



Case Study #2: Hospitality



"I know that I will have the opportunity to talk to a few of you next week as we wrap up the performance statistics for November. This final Myrrh moment was an extraordinary synopsis of the great achievement that we have been seeing time and time again over the last 14 months. This has been a great partnership. My revenue team have been huge supporters of the techniques, support, and learnings that you brought to the field. On behalf of my group, I want to thank-you all for your professionalism, guidance, and support extended to the property teams that made our results a little easier to achieve when we were all collaborating on generating additional revenues together. Hopefully everyone gets to travel a little closer to home this month...even though I am sure Michael and Chris would love Winnipeg in January!"

**- Kyle Nantais, VP Revenue Optimization,
Westmont Hospitality Group (Largest Choice Hotels Franchisee)
Toronto**

Profile:

- Master hotel franchisee with over 500 hotels worldwide
- Pilot program of six Choice Hotels sites in Ontario
- Program funded by Choice Hotels Canada for their largest franchisee

Challenges:

- Canadian delivery, varying work culture and restrictions, alternative currency
- Wildly varying support levels and team strength at each property
- Razor thin labor allowances, weak focus on sales and loyalty growth



Approach:

- Six-month initial pilot using a combination of Myrrh curriculum designers, speakers, front desk and local market sales experts, analysts, and incentive designers; extended for an added fourteen months in Phase 2
- Monthly recurrent visits, remote local market opportunity research
- Focus on room cross-selling, eliminating unnecessary discounting, improving conversion of inbound phone inquiries, driving Choice Privileges loyalty enrollment, and local market cold calling

Partnership Impacts:

- Upon Pilot completion, Client expanded work to fifteen additional properties across four provinces, including French-speaking Montreal and as far as Halifax, Nova Scotia. Requested Myrrh presentation at Annual Franchisee Convention with three-hundred hotel owners.
- +10% improvement in RevPar (Revenue Per Available Room). Myrrh doubled the performance lift generated by a competing internal control group.
- +100% increase in Choice Privileges loyalty program enrollment, 60% higher than the competing internal performance group.
- Myrrh cold calls generated numerous local marketing opportunities during periods of low front desk traffic. The internal control group generated zero.