

# The Kapalua Villas

## CASE STUDY



The Kapalua Villas is part of Maui Land & Pine, Maui's largest property owner. Along with white-sand beaches and world-class golf and tennis, the 23,000-acre resort offers over 20 unique shops and restaurants. In 2005, it was named among the Top 25 Hawaii hotels by Travel + Leisure magazine.

*"We experienced immediate results after implementing iHotelier."*

**Dean Yamashita**  
**Director of Sales and Marketing**  
**The Kapalua Villas**

#### **Profile:**

Luxury Golf Resort  
Maui, Hawaii  
280 villa-style rooms  
[www.kapaluvillas.com](http://www.kapaluvillas.com)

#### **Solutions:**

iHotelier CRS  
OneScreen Booking Engine  
Hotelligence  
FuturePACE  
RateVIEW  
Travel Agent Media  
ChannelManager  
Internet Marketing

#### **Results:**

620% increase in average monthly website revenue  
45% increase in website average daily rate (ADR)  
417% increase in GDS revenue

#### **CHALLENGE**

A development company, Kapalua Villas' focus is on growing investors' asset values. As part of its strategy, the company sought to increase direct consumer business with an online booking solution that could communicate the essence of its guest experience. On the GDS, the company's goal was to win back its fair share of business within the local marketplace. It was also important to Kapalua Villas to partner with a company that could provide local, tactical support.

#### **SOLUTION**

Kapalua Villas implemented an integrated distribution solution from TravelCLICK including the iHotelier Central Reservation System (CRS), electronic marketing programs and several market intelligence services. Together, the solutions create a powerful combination of knowledge and technology to drive revenue.

The iHotelier CRS featuring its advanced booking engine, OneScreen, suited Kapalua Villas' need to feature its guest rooms online with rich room photography and captivating descriptions. The booking engine creates a fully interactive guest shopping experience by simultaneously displaying rates and inventory. iHotelier's dynamic packaging component enables Kapalua Villas to creatively merchandise the property's golf and tennis packages, beach views, as well as other amenities and services. Plus, the group booking interface enabled the resort to target lucrative group business and drive incremental revenues. Kapalua Villas takes advantage of pay-per-click technology to drive online traffic to their website.

In addition, the iHotelier CRS allows the company to manage its GDS inventory easily and efficiently. Kapalua Villas also utilizes travel agent marketing to target agents that are actively booking travel in Hawaii, ultimately building brand awareness and growing market share.

The use of ChannelManager to push rates and inventory on to travel sites rounds out the company's distribution efforts. To complement these efforts, Kapalua Villas relies on TravelCLICK's competitive reporting tools as a key part of its planning. With TravelCLICK's rate shopping tool, RateVIEW, the resort monitors rate parity, best rate guarantees and competitor pricing. FuturePACE shows changes in projected market demand, while Hotelligence highlights the hotel's position on rate and availability compared to its competitors. All of the data products are used together to give a holistic view of the competitive environment and to drive the resort's pricing and revenue management strategy.

#### **RESULTS**

Kapalua Villa's results were dramatic. After implementing the iHotelier CRS in June 2005, the resort experienced immediate performance improvement: a 620 percent increase in average monthly website revenue and a 417 percent increase in GDS. At the same time, website average daily rate (ADR) increased 45 percent while other retail channels were up only 5 percent. One Screen yields higher rates because guests can easily search availability, buying the category that fits their needs rather than cheapest price. Guests also reported that it was easier to book using the OneScreen booking engine. With the growth in revenue delivered by TravelCLICK solutions, Maui Land & Pine now considers Kapalua Villas the top performer in its portfolio.



MAXIMIZING PROFITABILITY  
FROM ELECTRONIC CHANNELS

The Americas (toll free) 1 866 674 4553  
Europe +34 93 520 8008  
Asia-Pacific, Middle East & Africa +61 3 9699 9969  
[www.travelclick.net](http://www.travelclick.net)