apaleo

See how Hotel Uhland optimizes Rates & sets Prices with Drag & Drop

THE CHALLENGE:

Staying competitive despite complex revenue management systems and tech that doesn't integrate

Located centrally in Munich, Hotel Uhland is only a stone's throw away from the Oktoberfest and within walking distance to the city center. Its Renaissance property in a quiet neigh-bourhood, coupled with the personal and warm service makes the hotel unique.

Yet, Hotel Uhland must compete in a highly competitive Munich market against hotels that have dedicated full-time personnel to deal with the complexities of revenue management. What Hotel Uhland needed was a simple and quick way to manage prices and push updates to its PMS so that staff could focus on delivering extraordinary service to its guests.

"Technology is playing a critical role to stay in the race. But as a small team it has become nearly impossible for us to deal with the increasing complexities integrating the tools we really need."

Susanna Wörle, General Manager of the hotel

"We are convinced that Hotellistat delivers true innovation for hoteliers. Data integration has always been critical for our operations. Thanks to the apaleo PMS and their Open API we were able to establish a two-way connection in a few days."

Philip Kuchelmeister, Managing Director of Hotellistat

THE SOLUTION:

Simple and fully integrated rate management with hotellistat and apaleo

Hotel Uhland's goal was to optimize its rates using data like competitors' rates, events, historical data and business on the books, without manual work and the possibility of human errors. Susanna Wörle therefore decided to use apaleo, a fully cloud-based PMS that seamlessly integrates with third party applications in a variety of hotel software catego-ries. Through the apaleo Marketplace, Hotel Uhland purchased Hotellistat, and Wörle's team had all they needed – a way to check and compare rates against competitors in real-time, a way to track events, and a way to automatically update pricing in the apaleo PMS.

Smart-data rate management in a renaissance building

With numerous comparison and filter options, Wörle and her team were able to analyse the price of room per category, length of stay, occupancy, cancellation policies and included services. What's more, by a simple drag-and-drop, Hotel Uhland can adjust prices to its competitors' rates. And with a click of a button, optimize and update rates into the apaleo PMS, saving countless hours of work without the need to hire additional staff.
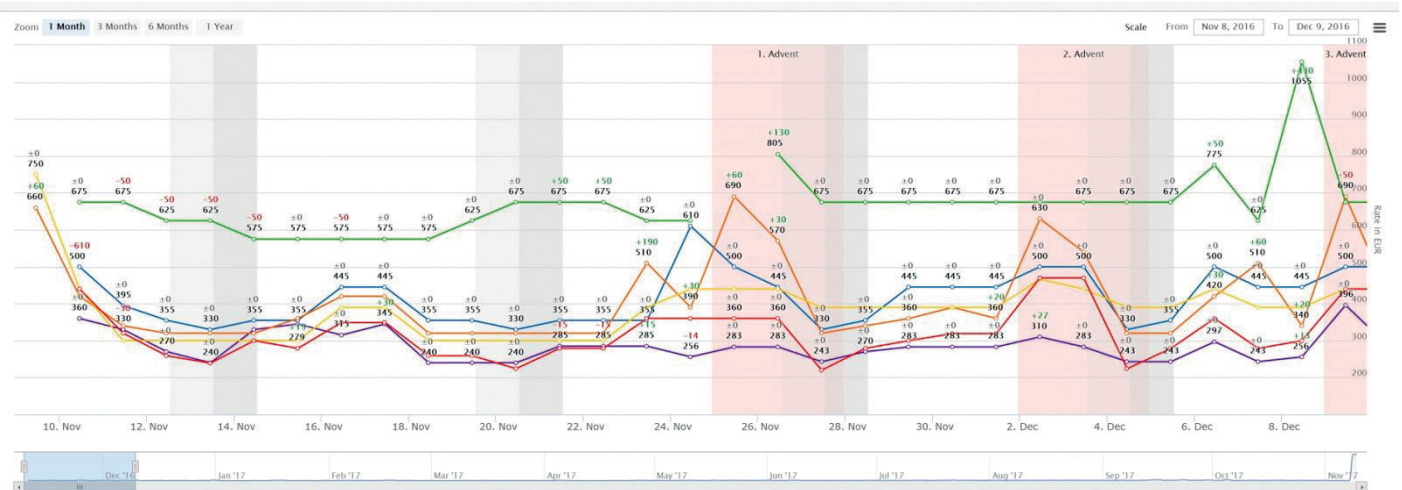
> "It is amazing how easily we can manage our prices with Hotellistat – not to mention that the rates are automatically updated in our apaleo PMS and synchronized with our OTAs without a channel manager. Because Hotellistat is pre-integrated with apaleo, the setup was done in less than one hour,"
>
> Susanna Wörle, General Manager of the hotel

The new software solution allows Hotel Uhland to be competitive while focusing its efforts on what it does best – delivering impeccable service to its guests.

Located centrally in Munich, the hotel is only a stone's throw away from Munich's famous Oktoberfest. Guests can reach the city centre within a few minutes by feet. But apart from the perfect location the Renaissance style property, embedded in a quiet and elegant mansion district makes Hotel Uhland unique. Guests appreciate the very personal atmosphere where helpfulness and a warmth make them feel at home immediately. All this comes at competitive rates with a great value for money. Learn more about Hotel Uhland on its website *www.hotel-uhland.de*.

Hotellistat is an all-in-one market positioning and business analysis tool which is also available on the apaleo Marketplace. It comes fully integrated into apaleo with a hassle-free setup and simple price model. Find more information about Hotellistat on the app store *www.apaleo.com/apps/hotellistat* or the Hotellistat website *www.hotellistat.de*.

Forward-thinking hoteliers are working with apaleo. The native cloud-based Property Management System and the Marketplace are at the heart of apaleo's Open Hospitality Cloud. Hoteliers can activate the latest apps with a few clicks and they are instantly connected to the apaleo PMS. The fully Open API allows developers and the tech-savvy hotelier to add custom apps to the App Store. Find more information on the apaleo website *www.apaleo.com*.