

A Case Study

G Hotel, Malaysia

H  TELFLEX



Key Metrics

5.6 x
ROI

Equivalent
of
82
room nights
sold per
month



We achieved revenue growth even at high occupancies

We run at very high occupancies here at G Hotel in Penang (90% plus) but we are still always looking for ways to grow our revenue numbers.

Our management team had set us ambitious targets to achieve year on year revenue growth. However, with our rates already in line with our competitive set and occupancies high, we didn't see much opportunity to grow. Which is when we came across HotelFlex.

They came up with the idea of using our lower occupancy days (typically Sunday and Monday nights) to offer early check-ins and late check-outs to other guests in the hotel if they had awkward travel schedules. And it's working!

It's currently driving **6,000 MYR / \$1,500 USD** of incremental revenue each month.

And all it took was a 20 minute call to set up the system in our PMS.



Our housekeeping team was worried

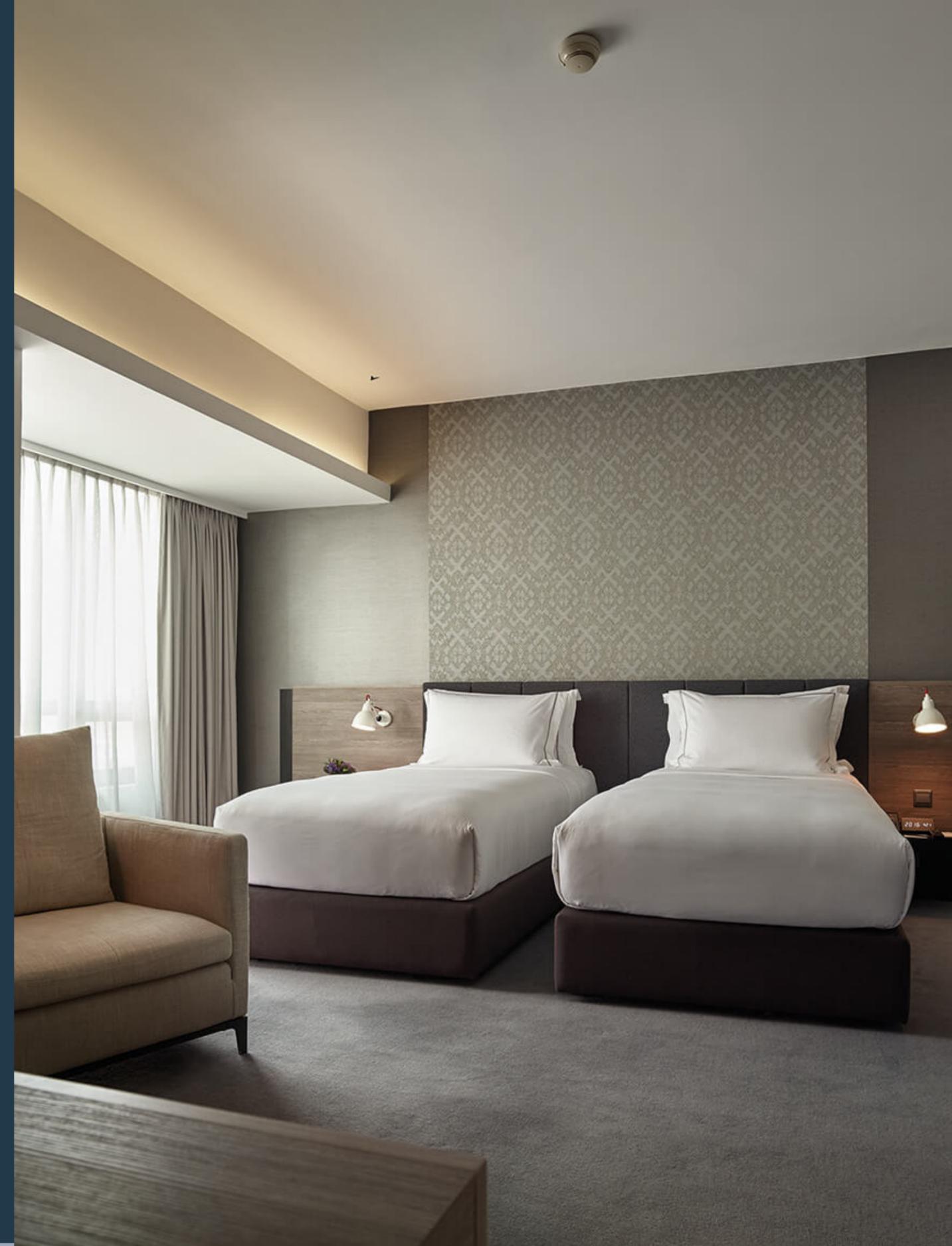
We were initially worried about the operational impact of using HotelFlex, particularly with our housekeeping and front desk teams who are already very busy.

However, as the system only offers rooms that were empty the night before, the rooms had already been cleaned the day before, resulting in no extra work.

As a result, **HotelFlex generates revenue with no added cost** and all revenue generated drops to the bottom line as profit.

We have actually worked out that because of this **using HotelFlex is the equivalent of selling an extra 82 room nights every month.**

We would definitely recommend it!



"HotelFlex has helped us hit our revenue goals with no added cost or operational impact.

The revenue they generate has been the equivalent of selling an additional 82 room nights a month"

Danny Tan - Director of Revenue Strategy

G Hotels

What is HotelFlex?

HotelFlex generates revenue from empty rooms.

The service takes these empty rooms and offers them to existing guests who want to extend their stay through an early check-in or late check-out.

Allowing them to either accommodate awkward travel schedules or to enjoy the hotel facilities for longer.

The system is automated, doesn't impact your existing operations and will increase your ADR by around 1%.

Want to Learn More?

Book a demo by clicking here or call us on the numbers below:

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