

AMRAI SUITES & BERNER+BECKER

A SUCCESS STORY

berner
becker +
revenue management


AMRAI
SUITES

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- **Number of rooms:** 90
- **Location:** Schruns, Montafon, Österreich
- **Hotel type:** privatgeführtes Hotel
- **Service:** Outsourced Revenue Management
- **Start of collaboration:** July 2023



Challenges

- **Low Occupancy During Weekdays**
- Suboptimal occupancy levels from Sunday to Thursday
- Limited rate offerings and distribution channels to attract diverse customer segments

Solutions

- Enhanced distribution network and diversified rate offerings to target broader demographics
- Identification of "need periods" and strategic action planning
- Introduction of Daily Dynamic Pricing and alignment of restrictions with market levels

Results

- €850,000 revenue growth for midweek stays (+11.4% occupancy, +€9.50 ADR)
- Strengthened weekday market positioning

Challenges

- **Maximizing Revenue Across Channels**
- Underperformance in online sales platforms and direct bookings
- Limited packaging options to drive direct sales

Solutions

- Optimization of the OTA presence with enhanced visuals and descriptive content
- Expanded package offerings with seamless integration for direct bookings on the hotel website
- Ongoing support in system management (PMS, Channel Manager, WBE)

Results

- Revenue increase Year To Date 2024
 - Booking.com: +19%
 - Expedia: +12%
 - Website (WBE): +57%

Challenges

- **Strengthening Competitive Position**
- Low Revenue Generation Index (RGI) compared to the competitive set

Solutions

- Creation of a comprehensive competitive set (Compset) for benchmarking
- Implementation of professional pricing and yielding strategies for high-demand periods
- Strategic pricing adjustments, resulting in a €19.40 ADR increase on weekends

Results

- RGI increased significantly from 67.2 to 110.4 YTD, outperforming the competitive set
- Friday and Saturday occupancy increased by +15%

AMRAI SUITES

Kontext

The Amrai Suites, a luxurious and exclusive all-suite property, provides a unique experience combining high-end hospitality with authentic local charm. Despite its strong brand appeal, challenges in midweek occupancy and competitiveness in revenue performance presented opportunities for growth. berner+becker began their collaboration with Amrai Suites in July 2023, focusing on unlocking untapped potential and addressing key performance gaps.

Through its collaboration with Berner+Becker, Amrai Suites has witnessed a transformative impact on its revenue and market positioning. Targeted initiatives have enhanced weekday occupancy, optimized distribution, and boosted overall revenue by +36.2% compared to the previous year.



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