THE NEEM BED & BREAKAST-NEW DELHI

A CASE STUDY- OTA MANAGEMENT SERVICES

CCS Hospitality Marketing had been approached by the owner of The Neem Bed and Breakfast (an ex-hotelier) in May 2018 to help with the marketing of her property. The property had been started in early 2018 and the Bed and Breakfast was not able to generate online bookings in the first few months of operations.

HOMESTAY BACKGROUND

The Neem Bed and Breakfast is a boutique villa located in a posh colony in South Delhi. Owned by an ex-hotelier, the property offered five rooms and a service apartment having two-bedrooms and an attached balcony. The average rates were around Rs. 4500 per night for the standard rooms including breakfast.

THE CHALLENGE

In the first few months of operations, The Neem was listed on most OTA's but had received one or two bookings from Airbnb and Booking.com only. There was no rate parity across the OTA's and no comparison of rates with other competition in the area.

THE APPROACH

Since The Neem was already listed on most OTA's, CCS Marketing Services undertook the exercise of connecting with the Market Managers, reviewing the content and pricing on all OTA's and conducting a competitive analysis to understand the strengths and weaknesses of The Neem and its competitors.
As we started work during the off-season of May/June, we had time to study the market and the clientele and prepare ourselves for the winter season. We put together a rate plan that was approved by the owner. The online rates were aligned with the walk-in/offline rates as well as the Travel Agent rates. Based on our analysis, we had recommended lowering the rates for July-September and then increasing the rates for October to March.

The results started appearing almost immediately. In April, the property close to 60 room nights with the majority of the bookings coming from Booking.com. Despite the off-season, The Neem received close to 160 room nights in the April-June quarter. Bookings from MakeMyTrip/Goibibo had also started coming in. By August, we had generated almost 318 room nights, averaging 63 room nights per month.

CCS Hospitality Marketing was employed by The Neem Bed and Breakfast for a total period of 9 months. The owner did not want to incur additional expenses and was confident of being able to manage the marketing on her own since the operations had stabilized and bookings were becoming very regular. Till January 2019, we had achieved 681 room nights, roughly 76 room nights a month. The owner was very happy with the online performance.

CONCLUSION

Despite the fact that CCS Hospitality Marketing worked with The Neem Bed and Breakfast for only 9 months, we were able to showcase our expertise in the field of OTA Management. By optimizing the listings on the OTA's, we were able to start generating bookings for the property. We also worked on getting offline bookings by partnering with Travel Agents and Corporates. The property had a long stay guest who stayed for three-four months for long stretches. Through a Travel Agent, we also booked a wedding at the homestay, which was executed very well by the operations team.