



EZYield.com solves unique marketing challenges for boutique hotels.

Independent boutique hotel brands occupy a quintessential niche in American hospitality. Because the properties are unique, and many of the locations are iconic, they personify the individuality and independence that many Americans can identify with. It is this ability to offer a non-generic, original guest experience that brings millions of Americans through the doors of the thousands of boutique, independent hotels nationwide.

However, this same independence also creates marketing challenges for these mavericks of the hotel industry. They do not have the power of a large brand behind them, and must fend for themselves amid a sea of global and local competition, particularly on the Internet where thousands of properties vie for attention.

Fortunately, there is a simple solution, thanks to the innovative distribution and channel management technology provided by EZYield.com. Following are the experiences of three hospitality companies, who successfully used EZYield.com's technology to compete in the global market.

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Ease: Destination Hotels & Resorts

Englewood, Colo.-based Destination Hotels & Resorts may have one of the most diverse collections of independent portfolios in the United States. With 30 unique properties encompassing the history of Chapel Hill, N.C., to the Aloha of Maui, Hawaii, Destination Hotels & Resorts provides a wealth of vacation options from coastal retreats, to exciting city locations, and mountain getaways filled with excitement and adventure.

“We are now visible on more websites and selling more room categories than was previously possible due to the ease EZYield.com provides in updating all of our online channels,” stated Tyler Williams, vice president of revenue services for Destination Hotels & Resorts. “Being an independent hotel company, we need the exposure EZYield.com provides us to reach as many potential customers as possible.”

Using EZYield.com’s intuitive and user friendly software, the ease with which Destination Hotels & Resorts can quickly add, subtract, and manage distribution channels in their yielding portfolio is unprecedented.

“Being able to have more of our rooms reach more potential guests with the most time-efficient software I’ve seen is a great thing,” stated Williams. “We rely heavily on the room type offset feature which allows you to change a rate for a particular day, and with built-in offsets behind the scenes, it will change the corresponding upgraded room categories. This functionality has been instrumental in getting our resorts to distribute multiple room categories where in the past perhaps we didn’t put as much inventory on these sites as possible.”

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Accuracy: The Kessler Collection

From the Low Country living of Savannah, Ga., to the history-laden white sand beaches of St. Augustine, Fl., to the snow-capped slopes of Beaver Creek, Co., The Kessler Collection's 11-property portfolio are truly "Inspiring Places." Known for luxurious, art-inspired atmosphere and decor, each hotel is uniquely designed and focuses on providing the highest level of service and attention to detail.

"Initially, it was EZYield.com's reputation that interested me in whether their technology could help The Kessler Collection, and whether that reputation was accurate," stated Lori Kiel, corporate director of revenue management for The Kessler Collection. "Once it was illustrated and demonstrated to me how they could accurately automate and authenticate our online channel management strategies, then I was sold."

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Built into the EZYield.com solution are tools that reduce the opportunity for human error, enable correct allotments, and provide the ability to preview yields before making a final decision. Entering inventory and rate amounts into the EZYield.com system only has to happen once, thereby greatly reducing any chance of user error. Since third-party websites use different mark-up percentages, having to enter the sell rate, or consumer rate, only once and not having to calculate and enter the net rate for every website provides another of accuracy assurance. EZYield.com customizes The Kessler Collection's yielding system so that the mark-up percentages



are already inferred and only one number has to be entered—the rate the consumer is supposed to see.

"One benefit of EZYield.com's system is the Red Arrow feature that provides a reassurance that we are putting out the correct rate and inventory parities to our channels," stated Kiel. "Manually updating each Web site takes a lot of time and making sure the correct rates are listed on our channels adds to the pressure of maximizing time and efficiency. Really, it's the details contained in EZYield.com's system that make me a believer in their technology."

Also built into the system for increased accuracy is a preview function. Once the sell rate is entered, Kiel and the property reservation managers at The Kessler Collection can preview their yielding decision before finalizing the distribution of the room rates. Additionally, the "Min/Max Rate" settings feature provides an alert in case a rate falls above or below the set range. The benefit of these safety features provides the opportunity to catch those mistyped rates before committing them to the distribution channels.



THE *Kessler* COLLECTION

Time Savings: Denihan Hospitality Group

Located in Chicago, New York and Washington, D.C., the Denihan Hospitality Group (DHG) owns and operates three brands: Affinia Hotels, The Benjamin and The James as well as several independent properties. DHG is well known for being innovators in lifestyle hotels, each with a special focus tailored specifically to the personal needs of their guests.

“Everyone in this organization will do anything to provide an experience that is positive for the guest, from taking reservations to making sure guests’ pets are pampered,” stated Robert Van Bremen, assistant VP of Revenue for the Denihan Hospitality Group. “In turn, we want to make sure we provide the resources for our employees that allow them to provide the great service that our guests, and we, expect.”

One investment was a technology that focuses on automating forward channel management distribution. With revenue managers being responsible for up to three properties each, and the seven to 10 channels they use for

rate parity, saving each manager several hours a week has been a priceless investment.

“We’ve been with EZYield.com for close to four years, and although I tried a competitor of EZYield.com for a little while and quickly returned to EZYield.com, I’ve found no one can match their automation and ability to save my employees time to execute our revenue management strategies,” stated Van Bremen. “Add their impeccable customer service to their product’s intuitiveness, and I’ll always be with EZYield.com.”

EZYield.com’s technology addresses and solves revenue managers’ and hotel executives’ marketing challenges on a daily basis. With over 2,000 properties in 62 countries using the EZYield.com solution, the company continues to grow, adding features and functionality continuously to benefit their global clientele.

EZYield.com has proven itself to be an important marketing tool for any hotel and pays for itself with only a few confirmed reservations per month. As revenue technologies continue to evolve, hotel companies will invest in products that help them distribute rates and inventories to the consumer. Destination Hotels & Resorts, The Kessler Collection, and the Denihan Hospitality Group have done that and as a result EZYield.com has become an invaluable tool in their marketing arsenal. ■



AFFINIA HOTELS THE JAMES THE BENJAMIN

