

# Integrated Revenue Strategy success story



## SITUATION

Like most Caribbean hotels, this property saw revenue decline following the 2008 recession. However, unlike other hotels that bounced back in 2011, revenue continued to decline despite spending heavily on marketing.



## APPROACH

An initial audit revealed serious deficiencies, including no strong unique selling proposition for consistent messaging, no communication between multiple marketing firms, and overdependence on OTAs. An Integrated Revenue Strategy was proposed and agreed upon by the board.

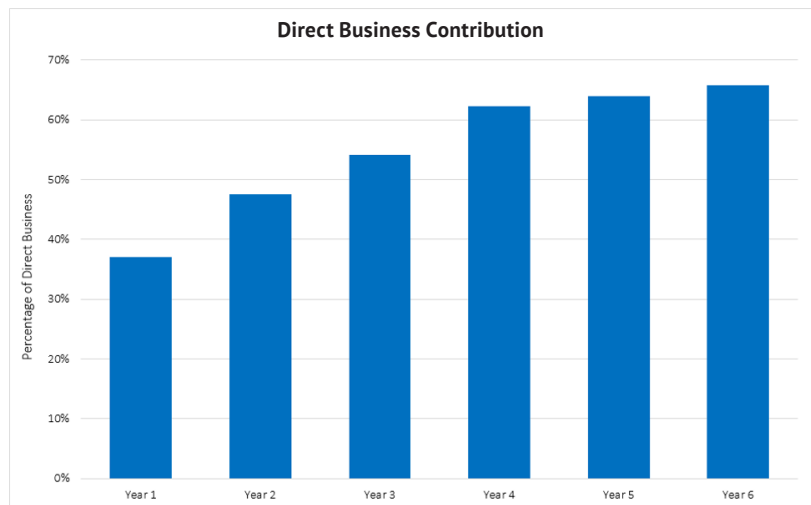


## RESULTS

Revenue responded immediately, nearly doubling over the next 2-½ years but declined in 2016-17 due to Zika and two hurricanes. In 2018, revenue management was implemented, with revenue increasing 27% the following year. OTA dependence decreased significantly as direct revenue jumped to 67% from 37% before Revenue Matters engaged with this property.



Revenue More Than Doubled with Integrated Revenue Strategy



Increased Direct Non-Commissionable Revenue



# Integrated Revenue Strategy success story



## SITUATION

Although this property ranked #1 out of 300+ hotels on Tripadvisor in their market, the owners felt it could do better. They lacked a unique selling proposition, and there was little coordination between the owners, resort management, and its marketing partners.



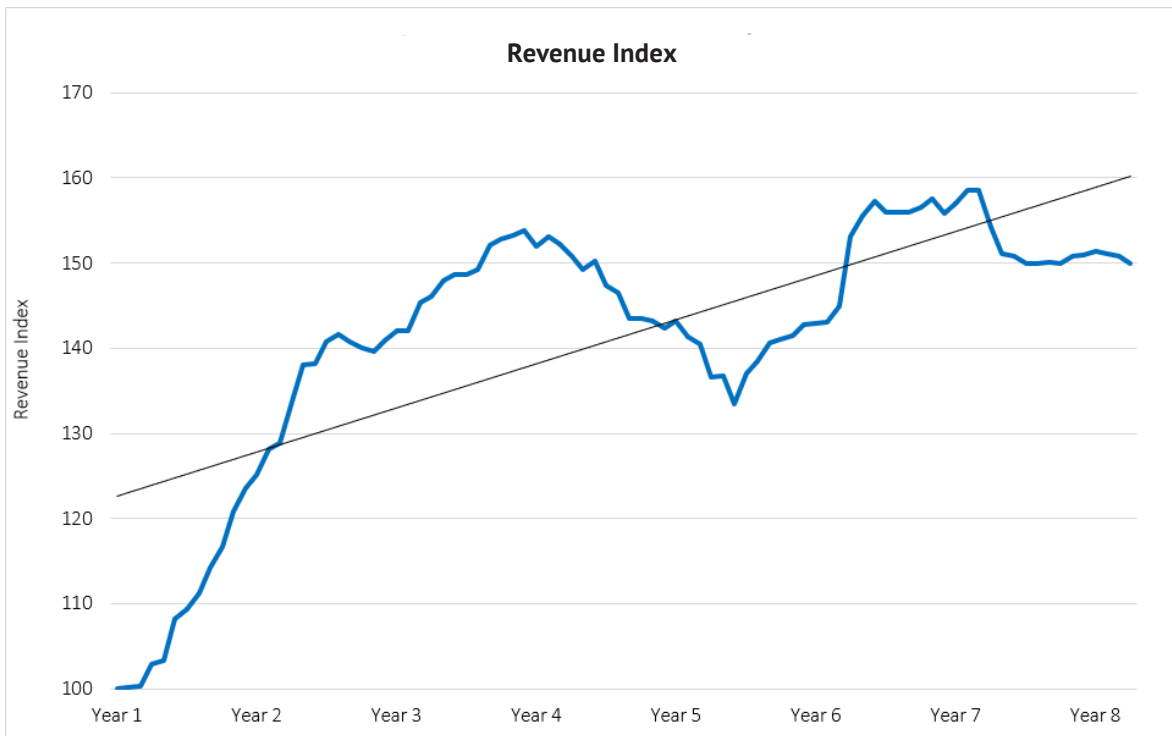
## APPROACH

The first step was to develop a strong unique selling proposition. This was done, along with an Integrated Revenue Strategy approach to their sales and marketing.



## RESULTS

Revenue started increasing with the launch of the property's digital marketing program. Performance dipped due to Zika and regional hurricanes but quickly began to rise again with the launch of the Integrated Revenue Strategy, including revenue management, distribution, and digital marketing as one approach. The owners were right – significant revenue growth was possible for the #1 Tripadvisor hotel in its market.



Revenue Increased with Integrated Revenue Strategy

