

Case Study

Revenue Management As a Service

The Elephant Court, India



Hotel Type
Leisure



Location
Thekkady
Kerala



No. of Rooms
65



About The Elephant Court

Thanks to AxisRooms, Hotel Elephant Court saw a 19% hike in revenue.

Located in Thekkady, in the Idukki district of Kerala, **the Elephant Court is a 5-star leisure boutique resort** that is in close proximity to the Periyar Tiger Reserve and Murikkady. The hotel has a beautiful swimming pool, yoga centre and health club which add to its elegance. For those who like to take back tangible memories from where they stay, the hotel has a boutique with collectables and a curio shop. To keep their guests well entertained, they also offer outdoor activities such as Kurudamala trekking, elephant rides and visits to the nearby tiger reserve, apart from the Jeep safari and plantation tours. Patios and balconies are a common feature of the rooms and suites at the hotel and have additional amenities like free wi-fi, TVs and minibars. Breakfast is complimentary and their restaurant is often a sought-after place for its open-air dining facility and breathtaking panoramic views.



Initial Challenges

Elephant court faced several challenges on its way to success. Apart from their listing on online channels, which was not at par with each other, and the inventory not being in order on metasearch engines, there were a host of issues that needed attention. A few of these are listed below:

- Low online presence & visibility
- Online business amounting to only a meager 12%
- Usage of static prices only
- A poor ranking of below 50 on page search



Solutions

After careful analysis AxisRooms' Revenue Consultants charted out a plan to help Elephant Court win over its challenges. These have been listed below:

- Step 01** ➤ Ensured parity on online platforms to optimize visibility.
- Step 02** ➤ Established content hygiene on all OTAs.
- Step 03** ➤ Implemented occupancy-based dynamic pricing.
- Step 04** ➤ Ran promotions to increase conversions online and maintain higher ARR.
- Step 05** ➤ Forecasted demand to optimize future online sales.



Results

With an overall **revenue growth of 19.9%**, Hotel Elephant Court saw a huge change in earnings between the year **2015** and **2021**. Other noteworthy benefits were:

Room nights saw
and increase of

8.2%

ARR value took
a rise of

8.6%

Online occupancy
grew

5%



Testimony

“ The Elephant Court & Peppervine, Thekkady, have had wonderful experiences while using the wide range of products and services offered by AxisRooms, especially its Channel Manager & Revenue Management solutions. They are easy to learn, user-friendly, cost-effective and save a lot of time. The Revenue Managers have immense knowledge of the product, market trends and strategies, which is favourable for our business development and increasing online volumes. Also, their excellent support team is always available to address issues round the clock. ”

Roney Kurian, Head Sales & Marketing

The Elephant Court



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



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