

CASE STUDY

 EVENT INTELLIGENCE

by  RateMate

How InterContinental Vienna increased its RGI by 2.39% on event days identified with Event Intelligence and how its sales team acquired €37,400 of new business within the first 3 months of use

2.39%

Increase in RGI on event days identified by Event Intelligence in the first 3 months of use

€48,019

Incremental revenue achieved in the first 3 months of use



The challenge

- ✗ Lack of forward looking event data on compression dates
- ✗ Collection of forward looking event data is time consuming and cumbersome
- ✗ Shortage of forward looking sales prospecting tools for the sales team

The solution

RateMate Event Intelligence was implemented and put to work in one day. The solution helped with:

- ✓ Daily Pricing/ Yielding decisions
- ✓ Forecasting and Business Reports
- ✓ Evaluating impact of city-wide and local events
- ✓ Acquisition of new MICE clients through sales prospecting

The results

(In the first 3 months of use)

Revenue management

2.39%

Increase in RGI on event days identified by Event Intelligence

€10,619

...and counting

Incremental revenue from ADR increase on event periods discovered with Event Intelligence

Sales

€37,400

Incremental revenue from sales prospecting

Time saved

54

Hours saved

Other

- Growing market share as a result of better business intelligence (e.g. information on pressure days to achieve better yielding)
- Positive cost-effect due to efficient planning (payroll, etc.)



INTERCONTINENTAL
WIEN

Ádám Kühtreiber
Revenue Manager
InterContinental Vienna



"The system is mainly used by the Hotel's core sales & revenue team. It helps to evaluate new group requests and to optimise new contracts. The very user friendly system can be used by any colleague, there was no real training required due to the easy accessibility.

The InterContinental Vienna is very satisfied with this system and recommends it to all hotels lacking similar tools to purchase RateMate Event Intelligence."