# TRINITY
## HOSPITALITY SERVICES

## Ph
## PEMBROKE HOTEL

**The results:**

| Room Revenue | Rev Par: | Occupancy: | System delivery through hotel's own website |
|---|---|---|---|
| Up 23% | Up 23% | Up 33% | +9% |

## Property Overview

Pembroke Hotel Kilkenny is a luxury 4 star hotel located in the heart of Kilkenny city centre, overlooking the magnificent Kilkenny Castle and within walking distance to all the major attractions. Rated as the #1 hotel in Kilkenny by Trip Advisor, the hotel has 74 comfortable and spacious bedrooms and offers a peaceful welcoming charm with quiet

luxury and comfort at its core. Stathams Bar & Restaurant serve hearty food with creative flair. This combination of old-time hospitality and laid-back style has created a relaxed yet buzzing eaterie much loved by Kilkenny. The hotel also offers a sophisticated business centre, a convenient and professional venue for meetings and events with bright and stylish décor. Guests will feel truly comfortable in this warm and friendly hotel where they are assured of a restful sleep in the heart of the city. Surrounded by Kilkenny's most famous landmarks including Kilkenny Castle,

Butler House and Gardens and the National Craft Gallery it is fitting that they take their name from the Earl of Pembroke for whom Kilkenny castle was built.

## The Opportunity

When we first met with Pembroke Hotel, they were managing their rates and inventory in-house using an automated RM system. The team here are highly skilled with an excellent understanding of revenue management. They faced the common challenge of trying to find adequate time to focus on this critical area. Although the property was performing extremely well, the challenge was to fill more rooms midweek and widen the booking window.

## Testimonial

*Since partnering with Trinity Hospitality Services in January 2015, I have been impressed by their level of commitment and professionalism. They are true experts in all areas of online distribution including FIT, OTAs, metasearch and digital marketing. I am delighted with the additional revenue that their service has generated for our hotel and look forward to a continued working relationship. I would highly recommend them for any hotel looking for support in this area.*

Paul Broderick, General Manager
Pembroke Hotel Kilkenny
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### FIND OUT MORE:

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## The Solution

### 1. Revenue Management

In consultation with the hotel general manager and front office manager, the THS team began implementing their systems including the rate gird and RX applications. With bi-weekly updates and regular communication, we set out to get a strong understanding of rate setting and booking pace, pick up, business mix, historical data and forecasting.

Within a few short weeks, we began to see very positive results.

### 2. Digital Marketing

The hotel was running generic adword campaigns with Google. We saw an opportunity to review the spend and conversion levels of these campaigns. We paused many of the brand and generic campaigns and began creating more targeted ads and email marketing campaigns to deliver business when the hotel actually needed it. These need periods were identified by the digital marketing team. Despite pausing many of the the Google campaigns, business through the hotels' own website grew by 9%.