

SCHLOSSHOTEL MONREPOS & BERNER+BECKER

A Success Story

berner
becker 
revenue management

 SCHLOSSHOTEL
MONREPOS
LUDWIGSBURG

SCHLOSSHOTEL MONREPOS

- **Number of rooms:** 77
- **Location:** Ludwigsburg, Germany
- **Hotel type:** Private hotel, Part of Traube Group
- **Service:** Outsourced Revenue Management
- **Start of collaboration:** November 2018



Challenges

- **Rate optimization during business weeks as well as during trade fairs in Stuttgart**

Solutions

- Daily monitoring of the internal booking pick-up and rate development of the competitors as well as introduction of competitor benchmark analysis
- Targeted pricing to significantly increase the average rate in periods of high demand as well as to optimize occupancy during low demand periods
- Improved control of corporate contract partners
- Active yielding of the existing room categories to increase the average rate through stay restrictions on lower categories. At the same time guaranteeing continuous availability for several days through strategic overbooking of categories when needed
- Restrictive room and segment yielding on busy weekdays

Results

- Room revenue increase by almost 10% in the first year of cooperation
- Significantly higher revenue growth than the market, expressed by an RGI increase of 9% in the first year of cooperation compared to the competition to an RGI of over 120.
- Development of the average room rate on days with high demand approximately 10% better than that of the competition

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Challenges

- **Increase occupancy on shoulder days, weekends and holidays**

Solutions

- Detailed forecasting and reporting as a general basis for decision-making
- Implementation of new distribution channels and partners to optimize occupancy on weekends and times of low demand
- Implementation of an ideal segmentation per weekday and demand period. Adjustment of the segment mix strategy as a result
- Working with minimum length of stay restrictions on high demand days to improve occupancy on shoulder nights

Results

- Occupancy growth on weekends by 30%
- Significantly better occupancy and rate development than the market in the Corona year 2020

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Challenges

- **Finding the optimal balance between banquet room utilization and bedroom sales**
- **Implementation of a revenue management culture in the hotel**

Solutions

- Introduction of demand-based group pricing and professional group and conference quotations, with the aim of converting the right groups with high F&B revenues at the best possible rates
- Regular strategy meetings with the hotel team to constantly coordinate actions, strategies and developments

Results

- Above all, the targeted pricing of public rates and groups, as well as the introduction of new rate products and distribution partners contributed significantly to this success
- The successes were achieved through a significant increase in occupancy during low demand periods and a strong increase in rates during periods of high demand in the market in close cooperation with the hotel team

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Context

With its 8 conference rooms and 770 square meters of event space, as well as its 3 gastronomic outlets, the Schlosshotel Monrepos has a relatively large event area in relation to the 77 hotel rooms. This results in the challenge of optimally using the capacity of both rooms and event space at the best possible rates. This is only possible through a constantly adapted sales strategy and close cooperation between banquet sales and revenue management teams.

In addition, the greater Stuttgart area and Ludwigsburg itself are mainly characterized by business travellers with the classic travel behaviour from Monday to Thursday. This requires strategic actions to increase occupancies on shoulder days, weekends and vacation periods in order to increase the overall occupancy of the hotel. During high demand periods the full focus is on increasing average rate of the hotel.

We have been working successfully with the team of hotel director Felix Sommerrock since the end of 2018.



Felix Sommerrock
Schlosshotel Monrepos Ludwigsburg
Hotel Director



Rowena Brunner
berner+becker revenue management
Senior Revenue Manager
Head of Distribution

"Uncomplicated & success-oriented! The cooperation has been built on trust since the start and we receive excellent support from the berner+becker team. A very good and intensive exchange has delivered the desired revenue increases".