

# ENHANCING CORPORATE BOOKING REVENUE: A HOME2SUITES SUCCESS STORY



## OVERVIEW

Home2Suites leveraged Kalibri Labs' data analytics to enhance visibility and capture significant revenue growth in the corporate bookings segment. This case study outlines the strategies employed to compete effectively against rival hotels.

## CHALLENGE

Home2Suites faced a challenge in accessing corporate bookings, which were being captured by competitor hotels due to lack of visibility into non-GDS (Global Distribution System) corporate production. This gap hindered their ability to compete effectively in the corporate business segment.

## APPROACH

By partnering with Kalibri Labs and utilizing the HummingbirdPXM platform, Home2Suites accessed crucial data insights. They identified key corporate accounts within their competitive set, leading to strategic negotiations and relationship building with major travel providers.

## THE HIGHLIGHTS

**\$40k**

revenue growth

**\$10k**

from identified corporate account



## RESULTS

The strategic initiatives and data-driven insights led to Home2Suites generating over \$40K in additional revenue within four months. This marked a significant increase in business and showcased the effectiveness of their newly adopted strategies.