

OWNERS UPDATE



MARCH 2022



Summary

March had increasing bookings for the Marsden Viaduct Hotel with the hotel again having 90% to 100% occupancy on weekends. Mid-week is now increasing with bookings from corporate/business travellers and a few leisure guests. We look forward to the government's next announcement changing the Covid Protection Framework from the red setting down to orange which should stimulate more confidence in the domestic market to make bookings.

We begin April with 25% forward bookings for the month. April has both the Easter weekend and two weeks of school holidays which can often at times affect Auckland city bookings while families head to the regions however bookings are remaining steady. By the end of the month, we will have all rooms available to book. Feedback from guests continues to be positive and we are starting to see corporate and leisure guests return for future stays which is encouraging.

Regards
Sajad Bassam
Executive Director

www.marsdenviaduct.co.nz



Key points

- 55 rooms are in action and selling in the market. The final rooms are almost finished and we will be ready to take bookings for those rooms by the end of April. (Awaiting furniture fixtures and equipment)
- The temporary Wi-Fi router solution is working without too many issues. Chorus has been contacted and are on an action plan to have permanent internet to Marsden Rooms and awaiting a reply from Body Corporate for approval. (third visit and waiting for an option to be approved)
- The issue with fixing the air conditioning units in all rooms has now been resolved and all are cleaned and repaired with a regular maintenance plan in place.
- The month of March had a significant rise in sales with the increase in hotel occupancy on weekends and the weekdays are picking up as local businesses and corporates are finding us. This month (April) has started off with 25% occupancy booked which is a good start.
- Amazing and positive feedback has been received from guests regarding service and facilities and most are returning on a regular basis. (See following pages).
- New signage is in place for both for the carparking spaces and office area. We have been adding further amenities to the guest rooms to bring them to a 5 star standard and are raising our rates accordingly.
- The Nespresso coffee machines and the floor and desk lamps for the rooms have arrived. The Lenovo alarm clocks are proving popular with our guests with wireless charging capability and plenty of features.
- The government announced the removal of isolation requirements to enter the country from 11:59pm 1 May 2022. The following vaccinated people can enter New Zealand and self-test on arrival. Visitors from countries who do not need a visa (visa waiver visitors). Visitors from other countries who already hold a valid visitor visa.
- From October 2022 the border reopens and normal visa processing resumes for all categories, including visitor and student visas, unless the visa is closed or paused.
- Border exceptions will be phased out. See <https://www.immigration.govt.nz/about-us/covid-19/border-closures-and-exceptions/border-entry-requirements>

Photo gallery



Photo gallery



Booking statistics

All Online Travel Agent channels OTA's are performing well and GDS (Global Distribution System) for Travel Agent bookings are ready and live.

- Booking.com is the leading source of OTA business for the hotel followed by Air BnB.
- We now have received our Super Host badge on Air BnB. We are now on social media websites like Facebook for weekly promotions and lastminute deals.

Online Travel Agent Statistics

Your sales performance

Mar 2022

Booked on: 01 Mar 2022 - 31 Mar 2022
Data as of 12 Apr 2022 at 2:04 PM [Refresh](#)

Room nights	323	Room revenue (NZD)	183,949	Reservations (after cancellations)	507	Avg. lead time	77.54	Cancelled reservations	139
Room nights (Market)	40	Total revenue (NZD)	183,949	Room nights	863	Avg. daily rate (ADR)	213.15	Avg. length of stay	1.52
% difference	+708.3%								
Ranking	14 out of 651								

Revenue (NZD) 63,821.06

Revenue (NZD) (Market) 6,592.79

% difference +868%

Ranking 12 out of 651

Average daily rate NZD 197.59

Average daily rate NZD (Market) 164.94

% difference +19.8%

Ranking 87 out of 651

You did it—you're a Superhost!

Thank you for going above and beyond for your guests.
[Learn more about the programme](#)

Your Superhost stats

Assessment period: 1 Apr 2021 - 31 Mar 2022
Last completed assessment

You earned Superhost status! You met all of the programme criteria for this assessment period.

4.8 ★ Overall rating Criteria: 4.8 Achieved	99% Response rate Criteria: 90% Achieved	70 Stays, 88 nights Criteria: 10 completed stays or 100 nights over 3+ stays Achieved	0.0% Cancellation rate Criteria: less than 1.0% Achieved
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Guest reviews

Through guest interactions we have seen a lot of guests staying with us to celebrate either birthdays, anniversary or some other special event. Our team has been prepped to cater for these guests accordingly.

9.0

Jamie, nz

Reservation number 3404299412

4 Apr 2022

Basic categories ⁱ

Staff	7.5	Cleanliness	10	Location	10
Facilities	10	Comfort	10	Value for money	10

Additional categories ⁱ

Bed rating 10

Lovely room and brilliantly located. Easy to get to and quiet, well appointed room.

- 😊 The location was great. Our initial arrival was very odd - the Sofitel staff were quite dismissive when they discovered we were Marsden guests which was a bit strange. The Marsden staff were friendly and helpful.
- 😞 The Sofitel staff could be taught to be a little more forgiving of the Marsden guests.

10

Wilson, nz

Reservation number 3509823508

4 Apr 2022

Basic categories ⁱ

Staff	10	Cleanliness	10	Location	10
Facilities	10	Comfort	10	Value for money	10

Additional categories ⁱ

Bed rating 10

Exceptionally good value for this top hotel in a great location!

- 😊 Beautiful view on the marina and a comfortable, quiet room. The bathroom was very spacious and the bath spotlessly clean. The location provided easy access to the restaurants and bars in the evening and the check-in/out process was a breeze!

Guest reviews

10

Rhonda, au

Reservation number 3378045535

3 Apr 2022

Basic categories ⓘ

Staff	10	Cleanliness	10	Location	10
Facilities	10	Comfort	10	Value for money	10

staff excellent will stay with them again

- 😊 location cleanliness
- 😞 n/a

R

Ryan G33N

6 days ago on  Google

5/5

Amazing stay. Big room, everything was clean and the bath is amazing. The gentleman at reception was extremely helpful and took us up to the room to give us the run down which was a great personal touch you don't get at other hotels. Thanks

...

10

groenestein, nz

Reservation number 3617975528

31 Mar 2022

Basic categories ⓘ

Staff	10	Cleanliness	10	Location	10
Facilities	10	Comfort	10	Value for money	10

Additional categories ⓘ

Bed rating	10
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Memorable, best way to spend my birthday weekend

- 😊 By far best hotel ive stayed in with great value for money. Just keep doing what you are doing 10/10 HOTEL :)
- 😞 Cant tell you as I loved my stay with you.