

Unity delivers spectacular revenue growth for Grandhotel Zvon



YoY increase 2014 vs 2015 (for April to July)



Business Challenge



Tough economic conditions making development pace of country slower



Raw market with limited yield management practices



Low demand leading rate wars and desperate measures to increase occupancy.



Manual database affecting quick decision making

Solution: Unity



Comprehensive insights and action from market trends



Take account of guest sentiment in a measurable way



RateGain's top-class account management team



More flexible and dynamic pricing

Unity Impact



Elimination of cumbersome spreadsheets



Response to detailed competitor data



Real-time responsiveness to market volatility



Petr Salda
General Manager
Grandhotel Zvon

"After setup and my familiarizing with the tool, I am finding it an inseparable companion to my everyday effort to find the exactly right rate for our product at a given date. Especially, I value the fact that the tool helps me analyse and identify strong and low demand periods with more precision than before and, at the same time, suggesting a more daring rate which leads to better results on a rather volatile market.

After full five months of using Unity, I have to admit that what I got for my money is a robust and intuitive revenue management tool that already paid for itself."

GRANDHOTEL ZVON

Elegant boutique 4-Star Superior hotel in Ceske Budejovice with tradition since 1533 is located right in the historical centre of Ceske Budejovice. Deluxe rooms and Junior suites have breathtaking view of romantic historical square, all rooms are very spacious, air-conditioned, fitted with custom-made high-quality furniture and feature luxurious fabrics.