ATOMIZE

Customer Success Stories

WHAT DOES CUSTOMERS THINK ABOUT ATOMIZE?

CRITERION HOSPITALITY

- UK, London
- Central London Hotels
- 7 properties
- 2500 rooms

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 1100 rooms currently with an additional 1400 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

- Sweden, Denmark and Germany
- 6 brands and 48 properties
- 6060 rooms

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. Ligula currently has 48 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"

Fredrik Ternsjö
Head of Revenue,
Distribution & Systems

- Victoria, Vancouver Island, Canada
- Independent hotel
- 20+ rooms

Before using Atomize, the team at Robin Hood Inn did manual research and rate shops to get an overview of their competition and demand shifts in the market. This took a lot of time and only offered a limited, static picture to base pricing decisions on. Finally, this manual process only allowed Robin Hood Inn to maintain a booking window of two months into the future since tracking dates and updating prices further in advance would have been too laborious for the small team.

"Atomize is a straightforward tool that makes it very easy to optimize our rates according to demand. The tool is so user-friendly that the onboarding process could be completed very quickly, and we were able to start using it in no time at all. And whenever we have questions, the customer success team is eager to help and provide the needed guidance.

With Atomize, we realized a $6 increase in RevPAR in July 2021, a revenue increase of 4%, compared to the same time pre-pandemic 2019.
For August 2021 we realized a $45 increase in RevPAR and a revenue increase of 34 %"

"We used to lose time and revenue opportunities when we didn't immediately catch a new trend. Now, Atomize automatically tracks live market developments and immediately adjusts the best rate for every situation. This saves us valuable time and helps us work towards our RevPAR and ADR goals more effectively. For example, when the travel restrictions for our region were lifted in June, we immediately saw an uptick in demand. Atomize reacted and adjusted our rates in time to make the most of this development from the start"

Sam Kirsch
General Manager
Robin Hood Inn & Suites.
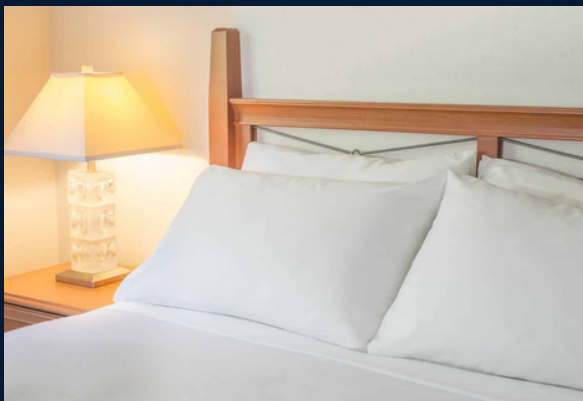
Pink Yu,
Director Business Development
Robin Hood Inn & Suites.

TERRACE BAY *Hotel*

- Lake Michigan, US
- Boutique hotel
- 61 rooms

In the past, Terrace Bay handled all revenue management-related tasks manually. That included monitoring their comp set, reporting, and updating rates. However, since they did all this manually, they couldn't take the most advantage of new trends and often left money on the table. That's why they implemented the Atomize RMS in January 2021. The system immediately took over all the manual work. It analyzes the market, and evaluates demand and pick-up to optimize rates every time there's a shift. This saves Terrace Bay tremendous amounts of time and ensures their prices are always in line with the latest market developments.

"Creating a fantastic guest experience remains our number one priority. That's why we're also working on making our operations more efficient, so we can quickly and effectively cater to all our guests' needs. One way we aim to do that is by investing more in technology. For example, we're implementing a new point of sales system in our restaurant to help make services run more smoothly. We also switched to using Mews as our PMS recently and appreciate that it integrates with Atomize. The data exchange between the two systems keeps our manual work to a minimum and ensures both tools always run on real-time information"

"Going on full autopilot proved to be a fantastic choice, especially in the busy summer season. That's when the demand is most dynamic and there are the most changes. But during those months we also have less time to check and approve rate suggestions because we're so busy with operations. Atomize on autopilot is the perfect solution"

Rick Elrod
Co-owner
Terrace Bay Hotel.

Jarred Drown
Co-owner
Terrace Bay Hotel.

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