



SUCCESS STORY

Digital services increase additional sales and reduce the overall workload.



The four-star superior hotel Kessler Meyer Well & Wine is located in the midst of the vineyards in Cochem on the Moselle River and comes with 45 rooms and suites. The establishment's core philosophy, Well & Wine, can be experienced throughout the hotel. In the spacious spa area, for example, guests can treat themselves to wellness applications with grape seed exfoliations. Wine aficionados also get their money's worth in the hotel's restaurant. In order to make their guests' stay as comfortable as possible, the team attends to their wishes both in a personal and a digital way.



Digitisation done right thanks to Hotelcore

Hoteliers Denise and David Meyer consider digitisation in their hotel crucial in order to be able to meet their guests' expectations and needs while also supporting their employees with their daily tasks. Having looked into many digital solutions, they opted for Hotelcore in 2019. Both the owners as well as the staff are absolutely happy with the Digital Guest Directory and the Info Channel they have been using ever since. They enable them to provide information to their guests and promote their offers around the clock while reducing the internal workload at the same time.

16 %

cost savings*

54 hrs

saved by digital
processes*

7.429

views of the Digital
Guest Directory*



The Digital Guest Directory helps us taking care of our guests and takes the load off us in peak times. It's great that Hotelcore is so well received among our guests, no matter their age. That way we can continue to offer a personal service and have more time available for each guest. What's also essential to us is the environmental aspect: the Digital Guest Directory allows us to reduce our consumption of paper and other resources.

David Meyer

Owner

*per month

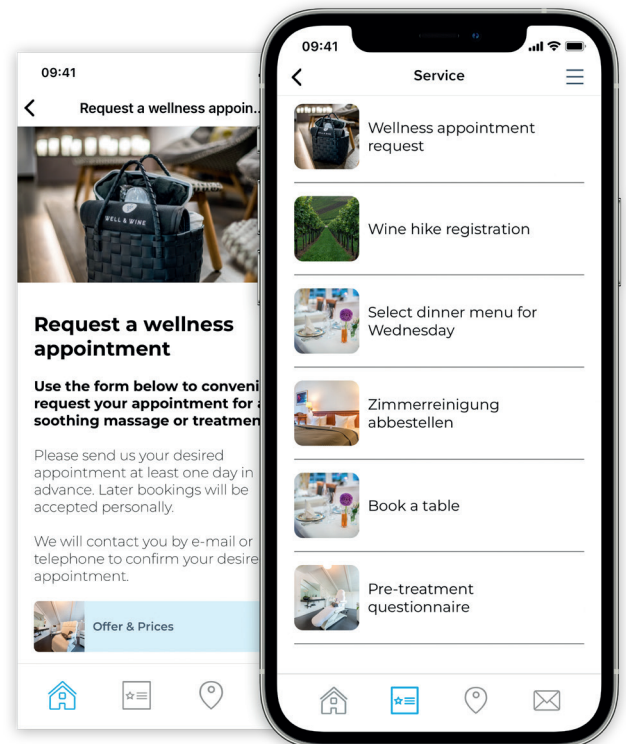
Hygienic, sustainable and ready-to-use without any additional hardware

The major benefit: The hotel does not require any external devices but can use the ones already available. For the Info Channel, all they need are regular televisions or monitors with HDMI port and Internet access. The Digital Guest Directory can be accessed and used by guests on their very own smartphones and tablets. That way, the hotel does not have to invest in new hardware and maintenance services and can guarantee hygienic and contactless services to their guests. Sustainability is of great importance to the hoteliers, too. By using the Digital Guest Directory, they reduce both their paper consumption as well as running costs for printing, staff and housekeeping services, which can be cancelled on request.

Digital Guest Directory: Profitable allrounder

The Digital Guest Directory provides guests with important information about Wellnesshotel Keßler-Meyer as well as numerous digital services: Guests can ask questions in the chat feature, find out about upcoming events, read up on recommended trips and news, book wellness appointments, cancel room cleaning services, book tables and order breakfast or dinner via their smartphones – no matter the time, no matter the place.

Information about offers, wellness openings as well as important notices are sent via push notifications. As a result, the hotel can optimise their workflows and reduce their workload and also increase additional sales.



The digital forms are brilliant. Especially in modern times, they are a hygienic solution and can be completed quickly and from any place. Our guests book wellness appointments and dinner tables without having to speak to us first. Once the form is submitted, we can start processing the requests. Which is the perfect solution for us: We save time and are still able to meet our guests' needs.

Jessica Simon

Reception Manager

*per month

349

dinner menus
ordered*

256

tables booked*

710

news read*



Info Channel: Efficient marketing tool for news and offers

Information and entertainment are also guaranteed by the Info Channel, a specific hotel mode broadcast via televisions and monitors. This is where Hotel Kessler Meyer Well & Wine shows news, offers, menus, recommendations, events, weather forecast and a lot more around the clock. If the guests wish to learn more or book an offer, they can scan the QR codes with their mobile devices and are redirected to the Digital Guest Directory.

The contents of the Info Channel can be updated with just a few clicks and in real time by the employees with the online content management system by Hotelcore – just like the Digital Guest Directory. Once entered into the system, the contents can be used on all channels. This results in even more time being saved and an increased visibility.

15 hrs

saved for updating*

Twice

as much visibility
of the offers

€ 740

upselling in the
wellness area*

*per month

Start now!

We look forward to getting to know you!

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