

Waikiki Resort Hotel

Waikiki Resort Hotel had an annual occupancy rate over 90%. The only way to increase revenue was to boost ADR with a channel mix shift. Find out how they used a combination of Amadeus' Solutions and Support Team to triple direct bookings.

TOP WAIKIKI OBSTACLES

3%

MAXIMUM DIRECT
BOOKING SHARE, NO
MATTER THE INVESTMENT

15-20%

BOOKING VALUE LOST TO
THIRD-PARTY
WHOLESALERS AND OTA'S

66%

OF ROOMS BOOKED WERE
LOWEST ADR 'STANDARD'
CATEGORY

The Challenge and the Goal

— How do you increase ADR with a 90%+ occupancy rate? Drive direct business.

Waikiki Resort Hotel is a 275-room independent hotel with historically high occupancy rates, but with a dependency on Wholesale and OTA business. Nestled in a competitive resort destination in Hawaii, they knew that raising rates would risk losing business and that in order to increase ADR they would have to drive higher conversion through brand.com.

"The number one goal and holy grail was to win direct business, but we didn't have the right tools to go after it."

— William Koo
Revenue Consultant, Waikiki Resort Hotel

The Solution

– Boost direct bookings using Amadeus' iHotelier CRS, Website, and Support Team

Waikiki Resort switched to iHotelier CRS in late 2017, immediately putting Amadeus' powerful direct bookings toolkit into action. With the unique merchandising capabilities of the iHotelier Booking Engine, such as Private Offers and Social Tags, they enticed more guests to book direct. Meanwhile, they got creative with the iHotelier Pricing Engine to better compete with third-party tactics—even by using geo-radius and lead-time variables to target guests arriving at the airport without a reservation.

To build on their success, Waikiki launched a new Amadeus website with a responsive, intuitive design.

“On Booking Engine 4.0, we can run Private Offers to compete with the OTA's loyalty programs. Since we started running Private Offers, it has become one of our top 3 rate plans booked on the website. Our Private Offers members list now exceeds 2,100 guests.”

– *William Koo*
Revenue Consultant,
Waikiki Resort Hotel

The Results

_ In 2018, Waikiki's direct bookings grew from 3% to 11% of their business

Waikiki Resort Hotel was able to drive a significant shift to direct bookings in the year since switching to Amadeus' solutions. Now that they have launched a new Amadeus website, they are seeing even higher growth, especially in mobile conversion.

The channel shift comes from low profit channels, like static rate wholesalers.

"We took inventory out of those channels where we have less control over our inventory and rates, and put it into our electronic channels instead, which are more profitable."

_ William Koo
Revenue Consultant,
Waikiki Resort Hotel

TOP PERFORMANCE KPI'S

644%

INCREASE IN AVERAGE DIRECT
CONVERSION. RATE IN 2018 VS 2017

\$600,000+

INCREASE IN ANNUAL
BRAND.COM REVENUE IN 2018
VS 2017

420%

INCREASE IN MOBILE CONVERSION
SINCE LAUNCHING NEW AMADEUS
WEBSITE

Achieving Their Goals

— Since switching to Amadeus, Waikiki achieved their goal to increase ADR. Here's How.

"In 2018, 48% of guests booked the Ocean Category, and we are looking at a \$30 increase in ADR, because we were actually able to shift the most popular room type with Amadeus' tools."

— **William Koo**
Revenue Consultant,
Waikiki Resort Hotel

Before migrating to Amadeus, the majority (66%) of brand.com bookings were for the lowest room category and rate. By using the flexible upsell tools and merchandising on iHotelier Booking Engine 4.0, as well as social tags like 'Most Popular Room' and 'Selling out fast,' Waikiki was able to drive a significant increase in room upgrades, resulting in a shift in ADR.

Room & Rate Upsell on Amadeus Booking Engine 4.0

Ocean View

+\$ 28 per night

Located on the higher floors, these comfortable and inviting 315 square feet rooms come with 1 King bed or 2 Double beds, and offer views of the Pacific Ocean. Also included are Air Conditioning, 32" Flat Screen High Definition LCD Remote Controlled Cable TV, Wi-Fi Internet Access (fee), Mini Refrigerator, Iron & Board, Hair Blow Dryer, AM/FM Alarm Clock Radio, Telephone, In-Room Safe, Coffee Maker and Electric Hot Water Kettle.



[Upgrade To This Room](#)

 4 People

 1 King Bed or Queen Bed

| THANK YOU