

BI Demand 360

Case Study



Adjust your strategy in real-time with the industry’s only forward-looking demand data

Guatemala City is home to some of the world’s leading international brands, and several key local players, making it hard for hotels to stay ahead of the curve. For the Hyatt Centric Guatemala, this triggered the question of how they could better navigate this competitive landscape. Previously, local staff relied on their own experience and proprietary tools. To go one step further, the Hyatt Centric decided to pilot TravelClick’s Business Intelligence Demand360 solution.

Why TravelClick’s Business Intelligence Demand360 solution?

Adapt and react to market changes

Before implementing TravelClick’s Demand360 solution, the hotel struggled to confidently justify any changes to their pricing and revenue strategy. With the ability to access forward-looking data, the Hyatt Centric can now efficiently adapt to changes in the forecast and optimize their channel mix. The hotel’s Revenue Manager, Doris Bucaro credits Demand360 for contributing to a successful performance in 2019.

Reach more corporate customers

Bucaro accesses the Demand360 reports up to four times a day and says the solution now allows her to “adjust strategies based on real data, with positive results”. Bucaro highlights the corporate segment as one example of this. With Demand360, she can understand the periods where her competitors’ hotels have higher occupancy and use this knowledge to restrict her rates for any corporate clients that are working with both her hotel and the competition. With this, she can create a more attractive offer for these clients and drive more business to the hotel.

Compared with September 2018, the hotel has seen:

RevPAR Index grow by:



Occupancy by:



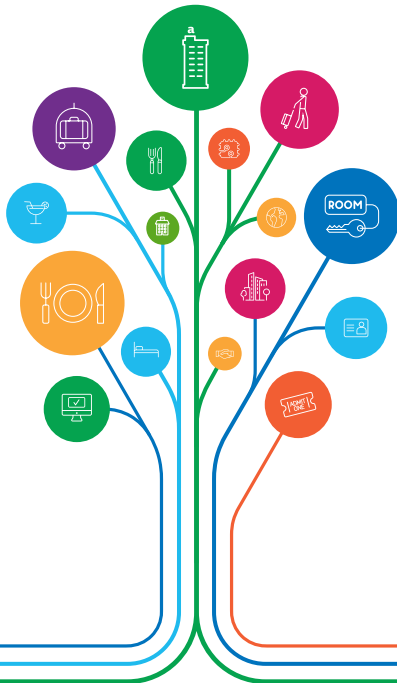
Understand underperforming segments

Demand360 gives hoteliers the power to understand their underperforming segments. "It has helped to show me the value of group business in the marketplace and the importance of Group Sales and Revenue" says Bucaro. To name just one successful application of the tool, Bucaro worked with a group whose preferred hotel was not available. Instead they were considering the Hyatt Centric, but asking for a lower rate. Bucaro was able to combine her market knowledge with the data provided in the Demand360 Pace and Group reports to identify that the proposed week was a peak period, with rates across the city higher than normal. In doing so, she rejected their offer for a lower price and was able to secure the group booking at the higher rate. With Demand360, the hotel now benefits from a holistic view of each booking and can offer the optimal price for each.



Drive more revenue to your hotel and stay ahead of the competition

Demand360 is a forward-looking business intelligence solution, empowering hoteliers to create the most profitable revenue strategies. With access to detailed insight into demand data for both your property and your competitive set, you can create unique strategies to attract the right business mix for your property.



Secrets to success from one hotel to another:

1. Efficient teamwork across the hotel
2. A well-orchestrated group strategy, now possible thanks to Demand360

About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions that help hotels around the world to maximize revenue. Our interconnected suite of solutions – Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management – helps more than 25,000 customers to make better business decisions to know, acquire, convert and retain guests. With our worldwide presence in 176 countries, we have a deep understanding of local markets along with a global perspective that drives optimum results for the hotels we serve.

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