

“We sell significantly more direct through our own website “

Inga Cramer - Managing Director

## Biohotel Wildland

Biohotel Wildland, located in the Lüneburger Heide, Northern Germany, offers 48 unique rooms spread across six historic Fachwerk-style buildings. Surrounded by meadows and ancient trees, it provides the perfect setting for creative workshops, focused seminars, and relaxing leisure stays. Guests value the combination of Slow Food-certified cuisine, high-quality interiors, and nature. From March 2025, two new Fachwerk houses will further enhance the guest experience with added comfort and charm.

## Business Challenge

With rooms situated across different buildings, each unit at Biohotel Wildland has its own features and layout. During the week, seminar guests expect uniformity, which is difficult to provide with such diverse inventory. On weekends, the hotel relies heavily on OTAs to attract leisure travelers, limiting profitability and direct connections with guests. Wildland also caters to niche segments such as horse travelers, rejuvenation seekers, and stopover guests, but struggled to align its marketing and sales strategies to meet their specific expectations. Traditional room categorization and static sales processes were holding the hotel back, making it difficult to highlight the individuality of each unit or optimize distribution.

## Implemented Platform Products

The introduction of GauVendi's Dynamic Inventory Platform allowed Biohotel Wildland to rethink how rooms were positioned, marketed, and sold. Instead of offering static categories, the same physical units could now be sold under different labels and features, tailored to guest profiles, preferences and sales channels.

**Dynamic Inventory Product Creation** solved the challenge of meeting different guest needs. For seminar guests, generic room products, like a single room category accross most of the inventory - e.g. single rooms were introduced to guarantee core features like a comfortable bed and shower while allowing the hotel to assign rooms flexibly. For niche segments such as travelers with pets, horses, or stopover guests, unique products were created to emphasize relevant features. This approach made it possible to offer personalized experiences while maintaining operational efficiency. To attract leisure guests, rooms were individually marketed with emotionalized names like "Owl House" and "Thick Oak", highlighting their uniqueness and increasing their appeal, similar to vacation rental listings.

**The Internet Sales Engine** enabled Wildland to focus on direct sales by integrating tailored booking links into its website. Guests looking for seminars, leisure stays, or themed getaways could easily find relevant room products. Key features like panoramic windows, larger beds, or oak furnishings were highlighted, simplifying the booking process and driving direct revenue.



## PROVEN RESULTS

- ✓ 37% higher rates for direct personalized bookings
- ✓ Direct bookings doubled & OTA average rates increased by 43%
- ✓ Significant time saved in labor administration reservation work
- ✓ Guest satisfaction improved (reported by hotel staff and Google rankings)

To ensure the team could sell effectively, **Call Pro Plus** made it easy for every staff member to promote and confirm personalized room offers. With a user-friendly interface, team members could confidently send tailored proposals and secure bookings, turning the entire team into proactive sales agents.

GauVendi's **Sales Optimizer** addressed overbooking issues by automating length-of-stay restrictions. This ensured that inventory was used efficiently while eliminating manual errors and overbookings across third-party channels.

Finally, **Flexi Channel** optimized room distribution by connecting GauVendi to SiteMinder's channel manager. Biohotel Wildland could now tailor room offerings for each channel, such as promoting single rooms on OTAs and combined units on platforms like Airbnb. This targeted distribution ensured the right products reached the right audiences, maximizing visibility and revenue.

## SALES ENGINE STANDARD KPIs

73.68%

UPSELL CONVERSION

€ 21,42

FEATURE-UPSELL PER BOOKING

4,74%

LOOK TO BOOK CONVERSION