

DOBRY HOTEL

PRICE OPTIMIZER RMS CASE STUDY





Pandemic restrictions as well as lower and unpredictable demand have put hoteliers around the world in a situation. Limited revenues have forced not only considerable savings, but also often a change in the business model, target group or even pricing policy.

Despite the challenging situation, in November 2020 Dobry Hotel made a strategic decision to commence the implementation of the Price Optimizer RMS system. We are pleased that we are able to support our partner in the automation of everyday processes and better prepare him for the returning demand. We are honored to share the following interview where Dobry Hotel expresses its opinion about the implemented tool.

- Piotr Olesiński, Chief Commercial Officer



The core mission is to provide guests with a superior level of hospitality so that their stay in managed hotels will remain in memory for long after their departure, regardless of the purpose of their trip.

As a company, Dobry Hotel strives to meet the business expectations of the owners of individual hotels and business partners, and use its professional attitude to motivate staff to welcome eagerly returning guests with a smile on a daily basis.

Dobry Hotel was established in 2010; from the very beginning it was to be the operator for hotel facilities taken over for management, and owned by other investors. The very name Dobry Hotel directed business activity towards hotels with an established position and a well-developed brand.

As a network, Dobry Hotel currently manages 10 hotels located all over Poland.

Dobry Hotel owns the following facilities:



Hotel Aqua Sopot w Sopocie



Hotel Arkon Park Business & Sport w Gdańsku



Hotel Różany Gaj w Gdyni



Villa Sedan w Sopocie



Hotel Dom Zdrojowy w Jastarni



Hotel Mikołajki w Mikołajkach



Hotel Aquarion w Zakopanem



Hotel Altus Poznań Old Town w Poznaniu



Hotel Unicus Kraków Old Town w Krakowie



pięciogwiazdkowy Hotel Unicus Palace w Krakowie

NEW REALITY, NEW CHALLENGES

WHAT ARE YOUR BIGGEST CHALLENGES WITH REVENUE MANAGEMENT AND DISTRIBUTION? HOW WERE THEY AFFECTED BY THE PANDEMIC?

The biggest challenges faced by Dobry Hotel are the maximum simplification and acceleration of the decision-making process related to management of the pricing policy and distribution, as well as boosting the effectiveness of individual small operating decisions, which, will translate into the desired effect in the long term.

These are the two most important challenges from the point of view of hotel businesses that strive to achieve maximum results with minimum resources.

On top of that, the pandemic has verified our reality in a special way. Now, even greater emphasis is placed on meeting the conditions of the above principle. An additional variable that has drastically influenced the implementation of assumptions in accordance with the rules of revenue management is the demand forecast, both in the short and long term.

Hotel facilities must adapt to the new reality, adjust the current methods of doing business to new market requirements, as well as focus on the key elements of the strategy. Some of them will require additional outlays and investments, entering a new level of awareness and action, as well as a shift of perspective in the context of business development.

STRATEGIC APPROACH

WHAT WAS YOUR MOTIVATION FOR IMPLEMENTING AN RMS (REVENUE MANAGEMENT SYSTEM) TOOL?

The possession of the RMS tool has always been a part of the development plans for the Dobry Hotel chain. A set of a number of circumstances, such as the pandemic, but also the need for further network development and meeting market expectations, added up and led to us deciding to thoroughly research the market of tools that will be used to achieve our goals.

RMS plays a special role in this group of tools. It is a natural element in the development of any hotel investment. It testifies to an appropriate approach to the intellectual resources of the enterprise, high business awareness and an appetite for further growth. With this tool, we will be able to test and arm ourselves with fully automated revenue management systems.

Real-time communication with the booking system, synchronization with market intelligence tools and robotization of distribution management allows to react to reservations at any time of the day or night. We have no idea when new reservations will appear and when it will be necessary to adjust prices to the current interest in bookings.





EXPECTATIONS

WHAT WERE YOUR EXPECTATIONS FOR THE SYSTEMS YOU WERE CONSIDERING TO IMPLEMENT?

Among the main expectations related to the implemented systems, we can definitely include the fact that they should be:

- constantly developed products,
- created by people who were well familiarized with the principles of revenue management,
- created in the company of comprehensive solutions (cooperation with a channel manager),
- visually attractive for users,
- equipped with automation elements,
- allowing full insight into all system configuration elements,
- competitive in terms of "smart" solutions.

WHAT MADE YOU CHOOSE PRICE OPTIMIZER RMS?

The decision to implement RMS (Revenue Management System) was dictated by the fact that it checked all the above-mentioned boxes that are key to the effectiveness of the tool.

TIME FOR INFORMED ACTION

WAS THE PANDEMIC A GOOD TIME TO IMPLEMENT THE NEW TOOL? (AND WHY?)

A pandemic is never an easy time to make cost-generating decisions. Especially in the hotel sector, which has been hit hardest by the pandemic and continues to suffer from subsequent lockdowns. That said, we do our best to look at the associated difficulties and challenges from a broader perspective.

It is not an art to give up everything, mindlessly cut down costs, and thus marginalize your business. The trick is to minimize unnecessary elements and to support forward-looking solutions that will allow us to be fully ready to improve the market situation.

The implementation of RMS in an organization is a fairly complex process that takes time and requires intense intellectual work and plenty of meticulousness, and that's something we never save on.

We are convinced that this type of investment will soon bring the expected results.





A SYSTEM THAT NEVER SLEEPS

HOW DOES YIELDPLANET PRICE OPTIMIZER RMS ADDRESS YOUR NEEDS?

YieldPlanet **Price Optimizer RMS** is a great starting product to begin the stage of proper pricing policy management, partly in an automated, transparent and, most importantly, fully customizable manner.

The system works round the clock, so it never "sleeps". It's a great partner in quickly obtaining the most important data necessary to make the right decisions. It is a development product – it's constantly changing and adapting to the needs of the organization. It comes in several versions that take into account the different needs of hoteliers.

IT'S A MATCH!

WHAT WAS THE BIGGEST CHALLENGE DURING THE IMPLEMENTATION OF YIELDPLANET PRICE OPTIMIZER RMS?

Rather than calling them challenges, we'd prefer to refer to them as elements on which it was necessary to focus our action. These include, for example, in-depth knowledge of the product, full understanding of the principles of operation and functionalities that are not commonly found on the market, as well as translating our goals into elements of system configuration.

IMMEDIATE BENEFITS

NOT MUCH TIME HAS PASSED SINCE THE IMPLEMENTATION OF YIELDPLANET PRICE OPTIMIZER RMS, AND THE DEMAND IN THE MARKET CONTINUES TO BE RATHER LIMITED DUE TO THE ONGOING RESTRICTIONS RELATED TO THE PANDEMIC. IN SPITE OF THIS, WHAT CHANGES AND BENEFITS HAVE YOU NOTICED SINCE THE IMPLEMENTATION OF PRICE OPTIMIZER RMS?

The unquestionable benefit of the implemented system is full round the clock in hotels, automation of price changes and distribution at times unavailable to employees. This means that our system allows us to notice positive changes in the managed areas.





A SHIFT OF ACCENTS

HOW HAS YIELDPLANET PRICE OPTIMIZER RMS INFLUENCED YOUR DAILY WORK RELATED TO REVENUE MANAGEMENT AND DISTRIBUTION?

Ultimately, our daily work remained the same after implementing the tool. We can talk about a change of emphasis, redirecting our attention to areas that have not been used by us in the way we use them today. Full integration in the entire Dobry Hotel chain will certainly have a major impact on the course of our decision-making processes related to the pricing policy and distribution. That's what we are aiming for.

FULL CONTROL IN ONE PLACE

WHAT'S YOUR FAVORITE/MOST USEFUL RMS PRICE OPTIMIZER FEATURE?

It is difficult to pinpoint one function. I think it will be a set of functionalities that have been placed in the "Price Control" panel. The legibility of this panel and the intuitive, easy access to key data should definitely be stressed.

CONNECT RMS NOW, PAY LATER!

If, like the Dobry Hotel chain, you want to strategically prepare for emerging demand, we have a special opportunity for you - the RMS package: **connect Price Optimizer RMS now, pay later!**

We strive to support the hotel industry and invest in your business by helping you prepare for the return of demand.

For the first time, we are offering a special trial period on Price Optimizer RMS:

1. Our certified revenue managers will provide comprehensive consultation in terms of the sales and distribution strategy for your hotels.
2. We will connect and configure Price Optimizer Start RMS for all your facilities.
3. If the hotel is closed and staff are reduced, Price Optimizer RMS will work for you to optimize future dates of stay.
4. Whenever there is the slightest increase in demand (e.g., lifting restrictions), Price Optimizer RMS will provide an instant reaction, generating an increase in the number of bookings and revenues.
5. You can focus on keeping your guests safe and comfortable.

You will use the tool free of charge as long as the occupancy is not sufficient to cover the cost of the tool. Each hotel is unique, so the details individually are arranged on an individual basis.

With Price Optimizer RMS Support Package:

- You will increase the number of bookings
- You will boost your revenue
- You will automate your daily work

Fill in the form now:

SET UP A DEMO



YieldPlanet delivers powerful yet easy to use solutions to meet and surpass the challenges of distribution and revenue management. YieldPlanet's solutions are being used by over 4 000 clients in more than 60 countries.

YieldPlanet's Price Optimizer is our answer to your hotel's dynamic pricing and revenue management needs. Price Optimizer boosts RevPAR through effective, AI-powered and fully automated yield management.

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