success story

Platzl Hotel
Where Munich's heart beats

dailypoint™
Central Data Management

direct bookings
300% more
within 6 months

PUSH DIRECT BOOKINGS AND OFFER RATE PARITY FOR OTA's

June 2019
How to get more direct bookings on the own website by running a Direct Booker Club with dailypoint™?

www.dailypoint.com

Australia | China | Germany | India | Malaysia | Singapore |
Switzerland | Taiwan | Thailand | UAE | UK | USA | Vietnam

success story

2 hotels / 201 rooms / opera suite 8
& dailypoint - WEBSITE CONNECT

SITUATION

The Platzl hotels are a privately owned and managed traditional hotel group in the city centre of Munich, surrounded by international hotel chains and very strong competition.

Over the years, the hotel suffered under the circumstance that more and more guests used indirect booking channels leading to a strong increase of commissions and a decrease in overall profitability.

The company was looking for a solution to combat this trend and regain more direct bookings. High investments into its own hotel website for the design plus significant monthly costs for maintenance, SEO and of course Search Engine Marketing and Banner Retargeting did not stop the trend to the OTA's.

Even the Best Rate Guaranty approach on its own website, offering cheaper rates for direct bookings did not pay off. On opposite, the downgrading in the OTA listings required an increase of commissions to get an adequate listing.

SOLUTION

The hotel already used dailypoint™ as its Central Data Management platform. Since 2018 the so-called module Website Connect is part of dailypoint™ which offers hotels basically the same functionalities used by international Online Travel Agents to track and identify visitors on the own website. The module comes with a strategy developed by the experts from dailypoint™ to increase conversion rates by offering special rates to Club Members promoted via an overlay when people visited the website which dailypoint™ couldn't identify.

After a few seconds an overlay promotes the Club, explaining the benefits of a direct booking. After the website visitor enters his or her contact details, the new member in automatically enrolled and receives a specific rate-code. Using this code, the member gets a discounted rate.

What is the result: The Hotels get between 10 and 25 new members every day, rate parity is available resulting is a better listing on the OTA's combined with lower commission payments.
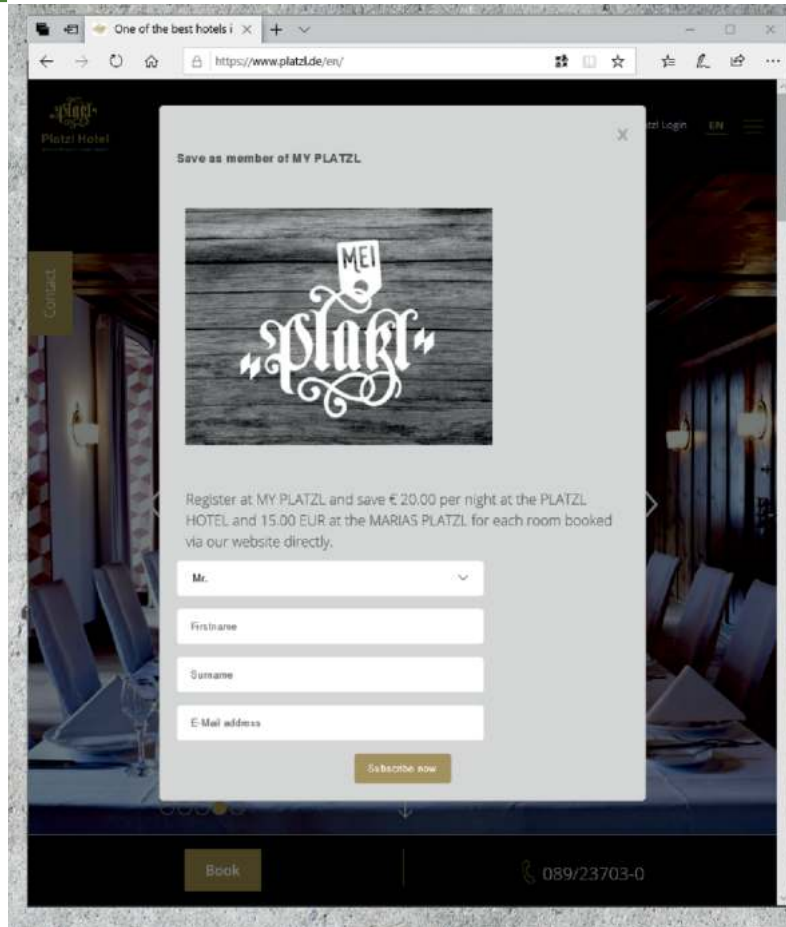
Within just 6 months after the introduction of the dailypoint Direct Booker Club, the share of online sales generated via our own website rose from 10% to 32%, and the trend continues to rise!

Heiko Buchta, General Manager
Hotel Platzl München

MODULES

- **Activated modules**
- dailypoint™ Data Laundry
- dailypoint™ CDM Central Data Management
- dailypoint™ Privacy Dashboard
- dailypoint™ Profile Engine
- dailypoint™ Campaign Management
- dailypoint™ Quality Management
- dailypoint™ Booking Manager
- dailypoint™ Website Connect

Activated interfaces:
- 2 Oracle Suite8
- Book-a-Table
- Tripadvisor for Hotel Reviews
- Tripadvisor for Restaurant Reviews
- Hotelkit