SURFSIDE RESORT

Revenue Management Case Study

Acquired 2026 | Rockaway Beach, OR | 70 Keys

SUMMARY

Philo Hospitality assumed management in late February 2026 with a strategic focus on maximizing revenue through data-driven pricing, optimized distribution, and performance analytics. The team implemented dynamic pricing strategies based on real-time demand, occupancy trends, and market conditions, while introducing comprehensive revenue dashboards and KPI reporting to improve visibility and decision-making. By combining AI-assisted pricing insights with hands-on market analysis, Philo was able to identify revenue opportunities, respond quickly to changing demand, and drive stronger overall financial performance. Importantly, these revenue gains have been achieved while maintaining strong guest satisfaction and review scores, demonstrating that the increase in ADR has not come at the expense of the guest experience.

Select Philo Performance Metrics
Previous Management (2025) vs Philo (2026)

Total Revenue
2025 | 2026
$1.5M $1.67M
+11.3%

RevPAR
2025 | 2026
$118 $133
+12.7%

*Figures compare previous management March to August 2025 figures with Philo management March to July 2026