

PrivateDeal

CASE STUDY

SWISS DELUXE HOTELS

How a Leading Luxury Hotel Brand Harnesses the Power of an Enhanced Direct Booking System to Create a More Personalized Guest Booking Journey



swissdeluxehotels.com



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INTRODUCTION



Originally founded in 1934, the Swiss Deluxe Hotels association (SDH) now boasts a portfolio of 39 of the most prestigious 5-star hotels in Switzerland, including the Fairmont Montreux Palace and the Grand Hôtel du Lac in Vevey, the Grand Hôtel Les Trois Rois in Basel, and the Alpina Gstaad. Swiss Deluxe properties have established the highest standards of guest care and luxury, inviting guests to experience the unique prestige of the Swiss luxury hospitality sector.

Offering a total of 4,300 rooms and suites and some 8,600 beds, the SDH's membership accounts for more than 40% of Switzerland's 5-star capacity, with over 8,000 employees working to provide outstanding service to guests. To drive direct bookings and enhance the Swiss Deluxe Hotels brand, SDH partnered with PrivateDeal to enhance the booking experience on the [swissdeluxe-hotels.com](https://www.swissdeluxe-hotels.com) website and provide prospective travelers with a more innovative way to book their next luxury stay.

With this new direct booking solution in place, Swiss Deluxe Hotels are better positioned to capitalize on the post-pandemic return to travel.



THE CHALLENGE



Even the luxury hospitality segment falls victim to the OTA versus direct booking battle that has plagued hotels across the hospitality industry for years. As we know, rate parity, customer data, and high commission costs all contribute to strengthening the OTAs' position at the expense of hoteliers. More importantly, however, we have to recognize that a luxury travel experience demands a booking experience that meets the heightened expectations of guests. When looking at this travel segment, specifically, we realize that the standardized booking experience offered by OTA's and other

platforms won't provide the level of service expected by prospective luxury guests.

With a well-established reputation for operational excellence and guest loyalty, Swiss Deluxe Hotels required a direct booking solution that served their brand and prospective guests better. It was time for Swiss Deluxe Hotels to get closer to the needs of their guests by personalizing the booking experience. After all, if luxury hotel guests expect the best service from the hotels they frequent, shouldn't they receive the best service during the online booking process as well?



THE SOLUTION



PrivateDeal is the first automated Smart Negotiation Solution designed to increase direct bookings and better pilot the price of hotel rooms while putting prospective guests at the center of the booking experience. Recognizing the importance of listening to guest expectations and using those insights to generate personalized pricing, hotels are empowered to win more direct business and save on the commission costs associated with OTA bookings.

In July of 2020, we worked with Swiss Deluxe Hotels to launch the PrivateDeal solution on their website and offer guests a new way to book hotel rooms directly. The Smart Negotiation Solution adds excitement and addresses the needs of a young generation of luxury travelers in particular.

The PrivateDeal AI-based Smart Negotiation Solution generates guest online interaction and a personalized and instantaneous price proposal by considering the guest's history, profile, online interaction, and behavior. With this system in place, Swiss Deluxe Hotels Guests can rest assured that they receive the best service for the best price. Even if a prospective guest does not complete the booking process, Swiss Deluxe Hotels will benefit from collecting valuable guest data, further informing the direct booking process. Swiss Deluxe Hotels remain in complete control over their rates and availability. Each hotel can also choose to use smart negotiation to offer guests personalized pricing or instead use the standard booking solution at a fixed price according to the period and the needs.

Reports show that over **90%** of travelers want personalized online experiences.

This innovative and personalized approach to direct bookings will set the industry standard for what guests expect when booking with a luxury hotel.





QUOTES

“This cooperation strengthened our efforts to always be one step ahead of the market and to stay as close as possible to the needs of our hotel guests.”

Jan E. Brucker,
Managing Director
Swiss Deluxe Hotels

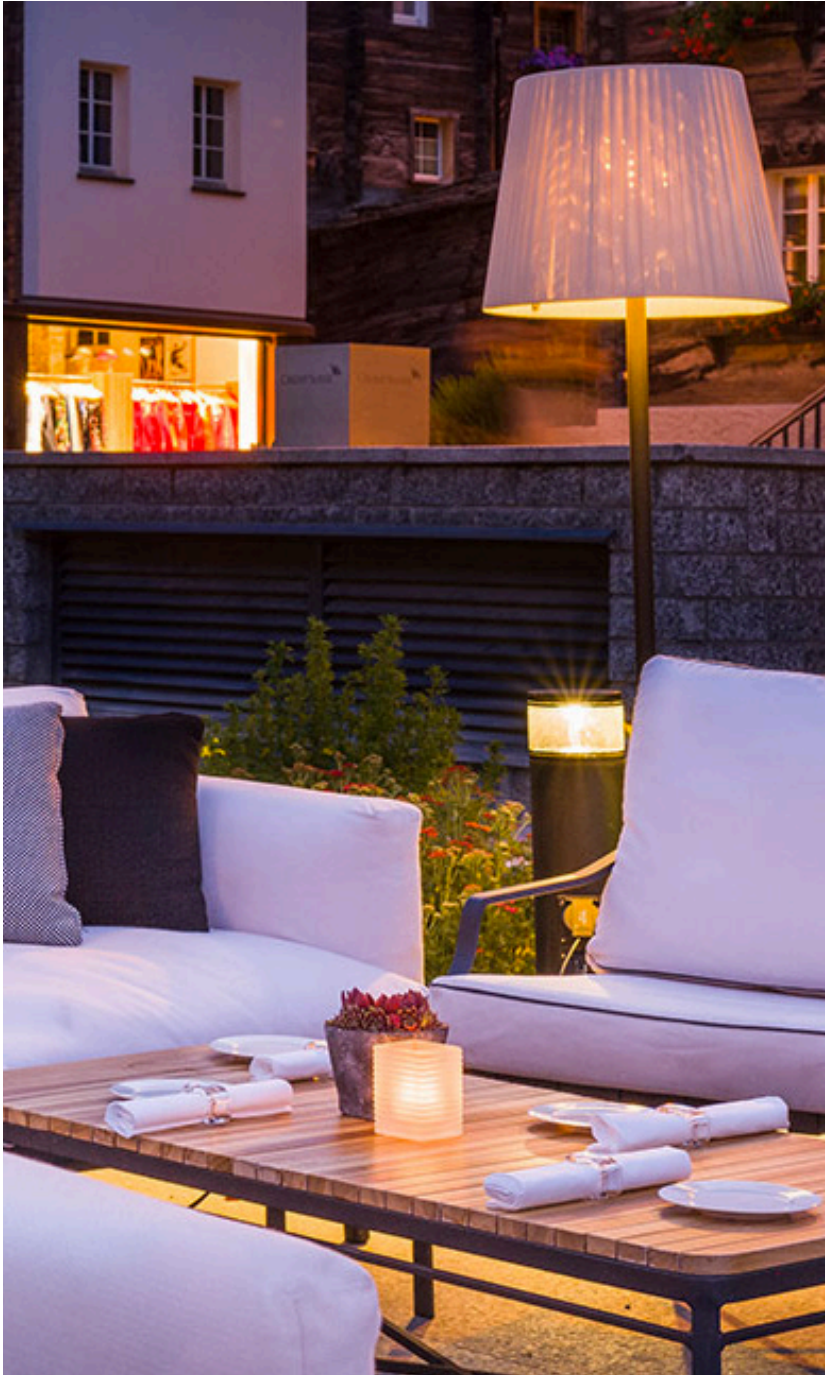
”PrivateDeal has created a more exciting and intuitive way to book luxury travel, and we are certain that our guests will love this new process as they return to travel in the coming months. With more direct bookings, we are better able to promote the Swiss Deluxe Hotels brand around the world and earn the loyalty of current and prospective guests who would normally book via OTAs.”

Isabelle Mauguin,
Co-founder of PrivateDeal



GOALS

The goals for our ongoing engagement with Swiss Deluxe Hotels include:



- 🎯 Enhance the online guest booking experience
- 🎯 Increase direct bookings
- 🎯 Enhance guest personalization
- 🎯 Increase data collection
- 🎯 Increase revenue
- 🎯 Increase website conversion rate
- 🎯 Generate ancillary revenues thanks to day-use online bookings
- 🎯 Maximize marketing results
- 🎯 Increase guest loyalty



RESULTS + BENEFITS



In the wake of the COVID-19 pandemic, luxury hotel brands will be held to a higher standard of guest care and consideration. Personalization and enhanced transparency across all touch-points of the guest journey (including during the booking process) will be paramount to any hotel's success. Moreover, as travel demand slowly recovers, travelers will be searching closer to their arrival date. With this in mind, hotels should pay close attention to guest preferences and behaviors exhibited throughout the booking process to determine better what services and offerings are sought after in a post-pandemic world.



With the Smart Negotiation Solution, Swiss Deluxe Hotels is better equipped to promote meaningful interactivity between their properties and guests and significantly increase their direct sales. Swiss Deluxe Hotels can also utilize the day-use and ancillary services functionality to offer guests hourly booking options and entry to the on-property spa or gym to optimize occupancy and drive revenue. This is especially appealing in a post-pandemic world, as an influx of travelers and non-hotel guests find themselves working remotely and will seek out hotel rooms, amenities, services, and venue spaces to conduct business and relax.





PrivateDeal provides detailed monthly statistics and reporting to help Swiss Deluxe Hotels better understand guest behavior over time and inform optimized pricing. Hotels receive data detailing how guest demands are changing, providing valuable insights into trends and preferences.

Swiss Deluxe Hotels is a leader in the luxury hotel space. With PrivateDeal's automated negotiation booking technology, they effectively position their properties one step ahead of the market regarding booking experiences and market insights. As travel demand increases over the coming months, Swiss Deluxe Hotels will have the tools they need to understand their guests' budget, escape rate parity, optimize yield management, and build their guest database like never before. By creating a frictionless experience for guests when they book direct will boost conversions and improve your sales results.



PrivateDeal

PRIVATEDEAL SA

PrivateDeal SA (privatedeal.com), a Swiss company, was established in cooperation with the École Hôtelière de Lausanne in 2017.

The company developed the first smart negotiation solution, with which guests can offer their own prices for hotel rooms.

The project earned PrivateDeal the “Premiere Prize” Milestone in 2019.

Visit privatedeal.com

SMART NEGOTIATION FOR HOTELS