

PLATZL HOTEL & BERNER+BECKER

A Success Story



PLATZL HOTEL

- **Number of rooms:** 167
- **Location:** Munich, Germany
- **Hotel type:** Private hotel
- **Service:** Outsourced Revenue Management
- **Start of collaboration:** November 2016



Challenges

- **Full utilization of the rate potential during trade fairs and events**
- **Segmentation shift to increase ADR**
- **Potential for improvement of price level compared to competition**

Solutions

- Detailed analysis of fairs and events in comparison with the compset, and execution of goal oriented actions to maximise profits during those
- Much more restricted selling during A and B fairs to reach higher ADR
- General increased public prices, and more rigid control of selling lower priced segments during peak season
- Segmentation update, and reduction of FIT allotments to allow for more flexible selling of the room inventory

Results

- Consecutive strong revenue growth every year since the start of collaboration, period November 2016 to December 2019
 - 12% revenue growth in year 1, 7% growth in year 2, and 5% in year 3. Managed to grow revenue through both ADR and occupancy in all years
- Strong growth of ADR during fairs and events, both internal and compared to the compset

Challenges

- **Potential to increase occupancy in low season**
- **Effective yielding of room categories**

Solutions

- Optimisation of online distribution, and proactive work with promotion partners and other volume driving initiatives during need periods
- Flexible pricing, adjusted to the market and hotel demand
- Restructuring of room categories and yielding of those, with a focus on straight line availability
- Implementation of a professional group quotation process

Results

- Strong occupancy increase in low season
- A very large market share growth with RGI increasing every year, coming from both strong growths of ARI and MPI
 - 19% RGI growth in year 1, 7% in year 2, 5% in year 3

Challenges

- **Implementing a revenue culture and understanding in the hotel team**
- **Implementation of a revenue management system and continuous coaching of the team**
- **Establishing the newly opened sister hotel “Maria’s Platzl” in 2018 on the market and setting up of revenue management structures.**

Solutions

- Frequent strategy meetings with key management team in hotel
- Implementation of forecasting and other processes and reports to facilitate decision making
- Detailed market analysis and setting of the revenue strategy for the new hotel

Results

- Successful market penetration for the newly opened “Maria’s Platzl”, beating the budget target in the first full year after opening
- Successful implementation of a revenue management culture in the hotel

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Context

The 4-star superior Platzl Hotel is located in the heart of Munich just around the corner from the famous “Marienplatz” and have been welcoming a large number of international clients for a long time. The opportunity for a collaboration lied within managing this very high demand and making sure that through professional revenue management the hotel managed to grow ADR versus the competition, which also proved successful.

Since 2016 we work closely with the Hotel Director Heiko Buchta and his team.



Heiko Buchta
Platzl Hotel München
General Manager



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



Lars Becker
berner+becker revenue management
Co-Founder & Managing Partner

“In my opinion the operational execution of revenue management, as offered by berner+becker, is truly the most purposeful form of consulting for hotels and provides a real alternative to an on-property revenue manager! Since the beginning of our partnership with berner+becker we have seen tremendous revenue increases through targeted price and segmentation strategies. Because of their identification with our property, berner+becker have been able to provide a smooth and effective service to us. I can highly recommend working with them!”