

# HEIMATHAFEN HOTELS & BERNER+BECKER

## A Success Story

berner  
becker +  
revenue management



# HEIMATHAFEN HOTELS

- **Number of rooms:** 600+
- **Location:** Heiligenhafen and surroundings
- **Hotel type:** Hotel chain
- **Service:** Outsourced Revenue Management
- **Start of collaboration:** 2020



# HEIMATHAFEN HOTELS

## Challenges

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- **Refining Current Revenue Strategy**

The first challenge for Heimathafen Hotels was to fine-tune its existing revenue strategy. This involved a thorough analysis of displacements, with a focus on shifting towards segments that yield higher revenues. Additionally, there was a need to build a robust Revenue Management structure, supplemented with essential training for the staff.

## Solutions

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- Conducted displacement analyses
- Shifted focus to higher yielding segments
- Built a solid Revenue Management structure
- Implemented training for seamless operation

## Results

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- ADR growth of +25% since 2019 / before collaboration

## Challenges

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- **In-depth Seasonal Strategies**

The second challenge was to develop more profound seasonal strategies. This involved putting a clear ADR focus during the high season and running promotions for the low season. It also required the introduction of adapted and new rate products as part of the seasonal strategy.

## Solutions

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- Developed seasonal strategies
- Clear ADR focus for high season, promotions for low season
- Introduced new Rate products as part of seasonal strategy
- Adapted distribution strategy focusing on direct channel during high season and expanded distribution partners in low season

## Results

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- Long-term Occupancy growth in low season months of +5%

# HEIMATHAFEN HOTELS

## Challenges

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- **Changing Travel Behavior and Booking Patterns**

The third challenge was the changing travel behavior and booking patterns. This required dynamic pricing and yielding while remaining agile to changing demands and conditions.

## Solutions

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- Implemented more dynamic pricing and yielding
- Remained agile to changing demands and conditions

## Results

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- Distribution remaining over >80% Direct Channels

# HEIMATHAFEN HOTELS

## Context

Heimathafen Hotels, a private hotel chain with locations in Heiligenhafen, St. Peter-Ording, Büsum, Wilhelmshaven and soon also Hamburg, have successfully refined and seasonally adjusted their Revenue Management Strategy since 2020. Even in times of changing travel behavior, we have been able to work rigorously in collaboration with Heimathafen Hotels towards optimizing both high season and low season periods. The successes - the gains in terms of both occupancy and rates - speak for themselves and Heimathafen Hotels are therefore among the best performing hotels in the market!

We have been working very cooperatively and enjoyably with the team at Heimathafen Hotels since the end of 2020!



**Marco Häusler**  
Heimathafen Hotels  
Director of Operations



**Andrea Dieck**  
berner+becker revenue management  
Revenue Performance Director

*"We have been very successful in the past few years and always had high occupancy levels, which is why we wanted to position ourselves more professionally for the future and our expansion. The view from the outside is important to us as well as the optimization of the room rates. It was crucial to us that the cooperation has to feel like berner+becker is a department in our company and not an external consultant!"*