# CITIZENTRAL HOTELS
# SELL DIFFERENTLY...

**+20%**
**Revenue**

**Dynamic Inventory & Dynamic Pricing**

**Static Room Categories & Dynamic Pricing**

**CUSTOMER SUCCESS BLUEPRINT**

Static Room Categories & Static Pricing
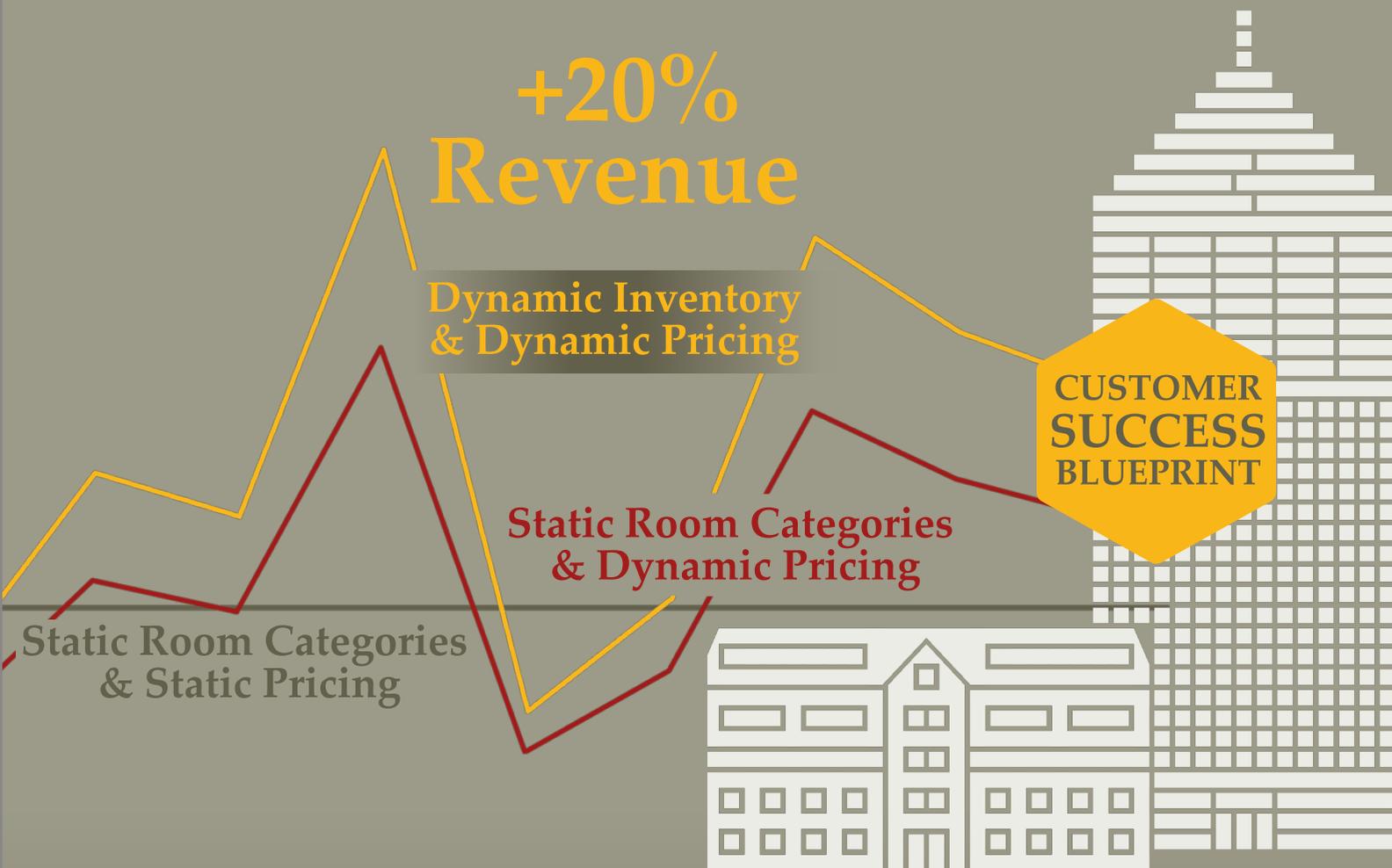
**GauVendi**

## Find out how Citizentral hotels quadrupled their direct business and boosted average rates by 14%.

### Hotel Context

Citizentral, with two apartment properties in Valencia, Spain, faced challenges with too much reliance on online travel agencies (OTAs) and high costs affecting profits. This was especially tough as they had invested a lot in renovating both a 4-star and a 3-star property. Alfredo Moldes took over ownership, Belinda Parrilla and Andrea Rico were brought in, to manage both sites, aiming to overcome these issues and bring positive change.

### The Challenge

1. The hotel relied too much on online booking sites for sales, with 90% of their bookings coming from channels like Booking.com.
2. Despite having a great location and high-quality offerings, the hotel struggled because there were many other places to stay that were cheaper in the tourist-packed city.
3. The hotel staff often changed, which meant guests were not properly consulted about rooms or their stay. New staff had to be trained constantly because they didn't know much about the hotel's offerings. Also, the hotel couldn't afford to stay open 24 hours, which meant they couldn't take new bookings after the reservation office closed for the day.

### The Solution

The hotel adopted GauVendi's Internet Sales Engine (ISE), replacing the old booking engine. Notably, new transparent product labelling, the ability to sell personalized and complex room requests online with AI-driven recommendations at the time of booking tripled the look-to-book conversion rate, particularly for reservations accommodating more guests and extended stays.

GauVendi's Call-Pro Plus agent module enabled staff to quickly find the ideal room for guests, using detailed data to eliminate the need for memorizing room details.

## Achieved Results

✓ 420% increase in direct bookings, from 5% to 22% of the overall business mix

✓ 14% higher average rates for direct online bookings

✓ 60% of all bookings were instantly upsold to higher value products

✓ Significant time saved in labor administration reservation work

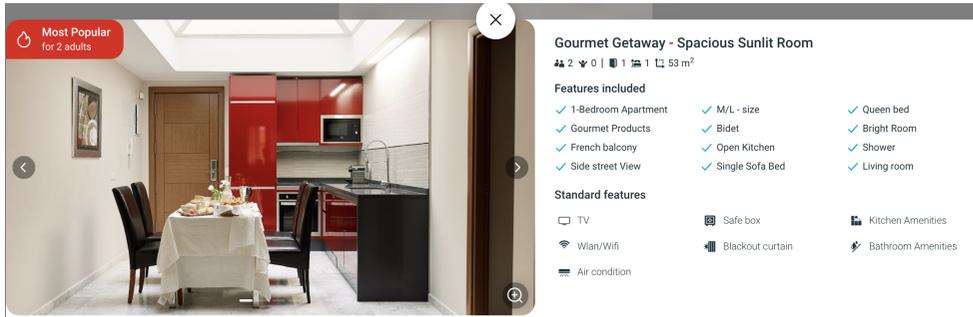✓ Guest satisfaction improved (reported by hotel staff and Google rankings)

> " GauVendi's solution revolutionized our distribution mix, business focus and fostered stronger team unity and workplace enjoyment.
>
> **Belinda Parrilla**
> General Manager - Citizentral

The Sales Optimizer automated sales after operating hours, preventing same-day bookings when staff were unavailable. To reduce reliance on Online Travel Agencies (OTAs), the GauVendi's proprietary Business Intelligence Tool, using data from the ISE, proved vital. It tracked data including guest booking behavior, booking lead times and spending patterns, which were the basis to constantly optimize the sales strategy.

### The Process

The first step involved using GauVendi's system with its dynamic & feature-based inventory to develop unique room products, decoupled from the actual physical rooms. These offerings were designed to distinguish the hotel from competitors and third-party channels. For example, new single room options and personalized products showcasing unique features were introduced.This strategy established optimal pricing levels, enhanced upselling with tailored room characteristics valued by guests, and improved guest flow management, leading to better overall stay experiences and incentivized direct bookings.

The second step involved allocating the specially designed room and stay products to their appropriate sales channels. GauVendi automates the entire process of sales fulfillment and room allocation, adhering to the predetermined product strategy. This approach was particularly effective in differentiating from the local, cheaper competition and driving the desired channel shift.

## 1. Internet Sales Engine (ISE)

The ISE has replaced the hotel's previous booking engine and enables guests to make personalized bookings. With the help of artificial intelligence, relevant products are displayed and offered to each guest accordingly. Guests can choose rooms based on suggestions (e.g., guest favorite, our tip) or obtain the room based on their own preferences using the configurator. The system facilitates the management of rooms and prices, increases sales and operational efficiency through dynamic product offerings and automated room allocation.



**Most Popular** for 2 adults

**Gourmet Getaway - Spacious Sunlit Room**

👥 2 👶 0 | 🛏 1 🚿 1 📐 53 m²

**Features included**

| | | |
|---|---|---|
| ✓ 1-Bedroom Apartment | ✓ M/L - size | ✓ Queen bed |
| ✓ Gourmet Products | ✓ Bidet | ✓ Bright Room |
| ✓ French balcony | ✓ Open Kitchen | ✓ Shower |
| ✓ Side street View | ✓ Single Sofa Bed | ✓ Living room |

**Standard features**

| | | |
|---|---|---|
| 🖥 TV | 🔒 Safe box | 🔌 Kitchen Amenities |
| 📶 Wlan/Wifi | 🪟 Blackout curtain | 🚿 Bathroom Amenities |
| ❄ Air condition | | |

### Top 5 Room Products Sold

1. Extra Large Apartment
2. Extra Large Apartment Low Floor
3. French Balcony Apartment
4. Large Apartment Low Floor away from Elevator
5. High Floor Apartment

## 2. Call-Pro Plus

Call-Pro Plus is a user-friendly call center tool designed for hotel staff. It simplifies the process of creating tailored bookings and proposals, featuring automated option management and flexible release periods. The system offers various ways to make bookings: either by matching recommend-ations to the search criteria, by specific product, or by individual room units. Staff can easily search for rooms based on unique features, such as location or other specific characteristics. The booking process uses a shopping basket process, where staff can add multiple reservations with different dates, access and review repeat guest histories and important details. This includes information like the number of stays, trends in seasonal visits, preferred rooms, and other relevant data.
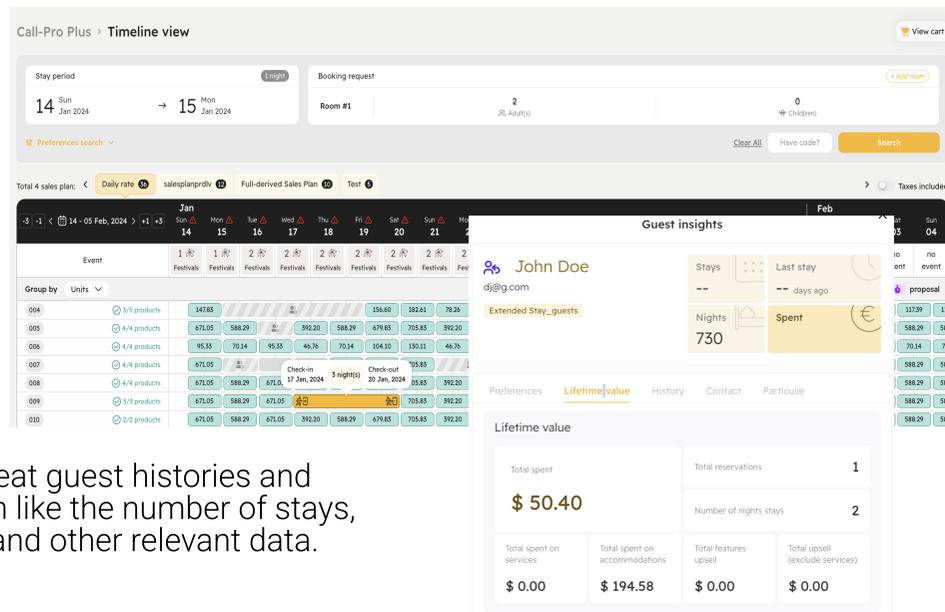


## 3. Sales Optimizer



| MRFC002 - Superior \| Double Bedroom | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Available (Room) Count | 4 | 4 | 6 | 6 | 6 | 6 | 6 | 7 | 4 |
| Adjustment | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| (Room) to Sell (PMS Sync) | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 7 | 4 |
| Lowest Price - Highest Price | 93.00 - 124.00 | 93.00 - 124.00 | 89.00 - 112.00 | 84.00 - 107.00 | 86.00 - 109.00 | 84.00 - 109.00 | 84.00 - 109.00 | 101.00 - 134.00 | 111.00 - 148.00 |
| Product Restrictions | max 10 nights | max 9 nights | max 8 nights | max 7 nights | max 6 nights | max 5 nights | max 4 nights | max 3 nights | max 2 nights |

This powerful tool helps to maximize the hotel's room sales by automatically managing the length of stay and simplifying the process for implementing close-to-stay restrictions. It effectively eliminates the hassle of split stays and prevents overbooking of room categories. As a result, the Sales Optimizer facilitates the smooth and automated filling of occupancy gaps and adeptly handles demand, bringing relief and ease to both the front office and the reservation team. The implementation of this system has significantly contributed to the hotel's ability to maintain continuous full occupancy for extended periods, driving 100% occupancy week over week.

### Contact Us For More Information
### info@gauvendi.com

GauVendi is an AI-powered sales system to design, price, present, distribute and promote stay experiences in a highly differentiated and automated way.