

Customer Success Stories

WHAT DOES CUSTOMERS THINK ABOUT ATOMIZE?

CRITERION HOSPITALITY

Criterion Hospitality is a management company in the UK and owns several hotels in some of London's most iconic locations, such as Zedwell Piccadilly Circus, Assembly Convent Garden and Victory House in Leicester Square. Criterion Hospitality operates over 1000 rooms currently with an additional 2000 under construction or in planning, and has an ambitious expansion plan for the coming years. Criterion has been a client of Atomize since April 2023.

"It just works! Atomize has already proven itself to be a powerful RMS solution that provides a strong combination of artificial intelligence and pricing control mechanisms which from day one started to save our team a vast amount of time.

In a competitive market like London, to use a powerful RMS like Atomize with realtime price optimization enables us to instantly respond to demand shifts and allows us to benefit from those demand surges."

"Using an RMS that considers comp set data was for us a must. Atomize's ability to consider multiple data sources such as demand patterns and comp set changes in combination with your hotels' performance when adjusting our rates has proven to be very successful.

The results so far have been truly impressive with an increase in RevPAR and revenue by +19% since June this year, compared to the same time last year."



Regis Morin
Commercial Director
Criterion Hospitality, UK



LIGULA HOSPITALITY GROUP

Ligula Hospitality Group is the parent company in a group of companies that develops concepts and brands in the hotel and restaurant industry. They run hotels under the brands ProfilHotels By Ligula, Collection By Ligula, Motel L By Ligula, Good Morning Hotels By Ligula and Apartments By Ligula. Furthermore, Ligula Hospitality group operates five hotels under a franchising agreement with Radisson Hotel Group. Connected to the hotels, Ligula also runs restaurants under brands such as Angelini, La Gare, Sofiehof, Statt Verandan, The Library Bar, Pipes of Scotland and Oak Bar. Ligula currently has 45 properties and 6060 rooms across 6 brands in Sweden, Denmark and Germany.

"Our team was impressed by the fully automated yielding performance that Atomize delivered during the benchmark period. Atomize is a next-gen RMS solution and we feel confident that the application will help us grow by increasing our revenues, and at the same time increase the overall operational efficiency for our staff"

"Our goal is to let each General Manager own the pricing for their respective hotel which requires a data-driven, automated, and easy-to-use RMS. With the implementation of Atomize, we have much better system support for each GM to handle their pricing more efficiently and with improved results"

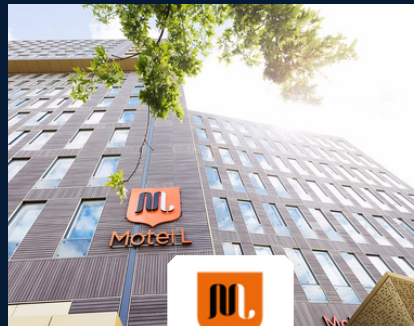
"Given the pandemic's impact on the hospitality industry and historical information not being as significant as it used to be in more cyclic times, it has been a big advantage for Ligula to use a RMS that also includes forward-looking data.

It allows a more precise prediction of future business opportunities and that is where every forward-looking hotelier's focus should be"

"Implementing a RMS like Atomize helps us reduce the personal bias that impacts pricing and instead make data driven decisions"



Fredrik Ternsjö
Head of Revenue,
Distribution & Systems



THE DAMAC GROUP

The DAMAC Group is the multi-billion-dollar business conglomerate of UAE based Hussain Sajwani. The Group's investments are divided into seven core areas; real estate, capital markets, hospitality, retail and fashion and data centres. Some of the Group's most notable activities include DAMAC Properties, one of the region's largest property developers, the acquisition of the Italian fashion house, Roberto Cavalli and luxury Swiss jewellery brand de GRISOGONO, the 50-storey development DAMAC Towers Nine Elms in London and a luxury resort in the Maldives. Today, the Group's global footprint extends across North America, Europe, Asia, Middle East and Africa. With its vision firmly set on growth and expansion, the Group continues in its quest for diversification and business excellence.

DAMAC

"We are impressed by the intelligence behind Atomize solution and its ability to continuously evaluate live forward-facing market data and emerging demand which makes Atomize a modern RMS that can deliver optimized rates that our team can rely on. We are confident that Atomize is the solution that will help us increase efficiency and help grow our revenues,"

Najmul Khan, Group Director of Sales, Revenue & Distribution at DAMAC.



OPUS 16

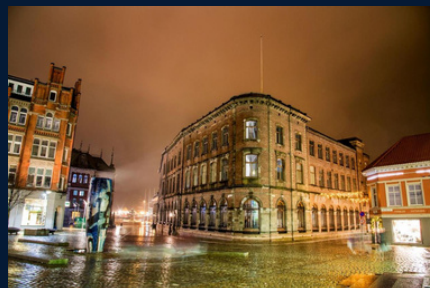
Opus 16 offers 65 unique and luxurious rooms right in the heart of Bergen with a personal and historic hotel touch. The hotel's name is taken from Edvard Grieg's piano concerto in A minor - Opus 16 and each room is individually designed with a classic yet modern design. Opus 16 desire to give their guests a completely unique experience. A classic but modern twist on the hotel experience that gives the guests an insight into the composer Edvard Grieg's remarkable life and experiences.



"With the help from Atomize, we have been able to find our sweet spot in terms of price elasticity and that has had a strong impact on our KPIs that have skyrocketed, our ADR has increased by 25% during Q2 2023 and our RevPAR by 32 % compared to the same time last year.

For a premium hotel-like Opus 16, competing in a 5-star high-end segment in Bergen, keeping up our ADR has always been of great importance to maintain and strengthen our brand promise."

Britt M. Grieg, Owner, Opus 16, Bergen



Have any questions?
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