

Highliner Hotel

Anchorage, Alaska



Goal:

Launch a brand new hotel quickly and effectively across all platforms to take advantage of a short summer season and create a foundation for future success.

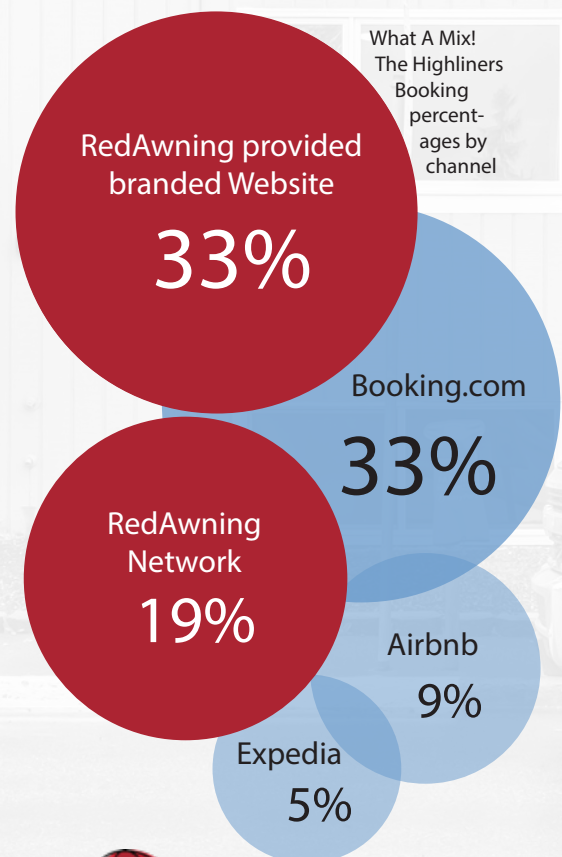
Solution:

RedAwning deeply partnered with the new hotel owners with to provide its complete suite of platforms, services and solutions all in one package. These included:

- HD Photography of each room.
- Complete titles, descriptions, and amenity settings for the property and rooms.
- A customized, bookable website (<https://HighlinerHotelAK.com/>)
- Dynamic pricing for each room based on local demand and hotel occupancy
- Complete calendar management.
- An integrated PMS for local management of cleaning, maintenance, financial reports and taxes.
- A custom phone number, including personalized answering with phone reservations and support by RedAwning (no local phone required).
- Complete distribution to all major marketing channels, including Booking.com, Expedia, Travelocity, Orbitz, Airbnb, Vrbo, Kayak, Google Travel, and many more.
- Added marketing through the proprietary RedAwning.com website and to travel agents through Travel Pro Rentals by RedAwning, including a pre-launch marketing campaign.
- All payment processing with complete trust accounting and 100% chargeback protection.

Background:

Originally scheduled to open in May 2023, the Highliner repeatedly ran into construction delays. When the property officially opened in mid-July the new owners, who were also new to hotel management, couldn't waste any time getting launched to take advantage of what remained of the Alaskan summer booking season and also needed help in all aspects of marketing and managing a successful hotel.



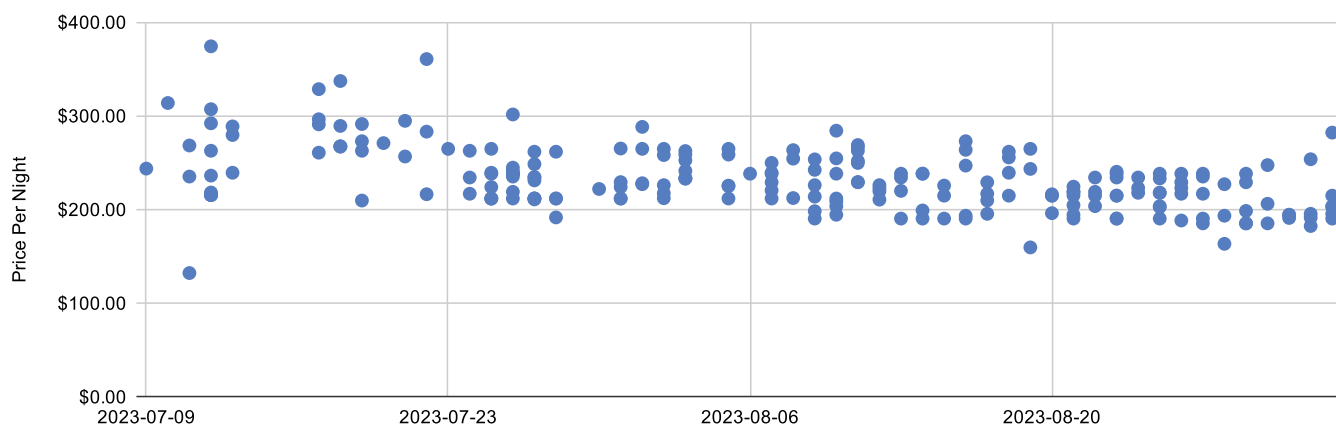
RedAwning

Great place to stay in Anchorage. It is clean, the bed feels like a cloud. The hotel is renovated, very modernly furnished. And it was the biggest bed so far seen in many hotels in Anchorage.
-Ayla; recent guest at the Highliner

Results:

Partnering with RedAwning, even when not yet fully operational, allowed the Highliner Hotel to launch quickly and professionally and generate immediate reservations and income without spending any time learning new tools or systems or hiring and training new staff. With calendars filling up the RedAwning dynamic pricing engine even found opportunities for higher rates in some summer periods, as well as discounting opportunities to fill up traditionally under-utilized booking periods. The first 60 day results speak for themselves: Over 300 reservations, over 550 nights, and over \$125,000 booked, all with no front desk even required.

Price Per Night



The Take Away:

Speed counts and having a powerful, experienced partner helps! Especially in the hospitality industry. RedAwning has the experience, platforms, connections and solutions necessary to ensure a successful launch and prosperous independent hotel.

**Want Your Independent Hotel, Motel, or Resort to Prosper?
Join Us!**

RedAwning can do this for you too, whether you are brand new or have been in business for years. RedAwning accelerates your results, simplifies your management, and lowers your costs all in one comprehensive platform, to make your business prosper.



RedAwning

RedAwning outperforms franchising with no long term commitment or property renovations required. For more information or to request your regional market analysis please visit host.redawning.com/hotel.