

# Haven Holidays

## About the company

Haven has been offering family holidays around the UK for more than four decades. Accommodation in its 34 holiday parks includes caravan holiday homes, chalets, lodges and apartments.



Part of the Bourne Leisure Group since 2000, more than two million people each year enjoy Haven and British Holidays.

## The requirement

Ellion Insight approached Haven to introduce the idea of developing a central client data source for better reporting tools for senior managers. Strategy meetings were being based on incomplete or cumbersome sales and performance data which impeded the decision-making processes.

## Our solution

In order to develop the robust reporting systems needed we first had to consolidate information from several sources including the reservation system, call centre and sales intranet.

We selected SAS – a software system which receives daily downloads of information and processes it into a variety of formats to give senior managers an overview of how the business is performing.

The data can be delivered in graphical format to show historical as well as geographical perspective and users can 'drill down' to local levels to make tactical decisions to improve yield.

We also developed systems to track the performance of marketing campaigns and promotions.

Known as Action Plan and PROCON respectively, they process information on a daily basis about media spend, sales, and production to monitor the performance of individual activities.

## Quotes

"The systems implemented for us by Ellion Insight give us an up to date bird's eye view of how the business is performing allowing us to make strategic decisions to improve yield and target our marketing spend more accurately.

The marketing and promotions monitoring systems report on a daily basis which enables us to respond in mid-campaign to changing circumstances and shift resources to extract maximum value from our marketing and promotional spend."

**Dawn Macey**, Head of Marketing, Haven Holidays.



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