



CASE STUDY

Niranta is Mumbai's first airport transit hotel and lounge, located within Terminal 2 of Chhatrapati Shivaji International Airport (CSIA). Niranta Airport Transit Hotel & Lounge identifies warm Indian hospitality as its core brand belief, and is especially attuned to the unique needs of travellers. Its convenient location and world class facilities, in addition to the enthusiastic staff service make it ideally suited to those looking for an experience of luxurious hospitality in Mumbai.

CHALLENGES



- The hotel's launch was to be scheduled, and thus prices of the rooms had to be set and assessed as per current market trends
- Its promotion had to be initiated from scratch across all online channels to increase visibility to those looking to book a hotel with facilities similar to those offered by Niranta
- Its establishment within the airport terminal posed both challenges as well as opportunities. While its location made its visibility low for people outside the terminal complex, it also gave Niranta an advantage- it could tap into the unique customer base of travellers
- Despite the above positional advantage, we still had to consider the existing competitive set- a number of hotels located outside yet in close vicinity to the airport
- Food and beverage promotions, campaign ideas that have been documented as contributing to substantial revenue acquisition could not be as aggressively promoted here

OBJECTIVES

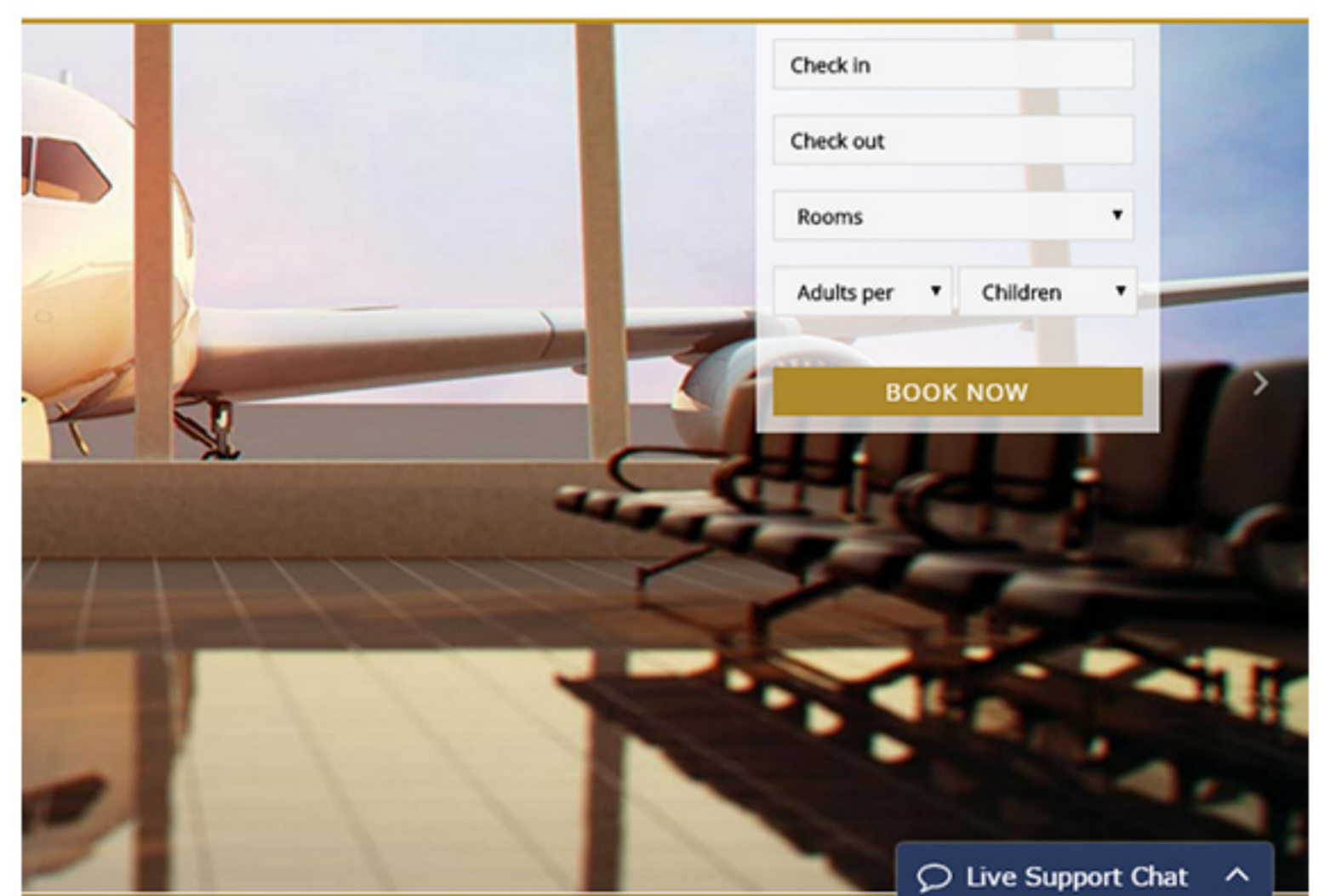


- Revenue acquisition and growth: As a new property in the city, we immediately required reservations and increased revenue accrued regularly through online channels
- Branding: The hotel's USP, its location within the international airport terminal, was identified and high lighted consistently across channels
- Increase visibility : Promoting the hotel across online avenues
- Climb OTA rankings: The above branding and visibility processes occurred in conjunction with efforts to climb online travel agents (OTAs) rankings to ensure that Niranta Airport Transit Hotel & Lounge was visible even to those customers researching to book a similar hotel in the future

INTERNET MARKETING STRATEGIES

1. Preferred listings with increased offers and commissions made the hotel rank high, was able to penetrate the competition and thus draft the guests booking hotels in Mumbai from online channels
2. All rates and inventory were wide open to all subordinate channels of the online travel agents (OTAs) like B2B, Offline, Members Only etc. to sell maximum, keeping the rates same across all channels
3. Dynamic rate management based on occupancy was being taken care of and the rates were kept on a lower side w.r.t the demand to ensure that the hotel witnessed maximum looks / books
4. Continuous audit of effectiveness of Pricing Strategy by checking the pickup of room nights vs the package vs the rate; analysis thus helped us to remove the unwanted rates and promote the desired selling rates
5. Implementation of channel manager and booking engine helped us ensure that the changes in the inventory and the rates are implemented quickly and that the hotel is responding to the market's trend in real time
6. Establish the brand by ensuring only high quality content (text, images, audio, and video) conveying the same brand message to be posted across online channels

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RESULTS

1. Revenue Growth: The result of all the steps taken was that the hotel witnessed a very strong growth in the number of Bookings, Room nights, and Revenues month on month of the same quarter.

Growth Rate observed is thus tabulated below:

Period	Room Nights	Revenue
August '15- October '15	221.9%	236.8%

2. Positive reviews from customers appreciating the brand USP: Visitor reviews on TripAdvisor are overwhelmingly positive with most visitors identifying and appreciating the very brand value that was highlighted by us across channels- its location.
3. Accelerated rise in OTA ranking: From its launch in July, 2015, within a short period of 3 months Niranta Airport Transit Hotel & Lounge now ranks 95 on TripAdvisor out of all the 401 listed hotels in Mumbai.