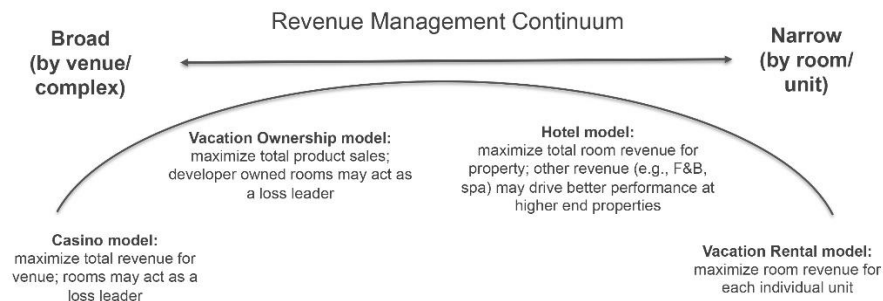


Case Study: Dynamic Hotel Pricing



Wyndham

- **Wyndham Vacation Rentals:** manage and rent wholly owned homes and condos
- **Opportunity:** Acquired seven companies to form a new business unit
- **Action:** Integrated data from all entities and correlated booking trends of specific locations, units, and time periods to determine opportunities to increase price and/or occupancy. Leveraged revenue management team to drive pricing and distribution decisions that drove incremental annual revenue of \$36m, a 5% increase, through rate and occupancy increases

Starwood

- **Starwood Vacation Ownership:** sell and manage vacation ownership properties
- **Opportunity:** Lacked the ability to forecast revenue based on inventory supply and demand trends
- **Action:** Created centralized database for analytics and used regression forecasting model to drive forecasting based on 1 million forecast points previously housed in Excel. The system allowed better management of company growth and communication with Wall Street analysts. Revenue grew from \$400b to nearly \$1b during this time frame.