

Case Study

Revenue Management As a Service

Woodstock Resort, India



Hotel Type
Leisure



Location
Coorg



No. of Rooms
34



About Wood Stock Resort

Woodstock Resort Sees a 54% Rise in its Revenue through AxisRooms' Revenue Management Services

Woodstock, a tranquil resort, situated about 4 Kms from the Madikeri Fort Museum of the 17th century, is surrounded by foliage around State Highway 27. Shops and dining areas are in proximity as well. Nature's view is available in plenty off the porches lined with simple furniture in the colorful brick villas. Basic amenities like Wi-Fi access, flat-screen TVs, areas meant for lounging etc., are offered in all. Apart from complimentary services like parking and breakfast, which can be enjoyed at a casual, airy restaurant, there are other exciting amenities like an outdoor pool, spa and sundeck on offer too.



Initial Challenges

Woodstock Resort had several challenges to overcome to survive the tough hospitality terrain. The hotel's listing on most web portals was a thorough mismatch and their online presence and visibility were also poor. They ranked below 30 on page search results and the rates they employed on metasearch engines were also not at par with one another. Additionally, their inventory was available for distribution for only a few dates and were set on static prices.

Timely realization of the urgent need for action propelled them to get on board with AxisRooms' Revenue Management Services.



Solutions

AxisRooms' Revenue Consultants made a thorough study of the hotel's status and after evaluating things on several parameters devised methods to combat issues. Following steps were taken henceforth:

- Step 01** ➤ Optimized property listing on all OTAs
- Step 02** ➤ Ensured content hygiene on all OTAs
- Step 03** ➤ Implemented occupancy-based dynamic pricing
- Step 04** ➤ Promotions to increase conversion online and maintain higher ARR
- Step 05** ➤ Ensured inventory and rate parity on metasearch engines and OTAs



Results

Thanks to the solutions offered by AxisRooms, **Woodstock Resort saw a 54% spike in its revenues between 2019 to 2021.** Here are a few more noteworthy benefits -

Increased sales and occupancy,
leading to a

49.3%

boost in room nights.

Recorded a

13.4%

growth in ARR.

Registered a

12%

**growth in online
occupancy.**



Testimony

“ AxisRooms' team was great to work with. We have been using a channel manager for the past three years. We have had zero discrepancies concerning online bookings. Special mention to Revenue Management Services for their prompt response and diligent work. Overall, a great experience, and I would definitely refer their service to other hotels. Thanks to the team for their outstanding effort in maximizing our revenue in this lean period. ”

Sridhar Swain, Resort Manager

Woodstock Resort





About

A unique service where our Revenue Consultants provide you with their expertise to increase your hotel's revenue and manage your booking channels, so you sell more rooms at better rates. What else? -

Our personalized Revenue Manager is available at a price of just **Rs.4999**

If you'd like a FREE audit of your hotel property and distribution channel listings, make a booking today



Call

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