

ACTIVITY REPORT

January - December 2019

Regi^Ôtels

You look after the guest,
we look after the rest

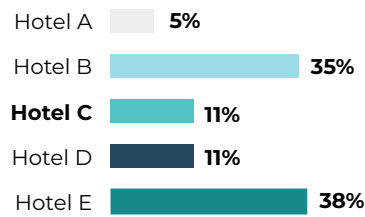


1 OVERALL RESULTS

GROWTH IN HOTEL TURNOVER

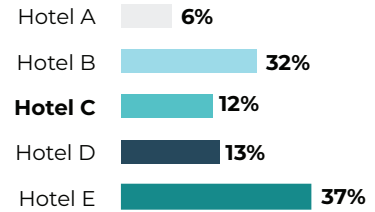
2017

January - December



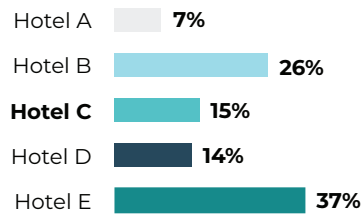
2018

January - December

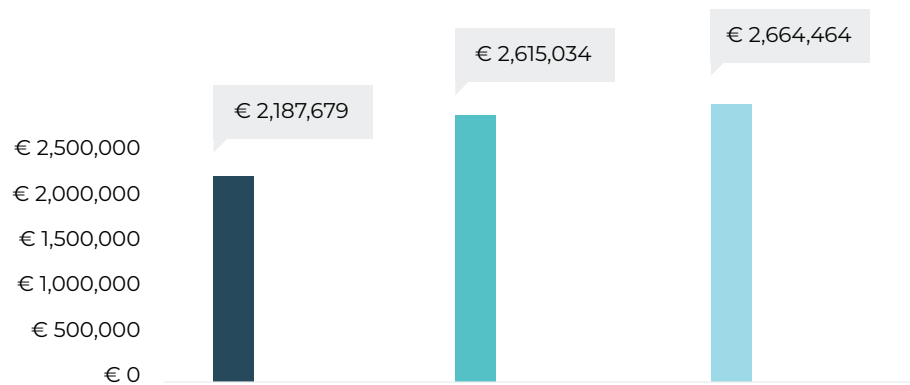


2019

January - December



Total Revenue
January - December



The total room revenue of the hotels partnered with RegiÔtels in the Mullerthal region of Luxembourg increased from € 2,187,679 to €2,664,464 which represents an increase of 30% over

two years. When the room revenue was €2,187,679 in 2017, the share of Hotel A represented 6% of the total (or €108,267) and in 2 years, this share increased to 7% of the €2,664,464 or €187,514, which represents **an increase of 94% of**

the total room revenue in only 2 years for Hotel C.

The 3 hotels that allowed RegiÔtels control over the delivery of the strategy saw an average increase of 66%. The total average increase was 22%.

2 DISTRIBUTION

ACTION AND RESULTS

Total Room Turnover from online reservation channels

The below charts represent the different origins of the turnover generated on the websites of all of the hoteliers.

COMISSION

To Booking.com, Expedia, etc.

·Total payments of online commission in **2018 = €115,951**

·Total payments of online commission in **2019 = €101,887**

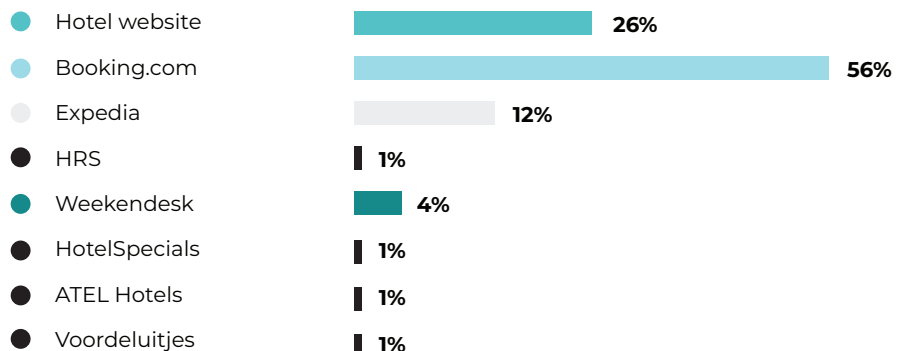
·The total payments of the commissions **reduced by 12%** when working with RegiÔtels

In 2017, there were no direct distribution channels (direct booking with instant confirmations on the hotel website) and in only 2 years, this percentage of overall bookings represents 26% of the total on-line distribution. RegiÔtels has therefore assisted in reducing the dependency of partner hotels on third party online book-

ing websites that ask for commission.

While the commissions were decreasing by 2%, the total room revenue increased by 10% between 2018 and 2019. Of the 26% of direct bookings, 90% were made online via our digital input, with 10% through telephone and emails direct to the hotel.

Comparisons of the different distribution channels in 2019



2 DISTRIBUTION

Website share 2019 vs 2018



This number is important to highlight our reason for existence, reducing the dependency on booking.com

These numbers refer to the figures featured below and represent the difference between 2018 and 2019.

The websites of the partner hotels now represent 26% of their business which means that over a quarter of the business is now generated directly by the hotel itself and without having to pay any commission on this business.



3 REVENUE MANAGEMENT

ACTIONS

Total turnover from reservations

Distributions of results

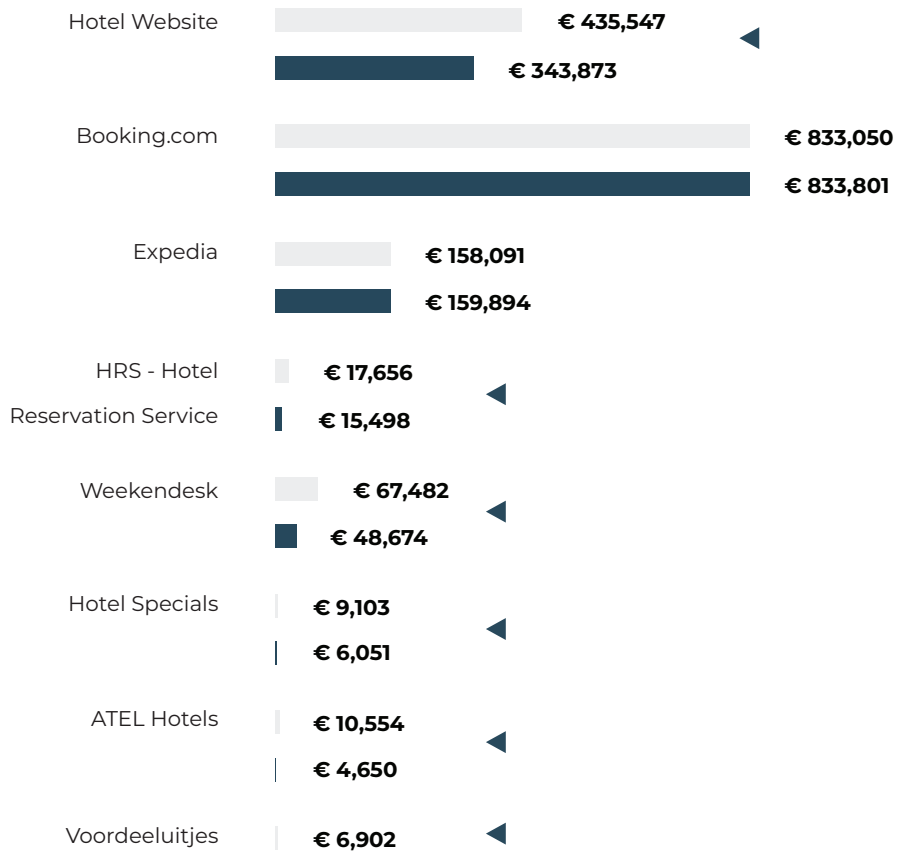
- From the direct reservations on the websites of the hotel website
- From the other distribution channels

TOTAL TURNOVER

of room via all of the channels via the Channel Manager featuring the average room rate

- January
December 2019
- January
December 2018

Total turnover of rooms from all channels via channel manager



3 REVENUE MANAGEMENT

ROOMS SOLD ON THE HOTEL WEBSITES



1753 Rooms



568 Packages

24% of the rooms sold in the form of a package at a rate significantly higher than those that existed before the arrival of RegiÔtels.

RESULTS

Average rate

·Total Room revenue of the rooms sold divided by the number of rooms sold = €99.64 (January – December 2019), or €4,70 more than in 2018.

·Average Occupancy (January – December 2019): 56,4% or an increase of 1 points.

Impact on the average rate of the rooms sold

The statistics below are based on the comparisons between the average rate of the rooms sold (including breakfast) on the websites of the hotels and the website of online travel agencies (such as booking.com) between January – December 2019:

·The average rate on the websites of the hotels: €167.52 or €5.62 more than in 2018.

·The average rate on the online travel agency websites: €145.78 or €14.20 more than in 2018.

4 SALES

ACTIONS

Emailing campaigns

18 newsletters were sent with the databases of the hotels and 5 newsletters were sent with the database of RegiÔtels (meeting and event organizers within 3 hours drive of our partner hotels).

Summer Promotions & Marketing

These were made with the following organisations that have business potential in Luxembourg: Hoteldeal.nl, traveldeal.nl, Tui etc.

Car Clubs

Prospection of car clubs in Belgium and Germany.

Online Tour Operators

Connection of hotels to the principle operators of leisure business in the BeNeLux.

B2B and B2C Client Representation

RESULTS

Groups

€133,000 of total revenue generated.

Flash Sales

6 that generated a total of €31,000 in room revenue (optimization of days that had a low demand).

€ 737 555,40

worth of opportunities generated in 2019

Tui contract 2019-2020

5 hotels on the paper brochures and 3 online brochures, with an increase of business for all 5 hotels averaging 15% versus the €150,000 generated in 2018.

GDS Connection

2 hotels with €13,000 of room revenue.

Sales Pipeline - Q1 2020

€ 342 570 worth of confirmed business

Sales Pipeline - Q2 and forward

€ 423 175 worth of business being negotiated

5 DIGITAL MARKETING

ACTIONS

·Migration of all of the websites to Word-Press to be able better enhance the **creativity** of the hotel partner websites and to have more **design** elements as well as giving more importance to the **visual presentation**.

·Creation and addition of the legal obligations, the policies concerning privacy and confidentiality and the pop-ups for our partner hotels all conforming to the **General Data Protection Regulation** on all pages of Word Press pages.

·**Constant and continual updates** on the websites of our partner hotels (integration of new programs and various other additions to optimize them).

·**SEO**
Audit of the metadata, images and quality of the source code

·Conception of **marketing support materials** and elaboration of brand directives.

·Personalization of email **newsletters for**

campaigns to be able to send out relevant and pertinent information to hotel databases.

·**Actions on Social Media** focusing on Facebook, the acquisition of followers and the growth of the database.

·Taking responsibility for the **Google My Business** accounts and analysis of data to better target the visitors of the partner hotel websites.

·**Translation** of the website into all of the languages for key feeder markets – in this case, English, German, French & Dutch as well as an **audit** the differing languages for search engine optimization on Google.

·Creation of **landing pages** for a better commercialization of packages

·**Creation of up to date photos** on all websites of partner hotels as well as on online travel agencies and indeed other areas where bookings can be made eg. Tripadvisor.

RESULTS FOR THE DATABASE

·Contacts increased by **48%** on average for the hotels that participated in our action.

·The organic-clicks **doubled** since the audit.

·B2C Emailing Newsletter Campaigns: opening rate of **45%** on average.



For more information, please contact
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Regi^otels