



# SUCCESS STORY

Digital guest services throughout the guest journey.



StrandResort Markgrafenheide is located on the Baltic Sea, in the midst of the dunes between Warnemünde and Graal-Müritz. The complex consists of two main buildings, each of them with 36 apartments, 63 cosy holiday homes, two restaurants and an event area. In this resort, guests have everything they need at hand. Thanks to the many offers, there is something for every taste: Water sports, wellness treatments, culinary highlights and countless family activities.

Since 2018, the resort has been complementing their guest services with the Digital Guest Directory by Hotelcore. It is the ideal solution to make useful information for the holiday available in a quick and comfy way. The core part of their Digital Guest Directory is their event overview, internally called “digital logbook”. It is used to provide guests with information about the resort’s highlights and offers: from the bread roll service to sauna specials through to sports courses and goat feeding. The guests can access and use the Digital Guest Directory either as an app or web version on their own smartphones and tablets.

### THE DIGITAL GUEST DIRECTORY AS HOTEL APP

In 2021, the holiday complex upgraded its digital service offer. Ever since, the guests can find the hotel app of the resort on Google Play and in the Apple App Store. By using an individual app icon, the resort increased their brand’s visibility significantly.



> **50 %**

use the Digital  
Guest Directory

**31.260**

views of the  
Guest Directory\*

**15 mins**

of daily work  
max

\* per month



### More anticipation, more experiences, more sales

Right after booking, guests can access useful information for their stay and access the resort’s offers. The booking confirmation contains the very first reference to the Digital Guest Directory, and guests can access it right away. Arrive and enjoy is the name of the game: Prior to arrival, guests get a neatly arranged overview, while offers and events are put into the spotlight. That way, the resort generates bookings before their guests even arrive on site.



It's a great opportunity!  
It allows our guests to get a glimpse  
of what to expect from their holiday  
while they're still at home.

Front desk



## Less check-in time, more holiday time

When arriving at the resort, guests are greeted in person. They receive their keys as well as a welcome flyer, which serves as another reference to the Digital Guest Directory. By doing so, the reception team saves a lot of time when checking in guests. The Digital Guest Directory is also highlighted on posters in the apartment buildings and in showcases throughout the resort. As a result, guests are made aware of all services and offers at any time.



## Push notifications for even more contact

During the stay, the event schedule and the news feed are particularly convenient features for guests. On average, the StrandResort sends 16 push notifications per week, promoting events and activities and providing information about changes at short notice. From wellness openings, free tables at the restaurant, game nights or weather-related changes of plans – the resort is able to contact their guests in an uncomplicated way. Well-informed guests come with a nice side effect: They experience more, they book more services, which results in an increase of sales.





Thanks to the push feature, we are able to reach our guests a lot quicker. Just recently, I was able to re-allocate a wellness opening in next to no time. As soon as the push notification had been sent, a guest called us and fixed the appointment.

Wellness area

Ø70

push notifications  
sent\*

great  
feedback

from the guests

\* per month



## After the holiday is before the holiday

Once they are back home, guests receive an automated e-mail, in which they are asked to provide a short feedback. That way, the resort can assess guest satisfaction regarding the contents of the Digital Guest Directory, improve their offers and adjust their services to the guests' needs and expectations. Thanks to the online CMS from Hotelcore, contents can be changed in a trice and are always up to date.

**Start now!**

**We look forward to getting to know you!**

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