



CASE STUDY -
ROMANTIK HOTEL AM BRÜHL

DYNAMIC PRICES IN THE ROMANTIK HOTEL: HOW REVENUE MANAGEMENT LEADS TO SUCCESS

ROMANTIK HOTEL AM BRÜHL

The Romantik Hotel am Brühl is located between Berlin and Leipzig in the picturesque film town of Quedlinburg. A half-timbered building from a former seed breeding company, a Gründerzeit palace and a stable building with a Prussian coffered ceiling create a unique ambience for hotel guests.



Claudia and
Hartmut Wiese,
owner Romantik
Hotel am Brühl

The business, which was taken over by Mrs. Claudia Wiese 15 years ago, has 48 rooms with 94 beds. In addition to her husband Hartmut, the owner is supported in day-to-day business by 40 employees. The target group of the hotel is holiday and conference guests, the length of stay this year is 1-4 nights on average. In 2022, the conference of interior ministers took place in the region and high security standards were therefore set in the hotel. In general, a lot of value is placed on technical innovations in the company.

One focus of the Romantik Hotel is the culinary art. „Fine dining“ is very important to the hosts and so the restaurant in the historic villa „Le Mariage“ has found a suitable place. A family working atmosphere is the top priority, which is why there were no employee layoffs even during the corona pandemic. In the Romantik Hotel am Brühl, the owners and employees form a family that takes care of their guests with warm hospitality.

HARD FACTS

Category:	Romantik Hotel
Number of rooms:	48
Number of employees:	40
Clientele:	Leisure and MICE guests
Duration of stay:	1-4 nights

HOTEL PROGRAMS, CHANNEL MANAGER AND OTA'S*

The hotel program Guestline, the channel manager HNS and the MarTech tool myhotelshop are used in operation. Well-known online booking portals such as Booking, HRS and Kurzurlaub.de are also used.

* OTAs: Online travel agents

PROBLEMS BEFORE RATEBOARD

The OTAs used are important for the visibility and profitability of the house, but they take a lot of work and cost money, according to Wiese. It is therefore all the more important to pick up the guest directly via the hotel website with convincing prices.

One of the first things to do after the Wiese family took over the hotel was to switch to a revenue management system (RMS). For 8 years now, software with dynamic prices has been used instead of a fixed room price model. Before the Romantik Hotel partnered with RateBoard, a different RMS was used. However, this system could not convince in terms of performance and therefore the search was made for a more functional revenue management tool and they found it in RateBoard.



“ RateBoard’s software saves a great deal of time. In addition, the analysis and forecast functions provide a valuable overview of what is happening in the market. ”

ADVANTAGES OF RATEBOARD

RateBoard’s **analysis** (such as the pickup analysis) and **forecast functions** are particularly valuable for Mr. Wiese. This gives a good **overview of what is happening in the market**.

The Rateboard software also **saves a great deal of time** for the hotel. The hotelier currently needs about an hour a day for price management. Without software, the time required used to be much higher. The great advantage of RateBoard is that the system is **available anytime and anywhere**.

The longer you work with RateBoard, the greater the **efficiency** and **added value**, says the hotelier. As part of the intelligent algorithm, the system adapts to the circumstances at all times and thus always provides the best price suggestions.

SUCCESSSES

The Romantik Hotel am Brühl has been able to visibly improve its performance figures since working with RateBoard. The average daily rate per room (ADR) was increased by 8.8% from 2021 to 2022.

Sales and sales per available room (RevPar) increased even more significantly in the same period, each by 33%.

With the right RMS, which automatically delivers the optimal price per room every day, the hotel



was able to react well to the changing demand situation even in times of crisis.

Functions such as the reputation and competition analysis give the hotelier Mr. Wiese a good overview so that he can continue to increase the numbers of his business and remain successful in the future.

CHALLENGES

For the hotelier Hartmut Wiese, **sustainability** is a major topic that is becoming more and more important. In the case of inquiries for conferences, questions are often asked about how water and electricity are used and, in some cases, evidence is also required. In addition, general **inflation** is a major challenge. It is important to find a healthy relationship between the materials used and the purchase.

Mr. Wiese also notes that **guest behavior** has changed significantly in recent times. Previously, bookings were made four to six weeks before arrival at the Romantik Hotel am Brühl, but the **booking time** is currently less than a week.

The RateBoard software helps the company to be able to **react to the changed booking behavior at short notice**. Depending on demand, the system suggests suitable prices, which can be checked and adjusted in advance. These functions support the hotelier to continue to run his business successfully. Functions such as

the reputation and competition analysis give the hotelier Mr. Wiese a good overview so that he can continue to increase the numbers of his business and remain successful in the future.



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