NetRevenue	Rooms	ADR	RevPar	%
Accommodation Revenue	154,293	1,688	91.41	82.95	90.75%

Hotel Name:	Sample A
Number of Rooms:	60
Month:	March 31 2016

**\*\*Note - BLUE cells is free type therefore please only update cells with BLUE font\*\***

Please select from the list of OTA available. Email us if we need to add others

Online Travel Agencies			
	75%	63%	% of contribution
	NetRevenue	Rooms	ADR
Total	115,466	1064	108.52
Name			
Net Affinity	16,441	150	109.61
Booking.com	66,071	523	126.33
Expedia	30,980	362	85.58
Hotelbeds	1,974	29	68.07
			0
			0
			0
			0
			0
			0
			0
			0
			0
			0
			0
			0
			0
			0
			0

Free type with the company names

Top 20 Companies			
	8%	10%	% of contribution
	NetRevenue	Rooms	ADR
Total	11,917	165	72.22
Name			
1	4,648	61	76.20
2	3,023	45	67.18
3	1,786	27	66.15
4	638	4	159.50
5	418	6	69.67
6	330	5	66.00
7	425	6	70.83
8	177	3	59.00
9	354	6	59.00
10	118	2	59.00
			0
			0
			0
			0
			0
			0
			0
			0
			0
			0

Please select from the list of operators available. Email us if we need to add others

Top 20 Groups & Tours			
	9%	12%	% of contribution
	NetRevenue	Rooms	ADR
Total	14,308	202	70.83
Name			
A FIT	1,168	24	48.67
B FIT			0
C FIT	2,124	37	57.41
D FIT	2,499	29	86.17
E FIT	2,607	36	72.42
F FIT	4,397	50	87.94
G FIT	886	16	55.38
H FIT	627	10	62.70
			0
			0
			0
			0
			0
			0
			0
			0
			0
			0

# Revenue Management Tool

# Techniques & Tools

## Recap

- Use existing (FREE!) reports
- Gather and analyse data
- Drive direct business into your own website

# Takeaways from today

1. Check your own websites booking journey V OTA
2. Next sales & marketing meeting, identify gaps and target them
3. Review at least 1 external report (Facebook Insights, Booking.com statistics)

# Questions & Answers





# Thank you

## SPECIALISED SUPPORT SERVICES FOR THE HOSPITALITY INDUSTRY

- Group Purchasing
- Revenue Management
- Websites & Digital Marketing
- Guest Loyalty Programmes
- Groups & Tours Representation
- Hotel Accounting
- Human Resources
- Franchising
- IT Support

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