



Spring Newsletter

March 2015

Dear partner

I am pleased to update you of our progress so far this year and of our plans for 2015. Please feel free to provide any comments you feel are necessary to assist you further

Revenue generation to date

We are very happy to report that online sales for our partners have increased greatly on this first year quarter. I believe this is due to better communication between our hoteliers and our Revenue Manager Kerry. Please remember that the hotels that perform the best have the closest contact with e-rev ltd

Result comparison between 2014/15 (Expedia)

		YTD Stays	
Hotel Revenue	▲	Up	70%
Hotel Room Nights	▲	Up	86%
Hotel ADR	▲	Up	1%

Staffing

In order to support you better during the coming months we have now recruited 3 more staff to our team. A 3rd reservations admin allows us to keep the office open 24 hours and 2 recruits join Kerry in the revenue team to assist her with income production analysis, strategies for future months and communication between us

E.T.S.W

Our very own online portal is soon to be launched. www.etsw-ltd.com will sell your hotel at a commission rate of 10% (including all bank transfer charges) and will invest in online marketing campaigns to push more reservations to our site. This will provide hotels with an increase of 20% revenue per room night sold. We will also be concentrating more on social media campaigns and targeting sales on special events at your properties. In order to do this we ask you to

1. E mail us with any special offers and packages you wish to sell
2. E mail us flyers for us to update to the Facebook accounts

Stop-sales, availability and no shows

Whilst we realise that sometimes it is necessary to close the sales online please remember it is always possible to raise your rates rather than close the sale. Once your hotel is at an occupancy level of 80% I remind you to inform the revenue team to adjust your rates. Please also be reminded that you have 48 hours only from the expected arrival date to report no shows to us so that we can inform the relevant agents

Hotel visits

As from April I will be asking the office team to visit our hotels in order to meet their regular contacts. The reservations and accounts department will contact you to arrange an appointment to meet your finance and reservations team and answer any questions you may have as well as put names to faces

Fraud

As you will know the amount of fraud online is a concern to us all and we are making serious efforts to combat this. Please ensure that your reservations and reception teams are aware of the comments on each reservation regarding checking guest ID etc. and photocopying passports and ID cards in order to protect ourselves as best as possible. If you have any concerns please call our reservations department for assistance (73 325334)

Low cost airlines and “open skies”

It is a great step forward for online sales that we now have low cost airlines flying into Tunisia in 2015. I hope this give all our hoteliers the confidence to release more rooms for online sales and close sales with business partners where your contracted rates are low. Remember we are a fully flexible system and you have an opportunity to demand better tour operator rates with the knowledge you will be able to sell your available rooms online at prices you deserve. Remember if you work closely with Kerry and her team you will be able to make sure you capture a % of the market share generated by low cost arrivals. Long stay promotions and non-refundable deals are all possible online and should be considered an important part of your high season strategies