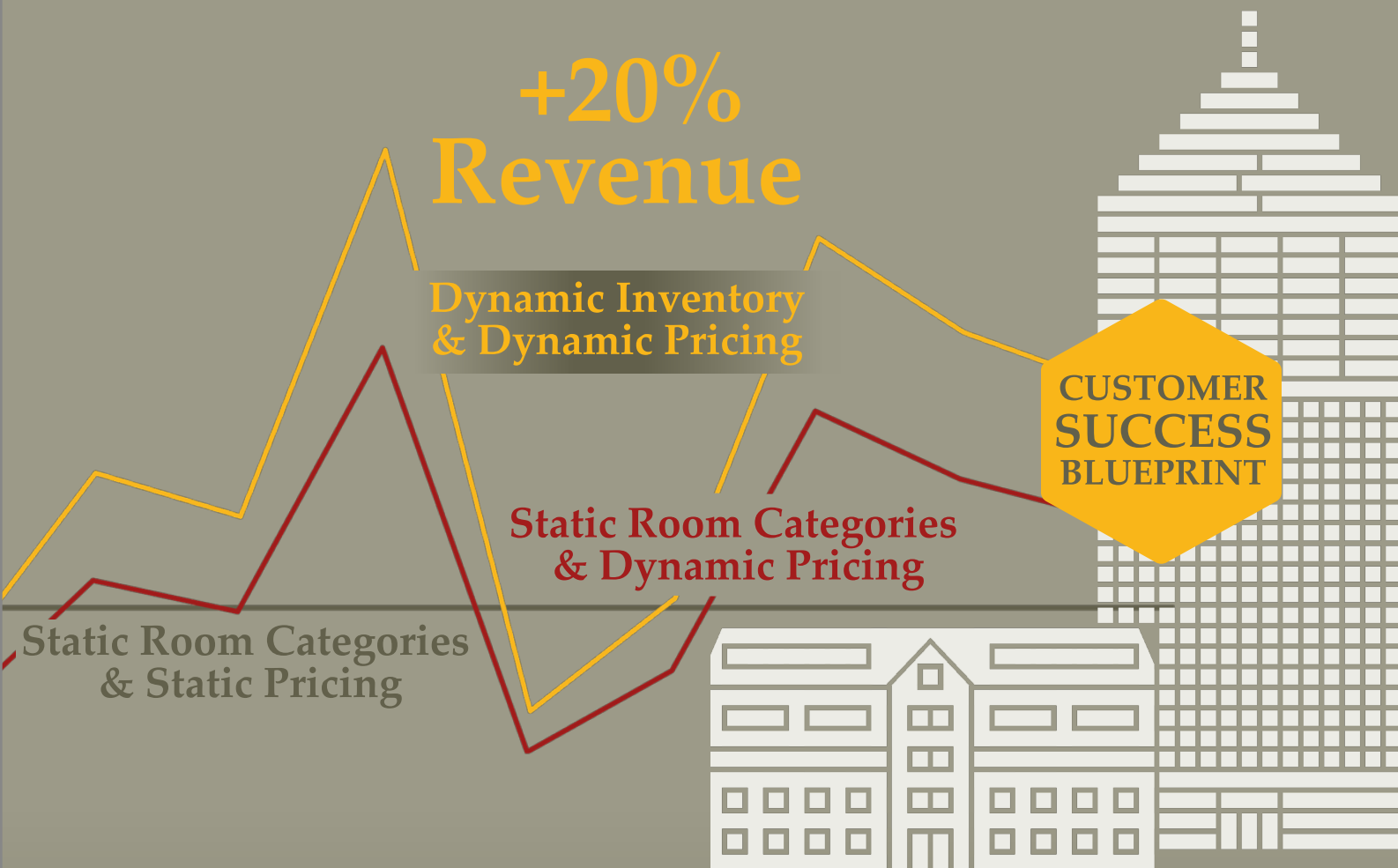


THE ARTHOTEL BAKKER SELLS DIFFERENTLY...



Gauvendi

Find out how the arthotel bakker achieved 30% revenue growth and 70% reservation automation!

Hotel Context

The arthotel bakker, part of the InseLust Resort Borkum family, has been managed by Neele Benken and Sören Hüppe since 2011. This hotel offers 62 rooms and enjoys a substantial number of repeat guests. It also struggles with labor-intensive manual workloads, receiving a high volume of bookings through email and phone, often due to specific requests from guests.

The Challenge

The hotel has encountered numerous challenges in its operations and sales. Notably, a majority of guests have specific requirements for their accommodations, including the type of bedding, room dimensions, balcony sizes, as well as preferences for particular views and room locations. There is a need for a reservation system capable of efficiently managing these personalized demands. Simultaneously, the hotel aims to attract a younger clientele and to support higher pricing structures.

The implementation of a four-night minimum stay policy was originally intended to streamline operations but has inadvertently resulted in gaps within the booking schedule. These gaps have been utilized to rent out rooms for shorter periods during peak demand times, accommodating guests willing to move rooms to extend their stay. However, this booking approach has led to a significant increase in direct communication with guests, thus intensifying the workload due to a rise in emails and phone inquiries.

The Solution

The hotel adopted three GauVendi product modules to tackle its operational and sales challenges: the Internet Sales Engine (Next-Gen Booking Engine), the Sales Optimizer, and Inventi-Flow. These modules, rooted in GauVendi's dynamic inventory approach, enable the selling of the same physical rooms in countless ways, fully automated without overbooking risks. Their integration streamlined the personalized booking process, automated restriction management and optimized room assignments for maximum occupancy and revenue.

The Process

In the first step, an improved and more detailed room inventory was automatically created by capturing relevant characteristics. In the next step, additional room products were set up – independent of the actual physical rooms. These products were designed to accommodate the preferences of different target groups and their willingness to pay, as well as to attract new guest groups. This allows for optimal pricing within the product selection, including the pricing of relevant features. Thanks to the dynamic inventory, reservations can be automatically assigned based on guest preferences, leading to a transparent and improved stay experience. For example, larger single rooms with corresponding bed sizes were also offered as "Cozy Double Rooms," providing a more affordable alternative for cost-conscious couples.

Next, the room and stay products were assigned to the appropriate distribution channels. Especially regular guests now benefited from being able to select and confirm room properties according to their own preferences via the website, which on one hand reduced direct inquiries to the hotel staff and at the same time improved the booking experience for guests.



Achieved Results

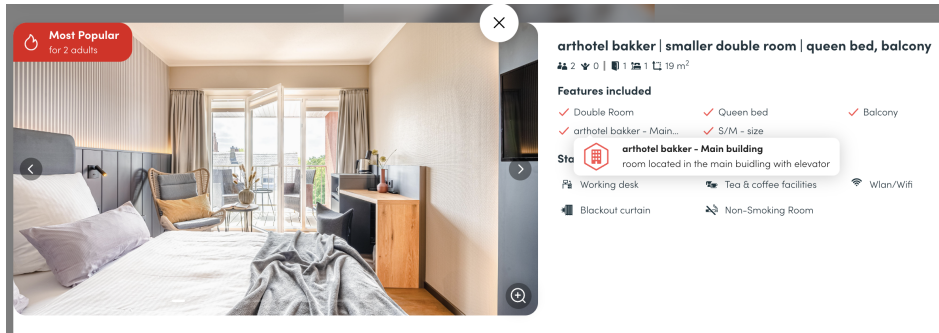
- ✓ 30% higher total revenues
- ✓ Online Direct Bookings skyrocket to 79% of total business (43% Increase)
- ✓ 70% reduced direct phone & email inquiries through automation
- ✓ Significant time saved in labor administration reservation work
- ✓ Guest satisfaction improved (reported by hotel staff and Google rankings)

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Using GauVendi was like having a Swiss Army Knife for our business – it tackled all challenges and boosted our revenue by 30%

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.



Top 5 Room Products Sold

1. Special Lighthouse View with Balcony
2. Smaller Double, Queen Bed, Balcony
3. Double Room with Balcony
4. Little Break with Sauna
5. Cosy Double, Queen Bed & Balcony

2. Sales Optimizer

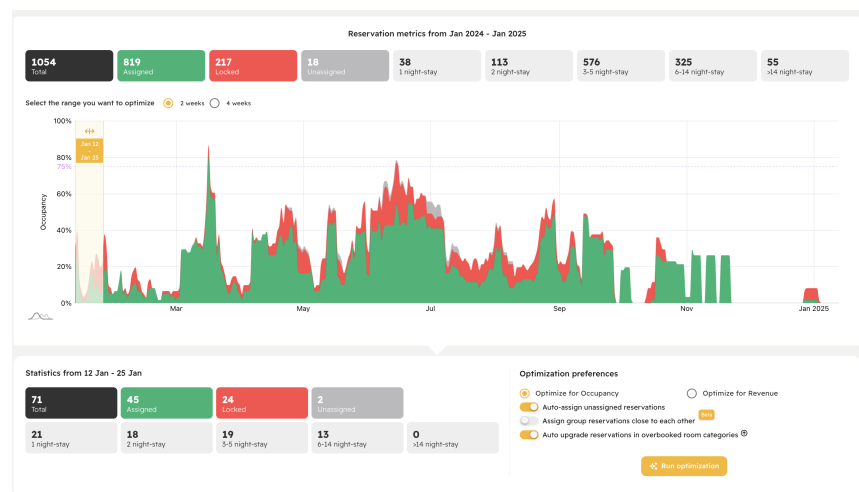
This powerful tool helps to maximize the hotel's room sales by automatically managing the length of stay and simplifying the process for implementing close-to-stay restrictions. It effectively eliminates the hassle of split stays and prevents overbooking of room categories. As a result, the Sales Optimizer 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.

MRFC070 - Guest House Wilhelm single room									
W 09 Einzel	Available (Room) Count	2	2	1	1	2	2	3	3
W 10 Einzel	Adjustment	0	0	0	0	0	0	0	0
W 12 Einzel	(Room) to Sell (PMS Sync)	2	2	1	1	2	2	3	3
	Lowest Price - Highest Price	81.00 - 90.00	81.00 - 90.00	81.00 - 89.00	81.00 - 89.00	100.00 - 111.00	100.00 - 111.00	100.00 - 111.00	100.00 - 111.00
	Product Restrictions	3 - 8 nights	3 - 7 nights	3 - 6 nights	3 - 5 nights	3 - 4 nights	3 - 3 nights	2 - 2 nights	1 - 1 nights

3. Inveni-Flow

This module optimizes the hotel's room assignment process through advanced management algorithms. These ensure that reservations are strategically assigned in a way that either maximizes occupancy or revenue potential for each night, and this over a total period of either two or four weeks. With dynamic reassignment, reservations are constantly adjusted to optimize the room plan.

Additional features take various scenarios into account. Thus, the system can assign rooms to reservations that have not yet been placed using the automated assignment function. It can also automatically upgrade reservations to higher-value rooms in the event of overbooking of individual categories and take into account the needs of group bookings.



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