

## **HOTEL PACIFIC MUSSOORIE**

### **A CASE STUDY- OTA MANAGEMENT SERVICES**



CCS Hospitality Marketing had been working with the owners of Hotel Pacific Dehradun in 2015 when we are approached to also assist them with their upcoming property in Mussoorie which was scheduled to open in April 2016.

#### **HOTEL BACKGROUND**

Hotel Pacific Mussoorie was a 28-key 3-star property located on Camel's Back Road in Mussoorie. The property was initially planned to open in phases with facilities being added on later. Hotel Pacific Mussoorie opened with rooms and a multi-cuisine restaurant. There were no other facilities on offer. The hotel was located approximately 2 kms from the Mall Road which made it a challenge to sell since most guests preferred to stay in hotels located on the Mall Road.

#### **THE CHALLENGE**

Hotel Pacific Mussoorie was launched with very little advertising in April due to delays in the completion of the property. The agreement with CCS Hospitality Marketing was signed only at the end of May and we started working on onboarding the property on the OTA's in June. As a result, we could not generate any bookings for the property during that summer.

#### **THE APPROACH**

CCS Marketing Services undertook the exercise of listing the property on all OTA's along with the pricing strategy. As the hotel opened towards the end of the peak summer season,



we used this opportunity to generate visibility for the hotel and prepare for the upcoming season. Being away from the Mall Road and not having any activities and facilities in the hotel, the pricing strategy that we adopted was to price the rooms in an affordable manner. Due to the location, the hotel offered a complimentary shuttle service to the Mall Road which was appreciated by many guests. We also ran a number of special offers and weekend offers as well as long weekend and festival packages which were well received. The New Year Eve program at the hotel was also well appreciated by guests.

We had initially listed the property on the main OTA's like MakeMyTrip.com, Goibibo.com, Travelguru.com and Cleartrip.com. We started generating bookings from July onwards but it was a slow growth over the next six months. One of the issues that we faced was that the owners had also tied up with OYO to sell their rooms, which was not informed to us. During the first New Year's Eve, the owner's had sold the entire inventory to OYO on a pre-purchase deal. This meant that we could not promote the property on OTA's for the New Year Eve stay. However, OYO was unable to sell all of their rooms for December 31<sup>st</sup> and we were then informed a few days before to open the inventory for December 31<sup>st</sup>. Since we did not get enough time to promote, we were only able to sell 5 rooms. Overall, in the first year of operations, we sold around 85 room nights through the OTA's.

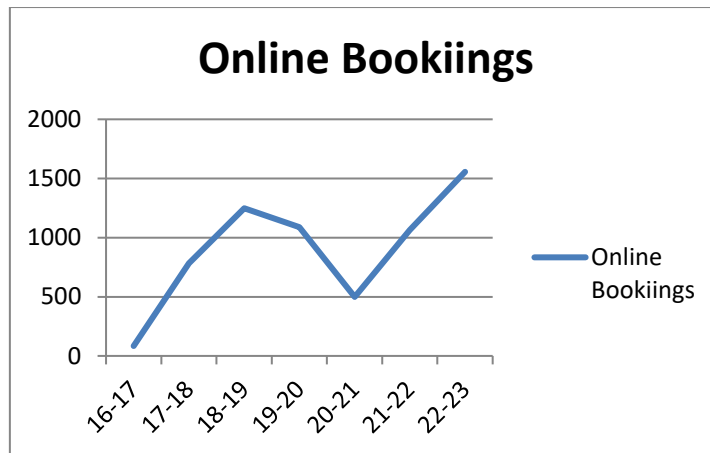
Our second year went much better since we were able to prepare for the summer season in advance with pricing plans and discounts prepared and approved by January. We were able to generate over 300 room nights in the summer and ended the year with over 750 room nights. We averaged approximately 65 room nights a month.

The online business peaked in the third year (2018-19) when the property managed to do over 1200 room nights, averaging over 100 room nights a month. Over the last two years, we had seen that the majority of our guests were price conscious and would mainly book the base category room. As a result, the hotel would upgrade guests to the higher category rooms. We, therefore, changed our pricing strategy and maintained our rates and offered packages aimed at selling the higher category rooms.

By maintaining competitive rates, we continue to achieve an average of 100 room nights a month for 2019-2020. The hotel had also migrated to a new website with a booking engine so we were also able to focus on growing the bookings through the website.

Covid hit in 2020 and the hotel had to shut down for four months. As soon as the hotel reopened in August, bookings started picking up since many guests preferred to drive down to places like Mussoorie. We managed to do close to 500 room nights that year. However, Covid took a toll financially for the owners and even though business had started picking up, they eventually decided to hand over the management to a brand so our contract with them

ended in 2023. That year was also the best year for us as we managed to close the year with over 1500 room nights.



## **CONCLUSION**

CCS Hospitality Marketing worked with Hotel Pacific Mussoorie for close to 7 years and we were able to build a strong relationship with the hotel owner and team during this period. Through our strategies, we were able to grow the online business from 0 to over 1500 room nights during this period by understanding the price conscious guest and their requirements. The complimentary shuttle service played a major role in appealing to guests who would have normally stayed at a hotel on the Mall Road. Despite having no additional facilities, the hotel was able to attract guests because of the competitive pricing and high service standards which was also reflected in the repeat clientele that the hotel had built up.