



CASE STUDY -  
BIO HOTEL SEEHÖRNLE

## **FROM FIXED TO DYNAMIC PRICES – THE SWITCH BRINGS SIGNIFICANT SALES GROWTH**

# SEEHÖRNLE BIO HOTEL AT LAKE CONSTANCE

The holiday & seminar hotel right in the nature reserve on Lake Constance Cycle Path not only stands out because of its location, the BIO restaurant and the climate-positive management. It is also a workplace and meeting place for people with and without disabilities.



Thomas Kopacevic,  
hotel director  
BIO Hotel Seehörnle

The Seehörnle BIO Hotel & Restaurant is a leassure hotel on Lake Constance in the middle of the nature reserve on the Höri Spitze in Horn, in the district of Konstanz. The hotel managed by Thomas Kopacevic currently offers its guests 31 rooms for bed and breakfast. Since April 2023, the operation has been expanded by eleven premium rooms. In the Seehörnle there is an à la carte BIO restaurant with 54 seats, a terrace and various adjoining rooms for conferences and events.

The Seehörnle not only serves as a starting point for cycling and hiking tours in the region around Lake Constance, but also as an oasis of calm for guests looking for relaxation. In terms of sustainability, Hotel Manager Thomas Kopacevic sees a major change in society, which is why the BIO Hotel attaches great importance to it. The hotel is an inclusive company that employs 30% to 50% of the employees with a severe disability. A total of 30 employees are currently employed, including eleven employees with a

disability, one trainee and one employee on a voluntary social year.

## HARD FACTS

<b>Category:</b>	Leassure and seminar hotel
<b>Number of rooms:</b>	42
<b>Employees:</b>	30
<b>Clientele:</b>	holiday and conference guests

## HOTEL PROGRAMS, CHANNEL MANAGER AND OTA'S\*

The company uses Protel as the PMS system and Vioma as the channel manager. The online booking portals Booking.com, HRS, Expedia and Kurzurlaub.de are also used.

\* OTAs: Online-Buchungsportale

## PROBLEMS BEFORE RATEBOARD

Before the Seehörnle came to RateBoard, a rigid price system was used. The hotel traditionally had two seasons, with the high season starting at Easter and the low season starting in November. Mr. Kopacevic recognized that this price management was simply too inflexible. In times of very high demand, the price potential was not fully exploited and sales increased moderately as a result.

Therefore, it was the right step to work with a dynamic price system in order to be able to react quickly enough to demand and market changes and to generate maximum sales every day with the optimal rate and utilization. The conversion to a dynamic price model was essential for maintaining the profitability of the company.



*“ The budget tool, in which I take a closer look at the past and the current months, gives me very good information as to whether I am strategically correct or whether something needs to change. ”*

## ADVANTAGES OF RATEBOARD

The **onboarding** with RateBoard went very well, from the preliminary meetings to the installation and training. Questions are always answered quickly by **telephone** and in the **support chat function** on the RateBoard homepage.

Mr. Kopacevic works most frequently with the **budget function**, in which he can see the booking status at a glance and for each weekday in the future compare the same day in the past with the most important key figures.

This comparison, together with the information on **competitors** and **important events**, helps him a lot in his daily work in order to be able to make the right decisions.

With the **clear dashboard**, all **important key figures** are displayed in the shortest possible time and the prices are sent to the sales channels with just a few clicks.

The **time saved** since switching to RateBoard is huge and gives the hotelier more freedom for his guests and employees.

## SUCCESSSES

By switching to RateBoard, the hotel was able to significantly enhance sales, especially in the high season.

The comparison between 2019, the last year of operation before moving to a dynamic pricing model, and 2022 shows a **19% improvement in sales** and a **21% improvement in the average daily rate**. The ADR was increased by €18.97 in the same period. The clearest indication of the successful use of the RMS system was the revenue per available room (RevPar). An **improvement of 37%** or € 20.05 was achieved here.

Through the use of the dynamic price system and the support of RateBoard, the Seehörnle was able to increase sales enormously. Even during the corona pandemic, very good



results were achieved in the months in which the hotel was open.



## CHALLENGES

As in many companies, one of the biggest challenges at the BIO Hotel Seehörnle is the lack of staff. In addition, dealing with the rising costs in various areas, such as energy, food and much more. an increasingly important task.

Therefore, the right room price management is also becoming increasingly important in order to adequately compensate for the increasing costs. The RateBoard system supports Mr. Kopacevic in choosing the right price.



### CONTACT US

Let us optimize your pricing strategy

- ✉ info@rateboard.io
- ☎ +43 512 387049
- 🌐 www.rateboard.io
- 📍 Fallmerayerstraße 6  
6020 Innsbruck | Austria

*Pictures: Seehörnle Hotel & Gasthaus*