

## Case Study

# Revenue management tool for a holiday rental provider

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## Context

**Client:** UK holiday rental provider

**Two-sided market:** owner & customer

### Objectives:

- Develop a dynamic pricing system with a daily forecast that reflects the unique elements of the client's business and ecosystem
- Help the client grow revenues and profits as part of a data-driven and employee/owner/customer-centric strategy

## Approach

- Developed a customized revenue management system that forecasts relevant clusters of demand (geography/type of property/week) to make price recommendations
- Adjusted recommendations to reflect property velocity (fast from slow sellers)
- Optimized prices to maximize EBITDA while ensuring achieved occupancy doesn't jeopardize owner retention
- Developed and delivered a custom tool that the client could implement, own, and enhance

## Deliverables

Forecast at aggregate level to make price action

Differentiate price action by sales velocity

Optimize ebitda within boundaries



Fully customized revenue management system that recommends **profit-optimal prices** based on daily demand forecasts... leading to a **+22% increase in revenue** per property!

**Simon-Kucher Engine** combines over thirty-five years of unique monetization expertise with proven digital solutions that fit to you.

### What we do

**It's simple.** We power businesses' growth. Through our digital technology and business-oriented thinking, delivered as a service. Straightforward and built to achieve the results you need – quickly and reliably. Our team of travel & tourism specialists have experience in building tailored RM solutions for their clients.

### What we deliver

**Easy to use products:** Cloud-based software as a service products, easy to use and implement.

**Tailored solutions:** Designed to help our clients grow and adapt to the ever-changing digital landscape, achieving the results they need.

**Proven results:** Simon-Kucher Dynamia | SmartRates customers report a 2-10% in revenue.

If you want to use digital products to accelerate your company's power, find out what our solutions can do for you. We support your business with intelligent engines, smart toolkits, and intuitive platforms – all quickly and reliably delivered by our team of product managers, developers, and engineers.



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