

FORNOVA

Distribution Intelligence



How intelligent rate-matching increased room revenue by 55%

Compass Hospitality is a young and dynamic hospitality group headquartered in Bangkok, Thailand. The chain currently has 5,000+ keys and 50 properties across four distinct luxury brands in Southeast Asia and Europe.

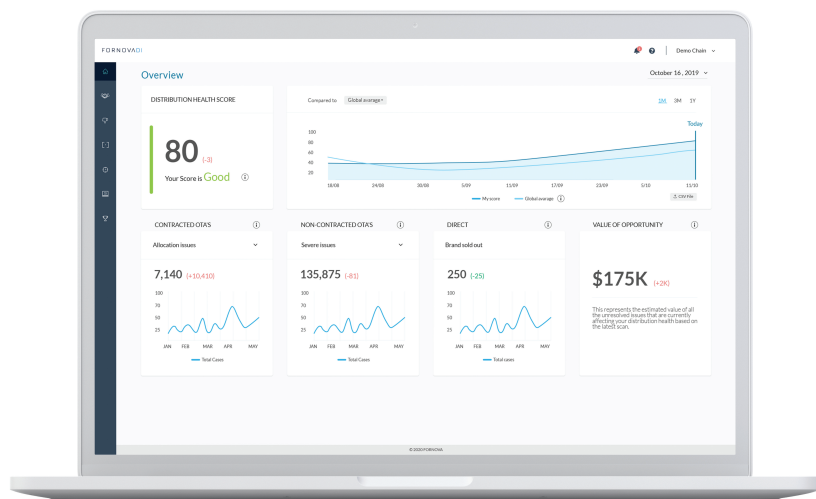
Operating in a highly competitive market, Compass partnered with Fornova to introduce an aggressive rate-matching strategy to optimise its net RevPAR and grow its room sales.

During a trial period, Fornova was given access to half of Compass' properties in Thailand so that we could benchmark the results.

Compass continuously monitored and adjusted its room rates against the different rates from thousands of points of sale. Working with our team, the chain turned data into actionable intelligence – delivering outstanding year-on-year results across its rate-matched properties.

Using Fornova's patented technology, the chain increase room revenue from matched rooms by 55% and grew bookings on brand.com by 60%. Bookings from most OTA partners also increased.

The company now has a tried and tested method to achieve peak performance across its hotels.



55%

Year on year increase in revenue on rate-matched properties

92%

Growth in room nights sold

7%

A minimal drop in ARR for rate-matched properties facilitated the dramatic revenue growth

60%

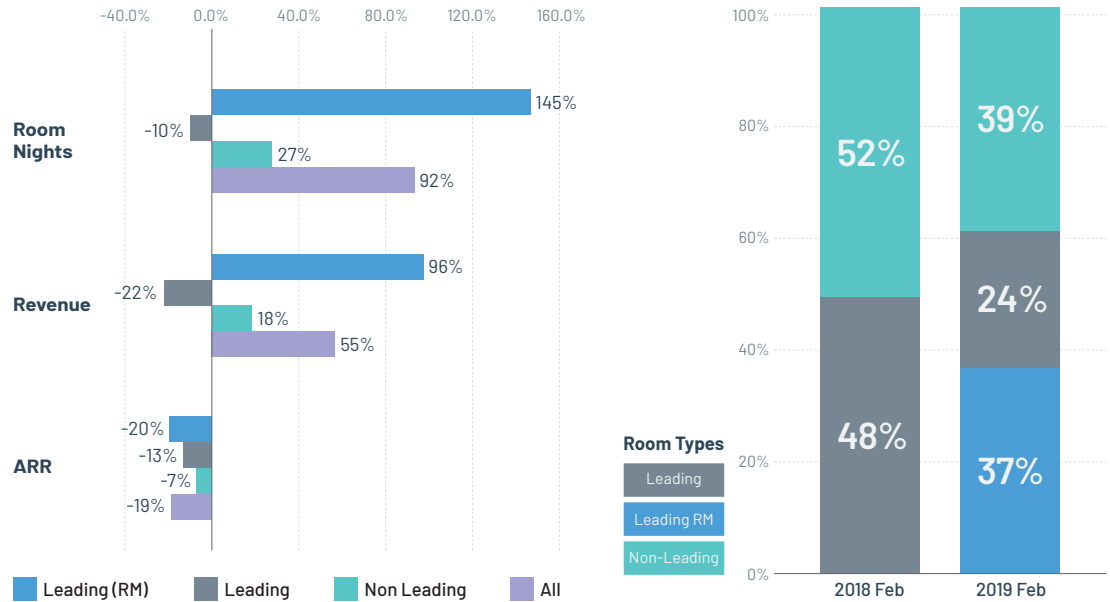
Growth in direct bookings on rate-matched rooms

27%

Increase in non-leading room nights bookings and an 18% increase in revenue from those rooms

“With Fornova we have a true partner. Their customer service is excellent, and their technology delivers.”

In Numbers



“The results speak for themselves – we’ve seen clear growth across the board using Fornova’s solution. Our rate match strategy has definitely influenced the growth coupled with aggressive marketing and traffic acquisition strategies.”

Rabin Kumar Gupta, Corporate General Manager of Digital Marketing, Compass Hospitality

Why Fornova?

Our leading-edge technology puts you in control – with a comprehensive, constantly updated view across all your direct and indirect distribution channels. We focus on enabling you to take the action you need.

1.25B **100,000** **50%**

We perform over 1.2 billion price comparisons every month

We monitor 100,000 websites every day

Our clients see 50% improvement in distribution health

About Fornova

Fornova empowers hotels to optimize revenue and distribution while reducing costs and improving forecasting. We are on a mission to turn data into profit, by using intelligence to align the entire hotel organization (from revenue and distribution to sales, e-commerce and operations) so they can make smarter decisions together.

Fornova is the only hospitality distribution intelligence solution provider that has corporate agreements with the majority of the world’s top 10 largest hotel chains, as well as the biggest global OTAs, while also serving hundreds of smaller brands and independent hotels. Using our patented VisualScan technology, we monitor over 100 thousand brand.com and OTA websites and conduct 1.25 billion price comparisons every month.