

#### **Customer Profile**

# First Hotel Reisen increases occupancy to over 95% with Infor EzRMS



## Facts at a glance

Solution: Hospitality Products: Infor EzRMS Industry: Hospitality Country: Sweden

"Infor EzRMS is a decision support tool that has without question helped us immensely in achieving our goals, increasing our revenue and keeping our business practices and routines firmly in order."

> —Mario Greger, Revenue Manager, First Hotel Reisen

## About the company

First Hotel Reisen is a first class hotel located in the heart of Old Town Stockholm, around the corner from The Royal Palace and a five minutes' walk from Stockholm's main shopping area. First Hotel Reisen is celebrated for its high service standards, waterfront location, and décor, which represents an impressive combination of classical maritime features and modern design. To learn more, visit http://www.firsthotels.com/Our-hotels/Hotels-in-Sweden/Stockholm/First-Hotel-Reisen/.

#### Challenges

- Implement a revenue management system that will become the main decision tool for the hotel and that is easy to use, accurate, and reliable.
- Increase revenue and keep business practices and routines in order
- Provide the ability to set actions and controls more easily.

#### **Benefits**

- Increased full house management and increased occupancy to over 95% as a monthly average.
- Lowered rates and gained valuable market share over competitors with Infor™ EzRMS Bid Price.
- Decreased revenue displacement within the hotel with new revenue management strategies, including confidence in denying business and waiting for higher paying business.
- Instilled confidence in the revenue management team about the correct times and levels to overbook, to sell campaign rates, and to close out low rates with extended pick-up times and high-quality data.
- Gained visibility into the business on-the-books daily.
- Gained the ability to plan campaigns and promotion requirements well in advance, and to look forward and anticipate sales controls up to one year in advance.

"Infor EzRMS has proven to be easy to work with, easy to understand, and easy to update. It is an excellent tool for forecasting, assisting in staffing schedules within housekeeping, front desk, and reservations."

—Mario Greger, Revenue Manager, First Hotel Reisen

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