



CASE STUDY -
CITY HOTEL BREMERHAVEN

STEER SAFELY THROUGH TIMES OF CRISIS WITH DYNAMIC PRICES



Michèl Schulz, Hotelchef
City Hotel Bremerhaven

CITY HOTEL BREMERHAVEN

The family-run City Hotel is centrally located in the picturesque seaside town of Bremerhaven. 42 rooms in six different categories with modern charm are available to its guests.

Michèl Schulz is 51 years old and has been managing the hotel for 27 years. Together with his ten employees, the hotel manager looks after his guests with a lot of warmth and commitment.

The City Hotel Bremerhaven has an average of 70-75% private customers and 25-30% Business customers, depending on the season there are seasonal shifts.

The private guests are mostly typical city tourists, but recently the number of holiday guests have increased. The average length of stay in the city hotel is two nights.

PROPERTY MANAGEMENT SYSTEM, CHANNEL MANAGER AND OTA'S

The company uses Micros Fidelio Suite8 as the front office system and Dirs21 as the channel

manager, which enables direct bookings.

The hotel is also listed on classic OTAs such as Booking, HRS, Expedia, Trivago and Tomas. Kurzurlaub.de and Kurz-mal-weg.de are used for the arrangements.

HARD FACTS

Category:	city hotel
Number of rooms:	42
Employees:	10
Private leisure:	70-75%
Business customers:	25-30%
Ø Length of stay:	2 nights

PROBLEMS BEFORE RATEBOARD

Due to the size of the hotel and the number of employees, the hotel director could not employ his own revenue manager. This left little time to devote to the topic of price optimization and there was also a lack of expertise to adjust room prices further in advance.

For this reason, the hotel decided to work with RateBoard's software solution in order to be more flexible in pricing and to be able to react more quickly to changing demand. With the help of the software, the hotel can now offer the right customer the right product at the right time at the best price.

This also leaves more time to devote to other important areas of the company.

" Rateboard enables us to design price windows that are positioned according to the booking situation at the best possible price on the market on a daily basis. "

BENEFITS OF RATEBOARD

Michèl Schulz found the **onboarding** of the City Hotel Bremerhaven to be **very uncomplicated**. In addition to the software itself, the hotel manager appreciates the **free webinars** and the **chatbot function** in RateBoard's service, which can be used to quickly clarify any questions.

The hotel had previously worked with a different solution, which was commission-based. RateBoard offers a **monthly flat rate** that allows better cost planning.

It also makes it possible to design price windows that are positioned according to the booking situation at the **best possible price** on the market on a daily basis.

In this way, the software can be adjusted according to the **price targets** and **additionally improved manually** at any time.



SUCCESSSES

Since switching to RateBoard's revenue management software, the hotel has achieved an 11% increase in RevPar. The turnover of the company also increased by 11%, as well as the average daily rate (ADR) by 8%.

These successes were achieved despite the Covid19 pandemic, which hit the city hotel industry particularly hard.



With the support of RateBoard, the City Hotel Bremerhaven was able to steer well through the times of crisis. Adjusted price suggestions, competitor analyzes and a clear dashboard with all important KPIs at a glance helped to always be one step ahead of the competition.

CHALLENGES

For the hotel director Michèl Schulz, the greatest challenges, like in many other companies, are the **rising costs**, especially for energy, staff and **general inflation**. Fortunately, there are currently **few problems with staffing**, even if the subject of training always remains difficult.

Booking behavior of the guests at the City Hotel Bremerhaven has changed due to the uncertainty of the pandemic, guests now book on much shorter notice. **Flexible cancellation conditions** are therefore all the more important in order to be able to react optimally on the market together with RateBoard's **dynamic pricing**.

With constant changes in the industry caused by global events and trends, adjusted price strategies and strict controlling have become all the more important in order to remain competitive.

With these existing and future challenges, RateBoard helps to make data-based decisions individually for hotel operations.



CONTACT US

We assist you with improving your price strategy

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