

Optimizing Meeting Space Revenue

How Understanding Booking Window Patterns Maximized Event Revenue

Ballroom Occupancy by Month

MAY						
MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Hotel Profile: 250-room full-service suburban hotel with 15,000 sq ft of meeting space

The Challenge

The hotel's General Manager constantly asked: "How often does our ballroom sit empty on Saturday nights?" The catering team held out for high-rated weekend weddings while declining corporate business, yet the space utilization reports showed the ballroom was empty 60% of weekends. Meanwhile, profitable corporate catering opportunities went to competitors.

"We were leaving money on the table every single week. We'd turn away a \$8,000 corporate event on Saturday because we were hoping for a \$25,000 wedding that never came. By the time we realized we should adjust our strategy, the customer had moved on."

– Director of Sales, Suburban Hotel

The Solution

Amaze Insights' meeting space utilization and booking window analysis revealed the hard truth: the hotel received an average of only 2-3 qualified wedding inquiries per month for weekend dates, but 15-20 corporate inquiries. The data showed exactly which dates historically booked and which didn't, allowing the team to create dynamic booking guidelines.

The Results

The hotel reduced "decision paralysis" by providing clear data on when to accept business.

71% meeting space utilization
up from 40%

\$425K additional revenue annually
from local catering

35% improvement
in catering manager productivity with clearer booking priorities

*"The platform showed us our wedding inquiries peaked 8-12 months out, while corporate was typically 30-60 days. **Once we understood the booking window patterns, we created rules: if we're inside 60 days and the space is open, we book the corporate business. If it's 6+ months out, we can be selective. That simple framework drove massive revenue growth.**"*

Give your team the confidence to book the right business at the right time.

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