



Tap into a world
of high-spending
business travelers

Helping Eagle Rock to achieve a 100% year-on-year revenue uplift on the Travelport platform

- Bookings made on the Travelport platform up 100% year-on-year
- Differentiated offers based on Travelport Exclusive Rates
- Access to 235,000+ Travelport agents worldwide
- Simple connection into the Travelport Travel Commerce Platform
- Fast, simple online booking for Eagle Rock rooms and rates

Company profile

 Employees:
12

 Footprint:
South Africa

 Years in business:
9

The challenge

One of the main challenges for independent hotels is how to promote their brand - and their rooms - internationally. While online travel agencies (OTAs) provide global coverage, these are not always ideal for helping independent hotels to tap into the lucrative business travel market, which can boost occupancy year-round and increase Revenue Per Available Room (RevPar) based on high-yield corporate rates.

These were some of the challenges facing Eagle Rock, a rapidly growing hospitality business in Johannesburg, South Africa.

Lucinda Auret, Manager at Eagle Rock, says, "Our hotel is located in close proximity to lots of large international businesses in Johannesburg, which makes us an ideal choice for business travelers from all over Europe, the US, Asia and beyond. To maximize the opportunity, we have to promote our rooms on global booking platforms that increase awareness of our brand and target people who travel regularly for business."

Eagle Rock also requires platforms that allow corporate and leisure agents around the world to book rooms quickly and easily on behalf of travelers. "There's a trend towards booking everything online, so we need to make sure agents can book our rooms and rates with minimal manual effort as part of their normal booking workflow," says Lucinda.

“When we compare the six months from August to December 2016 with the same period in 2017, we see a 100% uplift in room nights booked on the Travelport platform, with a corresponding 100% increase in revenues.”

Lucinda Auret, Manager, Eagle Rock

The solution

To boost global visibility of their rooms, and to make the booking process as seamless as possible for booking agents, Eagle Rock now connects to Travelport's Travel Commerce Platform via the Travelport Hotel Extranet. This API-based solution delivers Eagle Rock's rooms and rates to 68,000 travel agencies in 180+ countries who make bookings on behalf of 500,000 business travelers worldwide.

“A local Johannesburg agency asked us to sign up to Travelport Hotel Extranet so it could book our rooms online,” says Lucinda. “As well as making bookings easier for agents, we knew that distributing our rooms and rates through Travelport would increase visibility and bookability of our rooms globally.”

Signing up to Travelport's Hotel Extranet also offers Eagle Rock the opportunity to participate in the Travelport Exclusive Rates program at no extra cost. “With Travelport Exclusive Rates, we can create unique offers for booking agents and travelers that are not available anywhere else,” says Lucinda. “Our exclusive Travelport offers are proving very popular, and we are seeing more and more agents booking them every month.”

Independent hotels like Eagle Rock can also take advantage of Travelport Digital Media Solutions to promote their rooms to agents and corporate travelers worldwide. “Travelport provides effective digital advertising that can help us to grow our business even more in the future,” says Lucinda.

Results

By connecting into the Travelport Hotel Extranet, and taking advantage of the Travelport Exclusive Rates Program, Eagle Rock has increased its bookings 100% year-on-year via the Travelport platform. “When we compare the six months from August to December 2016 with the same period in 2017, we see a 100% uplift in room nights booked on the Travelport platform, with a corresponding 100% increase in revenues,” says Lucinda.

Travelport's focus on the business travel market is also helping Eagle Rock to maintain high year-round occupancy and avoid the seasonal dips that can impact the leisure market. “The fact that Travelport is a go-to platform for travel agencies that serve business travelers means that we're able to tap into our ideal traveler demographic and maintain mid-week occupancy all year round,” says Lucinda.

The process of signing up to Travelport Hotel Extranet was fast and easy for Eagle Rock, helping the hotel to minimize administration.

“There's lots of support available from the Travelport Hospitality team and we were able to get started very quickly and easily,” says Lucinda. “It was just a question of visiting a website, providing some details about our rooms and rates, and that was basically all we had to do. There was no need to provide any static content, such as pictures of our rooms, so the process was even easier than signing up with an OTA.”

Using an intuitive web interface, Eagle Rock can adjust room rates quickly and easily based on occupancy and seasonal demand. “When we need to update our rates on Travelport, it's a very quick and simple process,” says Lucinda. “That means we spend less of our time on admin and more time looking after our guests, while providing them with the best possible experience.”

As an additional benefit, Eagle Rock is able to meet and exceed agents' online booking expectations with Travelport Hotel Extranet. “Travelport takes the booking process online and makes it far less manual and time consuming for agents. If booking is easy, agents are far more likely to book, and that's exactly what we were looking for. It's just one more way that Travelport is helping us maximize our occupancy, boost our revenues, and grow our business.”

To learn more about Travelport Hotel Extranet [click here](#), or contact us at Travelporthotelenquiries@travelporthotelzon.com

