

Customer Success Story: The Hotel at Auburn University

 grouprev®

“After a hiccup-free implementation process, we found grouprev® to be extremely user-friendly, and saw immediate result.”

Kyle Yarbrough, Revenue manager
The Hotel at Auburn University

The Hotel at Auburn University

This warm and friendly hotel is just a short walk from the excitement of Auburn University and the diverse array of cultural and entertainment attractions of the city of Auburn. The hotel features 225 guest rooms, 11 suites and 22,000 square feet of meeting space, including two ballrooms for large meetings, weddings or special events. Indoor and outdoor terrace seating is available at Arricia’s Trattoria and Bar, which serves three delicious meals daily by an award-winning culinary team. In 2016 The Hotel at Auburn University looked to Rainmaker’s grouprev® to help with their growing group business.



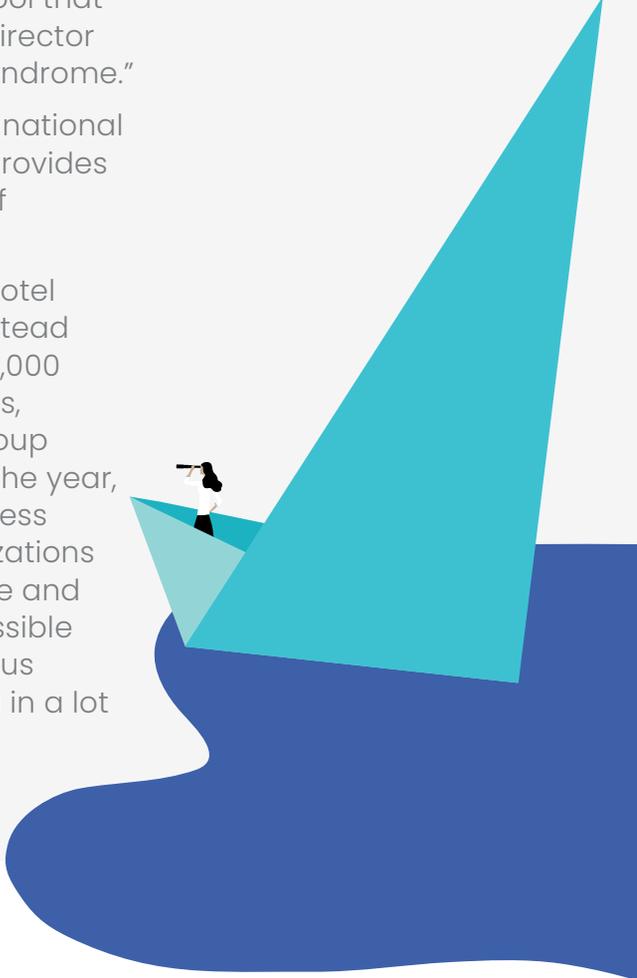
The challenge:

The Hotel at Auburn University & Dixon Conference Center has priced its rooms based on total guest value using The Rainmaker Group's *guestrev*® product for over a year, but with group business claiming a high percentage of its overall mix, the hotel also needed a solution to optimally price group bids.

An integral part of Auburn University, with 45% of its business hailing from groups, the hotel prioritized finding a group pricing tool that hit the sweet spot of capabilities versus cost, something Director of Sales and Marketing Todd Scholl calls "the Goldilocks syndrome."

As a smaller hotel without the huge financial backing of a national flag, we need a great product with a value quotient that provides strong ROI without being considered 'economy' in terms of capability," he said.

Scholl also recognizes that with the market growing, The Hotel at Auburn University needs to look at an entire booking instead of just room contribution. The hotel provides more than 22,000 square feet of meeting space and extensive dining options, making the potential total revenue contribution from a group critical in determining which ones to pursue. For much of the year, the hotel's university location attracts walk-in group business consisting of sports teams, associations, and local organizations and corporations. Its challenge, then, is to stay competitive and maximize efficiencies to capture as much business as possible when school is out of session. Explained Scholl, "The previous product we used proved to be very complicated, resulting in a lot of role playing and onsite handholding from the provider. It wasted a lot of time."



The solution:

After weighing options in a wide range of price points and capabilities, the hotel chose Rainmaker's *grouprev*® solution, and has thus far experienced seamless integration; substantial growth in occupancy, rate and RevPAR; and a quicker-than-ever response to RFPs."

The team was particularly pleased with the simple, intuitive interface that hooked up perfectly with the existing Delphi systems. The instruction from Rainmaker at the early stages of implementation was imperative, especially for Yarbrough. "The guidance from the Rainmaker team has been phenomenal from the beginning. They taught me how *grouprev*® gives a range between floor, optimal and ceiling rates, and how I can effectively communicate those numbers to the sales team."

Yarbrough has observed that rates provided by *grouprev*® can sometimes differ greatly from what the sales team would instinctively recommend.

"Sometimes the sales manager has the correct rate in mind, and sometimes *grouprev* puts out a higher rate," said Yarbrough. "The discussion isn't focused on why the number is wrong. It's about what we can do to meet in the middle. Using *grouprev*® keeps us all on the same page."



Top features:

A year-over-year comparison of three key indicators—rate, occupancy and RevPAR—for February 2016 vs. February 2015 underscores grouprev's immediate impact.

In 2015, The Hotel at Auburn University reaped the benefits of a single conference event that lasted for 10 days, yielding revenue in the six figures. One year later, with school out on break and no conferences scheduled, the hotel still managed to increase its occupancy by 34 percent, with a group RevPAR Index of 170.8.

In the same period, The Hotel at Auburn University drove higher room occupancy while also winning the rate war. Despite competition from nearby full-service resorts, the hotel hit a rate percentage of 101.

Results by the numbers

Based on the February 2016 STAR report, following three months of implementation, The Hotel at Auburn University saw:

1. 101% increase of rate
2. 170.8% increase in Group RevPAR
3. 4% growth in YOY occupancy

CONTACT CENDYN

If you'd like to find out more about what grouprev can do for your hotel contact us at info@cendyn.com or visit:

www.cendyn.com

