



RESMASTER

HOTEL CASE STUDY

3 HOTEL, PRAGUE 1*



DIRECT BOOKINGS STUDY

- Hotel 3*
- 60+ rooms
- Location – Prague 1
- Products used since 2016
 - Custom Responsive website
 - ResMaster FULL version (including channel managers)
 - Loyalty program
 - Use of promo codes for special marketing offers
 - Price check widget fromTriptease

PRICE CHECK WIDGET

RESERVATION RECAPITULATION

Check-in

01.11.2018

Check-out

04.11.2018

Promo code

EDIT

Number of nights 3

CHOOSE YOUR ROOM TYPE

Become member of the Charming Rewards, and get a special deal cheaper by 5%!

Member offer

Standard offer

Double Room 

ROOM DESCRIPTION AND FACILITIES



 Charming Rewards offer - [NON-refundable](#)
[Non refundable](#)

221.76 EUR / Room

1 

 Charming Rewards offer - [FREE cancellation](#)

235.50 EUR / Room

0 

Price Check 

Direct Price ^{EUR} 221.76

- FREE Breakfast
- Free Gift Selection!
- FREE Wi-Fi

Booking.com ^{EUR} 246.40

Expedia ^{EUR} 246.40

Hotels.com ^{EUR} 246.40

[View all](#) 

 Verified by TRIPTEASE

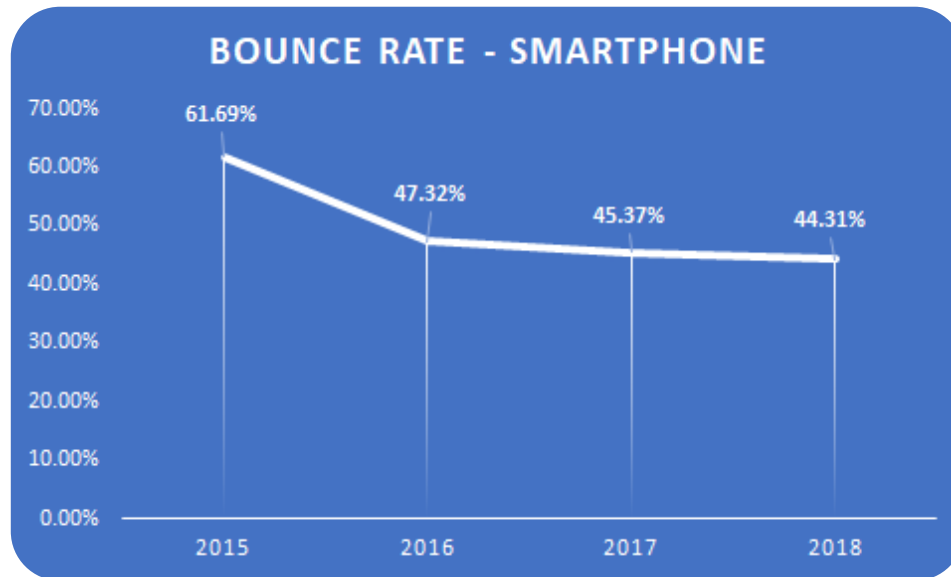
BOOK NOW

BOOK NOW

HOTEL WEBSITE



- Hotel used non-responsive website. That caused high % of bounce rate and loss of smartphone or tablet users. These users could be presented as a lost revenue.
- Website optimization caused reduction of Bounce rate (users who leave the website without any interaction) by **30%** and growth of reservation form mobile devices by **312,5%**! (compararison 2015 vs. 2017)



WEBSITE CONVERSION


- Conversion - % of visitors who made a reservation.
- Hotel used a number of special marketing tools developed by ResMaster. The conversion grew by **148,15%**! Revenue from the hotel website grew by **142,30%**! (comparison 2016 vs. 2018)




LOYALTY PROGRAM

- Hotel uses **Loyalty program** for communication with guests – members also received special gifts in Exchange for collected points. Additionally, a special rate promotions for members were launched.
- Result – increase of guest loyalty, hotel increased their database for newsletter campaigns & significant increase of conversion.

SPECIAL OFFER for Members of Loyalty program


Double Room 

ROOM DESCRIPTION AND FACILITIES




Charming Rewards offer - NON-refundable
Non refundable


63.79 EUR / Room

0 

Charming Rewards offer - FREE cancellation

75.05 EUR / Room

0 

breakfast Free 

STANDARD OFFER

Double Room 

ROOM DESCRIPTION AND FACILITIES



NON-refundable
Non refundable

67.15 EUR / Room

0 

FREE cancellation

79.00 EUR / Room

0 

breakfast Free 

CENTRALISED RATES & AVAILABILITY DISTRIBUTION + RESERVATIONS



- Hotel manages their rates & availability from 1 system - ResMaster
 - Minimized time spent by updating rates & availability
 - Reservations are automatically transferred into the hotel PMS (property management system) – reception staff can dedicate more time for the hotel guests – improvement of the hotel review score.
 - Hotel actively manages their **Facebook** account
 - – guests can make their bookings also on this social media – because WBE is embedded into their page.

CONTACT DETAILS

Do you wish to **increase revenue** from your website?

Do not hesitate to contact us and we will help you to improve your Direct bookings strategy!

Address: Truhlářská 1119/20, Prague 1, 110 00, Czech Republic

Telephone: +420 225 388 120

E-mail: murarik@resmaster.eu