How to drive occupancy with predictive technology: finding the right levers to pull

TUBR is able to identify and predict the levers (elements) that deliver an accurate forecast, e.g. occupancy, GOPPAR, upgrades and customer satisfaction in order to make decisions which drive profitability, reduce staffing wastage and improve customer satisfaction rates.

For one pilot, TUBR was tasked with predicting localised demand trends to increase occupancy during off-peak periods

STEP 1: Demand modelling was applied to the company's booking data, quickly generating actionable insights.

STEP 2: Modelled Impact Factors (elements) within the environment that impact demand for bookings

We identified

46.6% increase in off-peak occupancy potential during a three month period

TUBR: the predictive technology partner you can trust

Increase occupancy during off-peak times and better manage staffing needs during peak periods

Access relevant, localised insights that are easy to understand and act upon

Grow confidence in the use and implementation of 'AI', as well as how to communicate its value

Identify growth opportunities with demand predictions and insight on key behaviour drivers

Ready to learn more? Book a call by **clicking here**