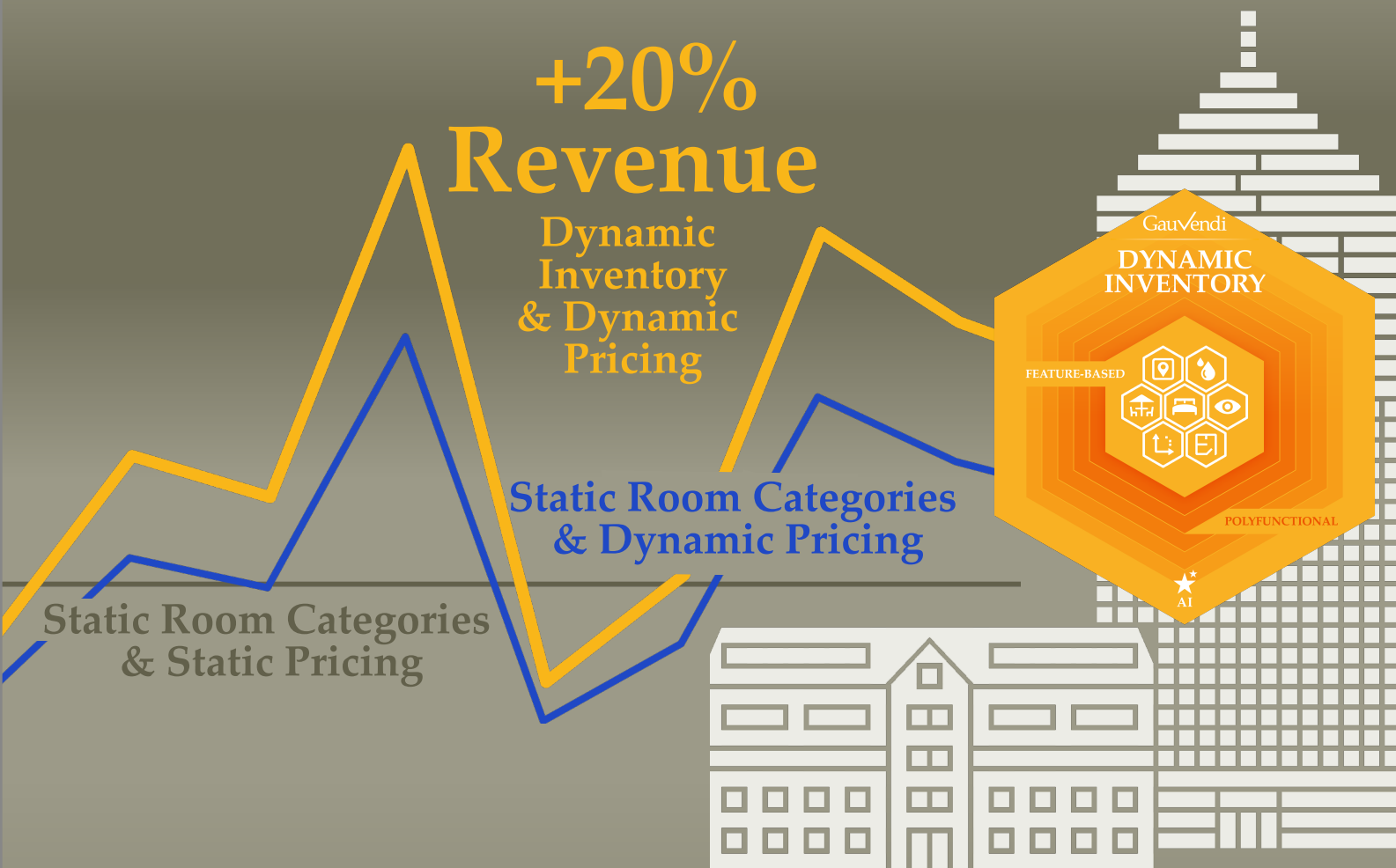


harry's home hotels & apartments SELL DIFFERENTLY...



GauVendi

Find out how harry's home hotels drives a 24% increase in revenue by implementing their brand promise at time of booking!

Business Context

Harald Ultsch, a fifth-generation hotelier from Austria, founded harry's home, blending tradition with modern flexibility under the brand promise "create your stay." The chain offers a personalized travel experience with homemade meals and a warm atmosphere across 17 hotels in Austria, Germany and Switzerland with over 1700 units.

The Challenge

To build the brand "create your stay", it had to be integrated throughout the entire guest journey, beginning with the booking process. This included allowing guests to choose their room preferences, which was not possible with traditional booking systems. Furthermore, the aim was to enhance brand recognition, especially in the core German speaking market, to increase direct bookings and cultivate guest loyalty.

The Solution

The hotel chain has implemented GauVendi's Internet Sales Engine, featuring a room configurator that allows guests to customize their room bookings in accordance to the brand's theme. The system allows guests to select for example different layouts, floors, bathtub, shower or rooms with special views, while automatically locking these preferences into the property management system to guarantee the room match at arrival. Furthermore, the websites' communication has been enhanced with "book your match" instructional videos, amplifying the chain's brand values and visibility.

Powered by GauVendi's Dynamic Inventory concept, the system also allows each room to be marketed in various ways to appeal to different traveler needs, with options varying in price, name and amenities. This process is supported by AI algorithms that streamline the offering process.

New Possibilities With Dynamic Inventory

Dynamic Inventory was the basis for introducing thematic promotions, such as Halloween, Black Friday or travelling with the dog. Direct product booking links allowed the group to showcase offers on the website seamlessly, offering a flawless purchase experience with an individual booking calendar for each promotion. Another example of GauVendi's Dynamic Inventory is its ability to flexibly assign rooms and apartments irrespective of their room categories. For instance, specific categories defined in the Property Management System (PMS), like e.g. "studio", can now be sold with a wider array of combinations. This includes offerings such as connecting rooms and apartments as completely new products, independent of the PMS's original configurations. As a result, it significantly enhances the ability to capture demand more effectively.

The initial step in enhancing harry's home hotels' booking system prior implementation was to recognize valuable room features for their core clientele. Despite standardized interiors and categories, different room attributes appealed to different travel profiles. Key differentiators included the layouts, location of the rooms, the views and the functional elements like kitchenettes and connecting rooms.



Achieved Results

- ✓ 50% increase in direct bookings
- ✓ 24% incremental revenue through room feature upselling
- ✓ 288% increase in look to book conversions on brand.com
- ✓ Significant time saved in labor administration reservation work
- ✓ Guest satisfaction improved (reported by hotel staff and Google rankings)

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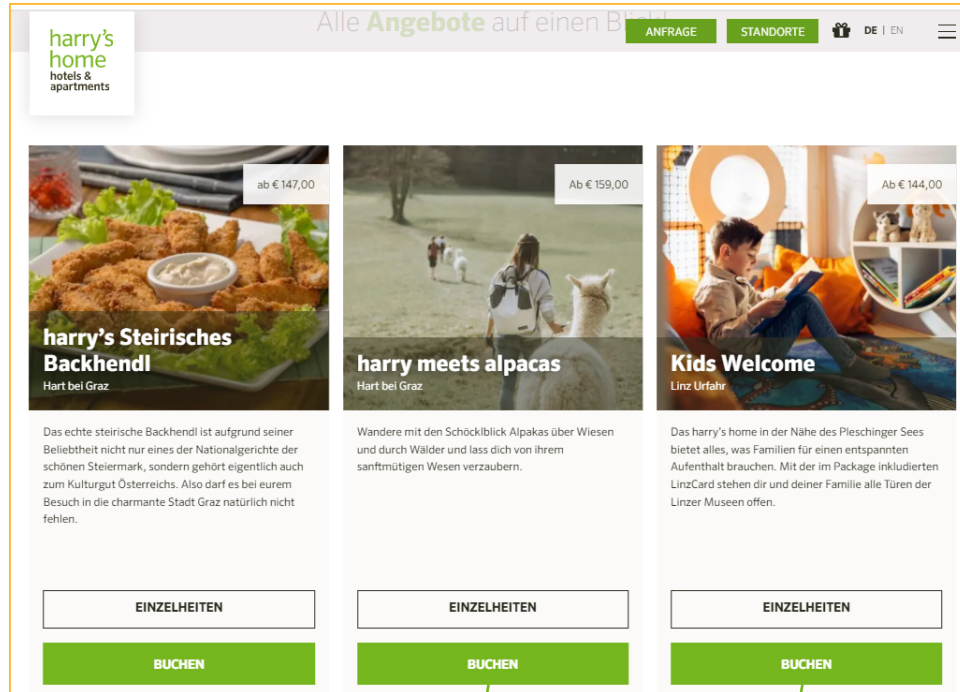
GauVendi's room booking configurator means that we are able to fulfil our brand promise to our guests which is 'create your stay'. It allows us to provide even better guest experiences while boosting our revenue from day one.

Harald Ultsch,
Managing Director - harry's home

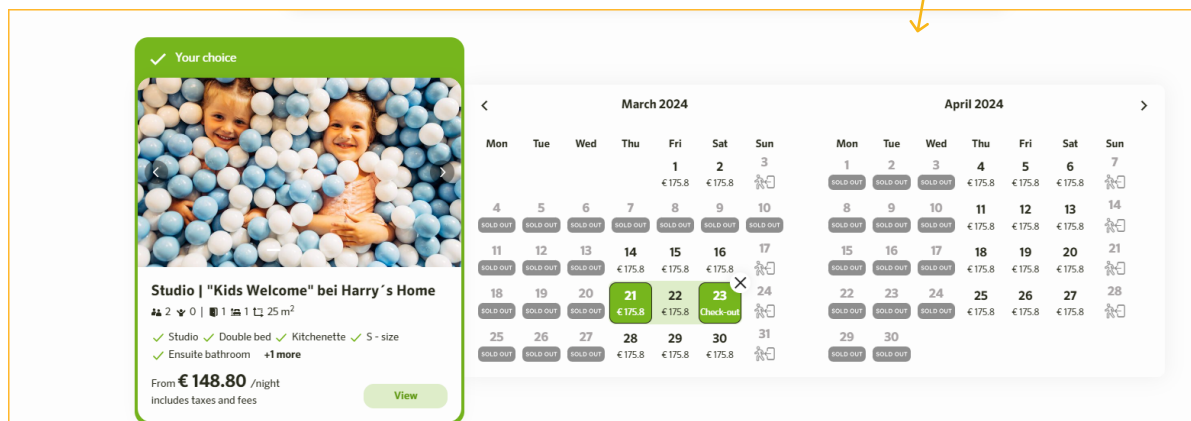
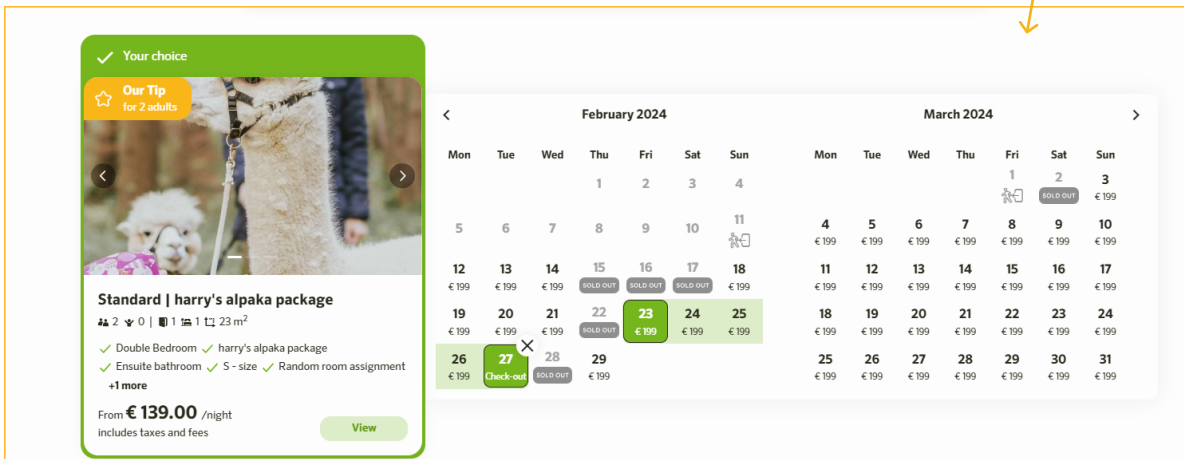
Implementation

To bring the "create your stay" concept to life and maximize ROI, the initial room category products were supplemented with a product mix considering goals like exploiting guest segment willingness to pay. Further products were created considering optimal price tiers for upselling, automating complex bookings, managing guest flow and incentivizing direct sales and loyalty.

GauVendi's Internet Sales Engine mitigated the paradox of choice at time of booking by presenting no more than six products at once, tailored through AI or selected by guests' preferences. For example families traveling with children and longer stays are matched with apartment-style offerings, enhancing the purchase experience and ensuring relevancy for the guest who booked.



Example Of Direct Booking Links On Brand.com



Direct booking links to individual product calendars on the website provide a seamless purchase experience from browsing to booking.

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

Contact Us For More Information info@gauvendi.com