

amadeus



# Village Hotels

Boosting occupancy and building brand loyalty during a crisis.

# The Client

Village Hotels is a 4-star UK based hotel chain that relies strongly on ancillary revenue streams. Learn how the Amadeus Integrated Booking Suite helped them boost occupancy and build brand loyalty while recovering from the COVID-19 crisis.

# The Challenge

**\_ How do you increase demand and drive ancillary revenue during COVID recovery?**

Village Hotels is a lifestyle hotel brand consisting of 31 properties across the United Kingdom that has historically focused on adding value for guests through rich F&B offers.

They faced a significant challenge in boosting occupancy while maintaining brand standards during post-crisis recovery, and knew it was imperative to harness the power of their membership program and strong ancillary revenue streams.

# The Goal

**\_ Create a membership program that offers enticing benefits to members.**

To aid in their recovery efforts, they sought to encourage new member sign-ups by utilizing transactional emails to directly reach their existing customer base. They also wanted to leverage their Booking Engine and website to raise visibility of their attractive members-only rates to non-members in order to expand their loyal customer base.

*“Our old booking engine would often crash and we were missing the reliability that we needed.”*

*— Jon Davis  
CTO, Village Hotels*

# The Solution

\_ Leverage Amadeus' integrated CRS, CRM, and Web solutions to merchandise attractive offers to members in communications and in the booking flow.

In an effort to drive as much demand as possible while building brand loyalty, Village Hotels launched a new membership program before reopening called "The Booking Revolution" that is powered by Amadeus' Guest Management Solution (GMS). To entice guests to either sign up or book, Village Hotels offered Revolution members rooms at £25/night, depending on their stay dates.

To boost visibility and better highlight these attractive members-only offers, they sent transactional emails through GMS with calls-to-action to click through to the members-only rate on the iHotelier Booking Engine.

*"Our first Black Friday sale on the iHotelier Booking Engine 4.0 tool had hundreds of thousands of hits with no issues. And it was really important to educate guests that the best deals come from joining the Booking Revolution. Since using Private Offers, we've been able to effectively drive this message across the booking journey and expand our membership platform."*

\_ *Jon Davis*  
CTO, Village Hotels

# The Results

**\_ Greater occupancy and loyalty during recovery using Amadeus' integrated Booking Engine and GMS tools.**

Through the power of Private Offers and consistent merchandising from their Amadeus Website to the iHotelier Booking Engine, Village Hotels drove a high volume of bookings and new membership sign ups by enticing shoppers to unlock these exclusive deals in exchange for personal data, which they can later use to target guests with more personalized offers based on guest preferences.

**\_ Amadeus' Support Team worked hand-in-hand with Village Hotels to achieve their goals.**

*"The most satisfying thing about this is that we were able to bring this idea from conception to delivery within 12 weeks. Having the support of the Amadeus team was vital as they allowed us to have some great flexibility from the operations side."*

**Jon Davis**

*CTO, Village Hotels*

**26,000+**  
**BOOKINGS DRIVEN DURING ONE**  
**MONTH OF THE CAMPAIGN**

**£1,136,445**  
**EARNED IN BRAND.COM REVENUE IN**  
**FIRST MONTH OF CAMPAIGN**  
**LAUNCH**

**114,000**  
**NEW MEMBERS IN FIRST MONTH**  
**AFTER LAUNCHING A NEW MEMBER**  
**PROGRAM**

# What's Next?

## \_ Taking advantage of Amadeus's new solution integrations to optimize revenue

Since the implementation of the integrated Amadeus solutions and the ongoing support received through this partnership, Village Hotels has seen a flourish in direct booking performance. They also believe the capabilities of the Amadeus Integrated Booking Suite has helped maximize their ancillary revenue streams. The utilization of Private Offers that are merchandised in the booking engine but have data stored in the CRM have already earned the hotel astounding results.

As ancillary revenue streams are a key part of Village's revenue strategy, they look forward to Amadeus's first-to-market promotions on enhancements. They also hope to further drive ancillary revenue spend by integrating guest profile data points into the booking flow to present the most enticing service upsells to each and every guest.

*"For us, it's about controlling our costs while driving more bookings. Amadeus is a vendor we trust and we feel that they understand our business. We're starting to look into increasing our adoption of Amadeus products for Website and Corporate solutions."*

*\_ Jon Davis  
CTO, Village Hotels*

# THANK YOU

