

Information for the media

Resort benchmarking: From January 2009 on, more than 80 hotels, for instance hotels from the Travel Charme Group, Neue Dorint GmbH, Rezidor Hotels, Maritim Hotelgesellschaft mbH and Seetel Hotels have started entering data into the new cross-destination benchmarking system.

Fairmas has succeeded in creating a convincing platform for resort benchmarking.

Berlin, March 2009: Since January 2009, more than 80 hotel companies are entering their numbers of occupied rooms and net accommodation sales in the resort benchmarking system - daily and online.

The benchmarking set

Every participating company itself chooses the hotels that it would like to compare itself with. At least six hotels must be present in one category or segment (e.g. wellness or golf hotels) in order to define a benchmarking set. Each participating company receives (in an anonymous form) reference numbers, e.g. for occupancies, average rates (ADR) or RevPars of competitors in the defined set. Thus participants are always kept up-to-date on how their own market position compares with that of other destinations.

Due to the large number of hotels involved, each participant can select additional comparative markets, predefined by Fairmas (for example: the Baltic Sea region, resort hotels offering wellness facilities <500 m², or sports hotels, etc.)



Trend reports relating to the utilization, average rate and RevPar are compiled on a daily, monthly or annual basis and common index figures are determined. Companies taking part can compile statistics and ranking lists on the basis of the RevPar analysis at any time.

"Thanks to data parity, the hotels obtain reliable and intelligible results. They are in the position to analyse their performance compared to that of local and other competitors on a daily, weekly, monthly or annual basis. It also allows comparison with results of the previous year. The higher the level of participation, the more representative the market overview", says Wolfgang Gattringer, responsible for Business Development at Fairmas.

For six months, the company will take over the entire funding of the project and in this context will implement access to the system, support services as well as providing project coordination. "It is a first for us, starting a national cluster comparison involving more than 80 hotel companies at the same time. We would like to expand and further develop this product section, achieving a win-win situation for all our partners. We see ourselves in this project as a learning organisation", Mr. Gattringer added.



Fairmas Gesellschaft für Marktanalysen mbH

Fairmas Gesellschaft für Marktanalysen mbH was founded in 2003. By 2008 it had installed its software in more than 1000 hotels all over the world. Fairmas has enjoyed continuous growth and has seen a constant expansion of its own product range. The company is also represented by cooperation partners in London and Atlanta. Alongside its extensive range of system and web-based planning tools, the company also offers the implementation of individual process solutions, oriented towards meeting specific, internal company requirements.

At the beginning of 2009 Fairmas implemented a cross-destination benchmarking service for the holiday and resort hotel industry. The company's aim is to become one of the leading hotel software vendors in Europe.

Information: Tanja Gerhard, Public Relations, Fairmas Gesellschaft für Marktanalysen mbH, Meinekestrasse 24, D-10719 Berlin, Telefon: ++49 (0) 30 322 940 520, Telefax: ++49 (0) 30 322 940 521, Mail: office@fairmas.com, Web: <http://www.fairmas.com>