

GEISEL PRIVATHOTELS & BERNER+BECKER

A Success Story

berner
becker +
revenue management

GEISEL
PRIVATHOTELS

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- **Number of rooms:** 208 (3 Hotels)
- **Location:** Munich
- **Hotel type:** privately owned hotel group
- **Service:** Outsourced Revenue Management
- **Start of collaboration:** May 2021



Challenges

- **Maximisation of rate potential**

Maximisation of revenue through strategic rate adjustments and market share increase, despite challenges with seasonal fluctuations and different hotel classifications

Solutions

- Detailed pickup and segment evaluation per property
- Targeted pricing and segment control depending on guest structure and season
- Optimisation of the control of group and corporate demand
- Improvement of online visibility and ranking control through seasonal offers

Results

- ADR increase since 2019: Beyond +27%, Excelsior +8%, Schwabinger Wahrheit +12%
- Significant increase in accommodation results on trade fair/event dates and securing market shares

Challenges

- **Market share protection of Schwabinger Wahrheit**

Ensuring the competitiveness of the Schwabinger Wahrheit hotel, especially considering new competition and its location outside of the central downtown area.

Solutions

- Detailed evaluation per category and seasonal-dependent pricing
- Evaluation of neighborhood-appropriate events with impact
- Targeted overbooking strategy for the standard category

Results

- RGI increase since the last strong trade fair/business year 2019: + 14%

Challenges

- **Optimisation of systems and employee training**

Improvement of system efficiency and employee competencies to ensure optimal presentation and efficient rate planning.

Solutions

- Conducting a detailed rate and segment audit per property
- Continuous collaboration with the reservation team

Results

- Successful implementation of market- and demand-compliant rate plans
- Effective control through defined restriction strategies

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Context

Facing varying market conditions as a challenge and aiming to ensure a strong market presence for their different hotel locations in Munich, a few years ago it was time for Geisel Privathotels to invest more in the area of revenue management. With berner+becker as an obvious partner, the collaboration began with the analysis of customer behavior and market trends, the application of differentiated pricing strategies, and the improvement of their online presence – cornerstones for the successful recipe found!

Since 2021, we have been working closely and intensively together to help the hotels achieve new heights in terms of their performance.



Fabian Frauenknecht
Geisel Privathotels
Dir. of Sales & Marketing



Christiane Marten
berner+becker revenue management
Revenue Performance Director



Ann-Christin Becht
berner+becker revenue management
Revenue Performance Manager

"Together with berner+becker, we have achieved significant RevPar growth in all our 3 hotels and are extremely happy with our collaboration. I can only recommend them."