simpleBooking

THE CHALLENGE

Since 2008, the Hotel Romance has implemented internally a self made reservation software, but in 2013 the system, outdated and unable to connect to the channel manager, could not withstand the fast-paced demands of online customers and adapt to the new scenario would involve travel a cost too high for the hotel. To quickly solve the problem for about a year, the Romance Hotel has decided to **rely on the booking engine offered by an OTA**, but in this case the solution was not the most suitable to increase revenue and direct bookings. **Alexandr Stanka**, Sales Manager of the Hotel Romance, says: "Relying on an OTA has many contraindications: you cannot do any promotion for our direct customers; when there are no rooms available, the system suggests other hotel nearby; The biggest problem is that when the regulars note that the booking engine belongs to OTA, then go directly to the portal site to book.

HOTEL ROMANCE PUŠKIN: INCREASING +20% ON LINE REVENUES

Hotel Romance Puškin, 4 stars, is a delightful boutique hotel with 30 rooms and suites in the heart of the SPA town of Karlovy Vary in the Czech Republic. It is located in a building totally renovated and offers a very select clientele exclusive SPA treatments and a sought restaurant with summer terrace.

THE SOLUTION

Alexandr was impressed by the graphical interface simple and clear Simple Booking. The first aim of the Hotel Romance was in fact to offer its customers a reservation system simple and fast. More he needed to be able to connect seamlessly to the channel manager used by the property.

THE RESULTS

A few months after the adoption of the new system, the revenue grew by 21% over the same period last year and this has allowed the hotel to reach an ADR higher by 2.5%. There is still much work to do to exploit the potential of the system and therefore we expect a further improvement in performance in the coming months.

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