

# Midweek Room Night Case Study



## OBJECTIVE

This independent 38-room California property was seeing excellent weekend bookings, but shoulder nights and weekday business was struggling.



## APPROACH

Revenue Matters recommended a promotion with increased savings for the consumer based on longer lengths of stay, blocking out weekend dates.

- 2-night length of stay: 15% off, Sundays-Thursdays only, includes two drink tokens
- 3-4 night length of stay: 20% off, any day of the week
- 5+ night length of stay: 25% off, any day of the week



## RESULTS

While all length-of-stay offers received a strong response, the shorter offers performed best. 2022 pickup resulted in

- 2-night length of stay: 121 room nights and \$41,714 in revenue
- 3-4 night length of stay: 164 room nights and \$59,132 in revenue
- 5+ night length of stay: 6 room nights and \$1,534 in revenue

