

CASE STUDY



Stadt-gut-Hotel Baltic

Since November 2011, the "Stadt-gut-Hotel Baltic" uses the review management system provided by Customer Alliance.

In Lübeck, at the Baltic Sea near the famous Timmendorfer beach the competition between the hotels is intense. Good reviews from real guests are considerably increasing the chances of a booking on the Internet.

So far, more than 1,000 guests were asked to leave a review. About 30 percent of the guests who have received an e-mail invitation wrote an online review - A significantly higher response rate than the standard paper questionnaires.

Place
Lübeck, Germany

Hoteltype
Independent Hotel

Website
www.baltic-hotel.de

Rooms
22

Clicks on the widget

6.794

Reviews

313

Direct booking inquiries

254

Savings on commissions

4.743 €

Monetary value
of direct bookings

* 31.623 €

Results refer to the period from April 2011
to June 2013

* These data are for orientation and are
based on the hotel's average price range.

** Commission savings figures are based
on an average commission rate of 15%
paid to external portals.





*"Customer Alliance is a resource that allows us to easily integrate the reviews on our own website. **The added value of this review management**, we could feel after a few months."*

Adrianus van den Engel
General Manager



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