

“You’re winning when an OTA calls you because your direct went up and theirs down!”

Matthias Pohlmann - General Manager

Oberkirch Hotel Freiburg

Situated on Freiburg’s Münsterplatz in the pedestrian-only Old Town, Hotel Oberkirch sits directly opposite the cathedral, offering a front-row view of the city’s lively market and cultural events. With 26 individually styled rooms and suites—some overlooking the Münsterplatz—plus museums, Schlossberg, shops, and restaurants just steps away, it’s the perfect base for a walkable, culture-rich stay.

Business Challenge

With each of the 26 rooms designed differently, the reservation team constantly faced the challenge of matching the right guest with the right room, a process that required ongoing juggling and manual adjustments. In addition, the hotel remained heavily dependent on OTAs, limiting their ability to shape the full guest journey. This not only reduced direct engagement but also made it harder to deliver the personalized experiences they strive for, forcing the team to rely on external platforms rather than their own channels.

Implemented Platform Products

Internet Sales Engine

The hotel replaced its traditional booking engine with a next-generation Sales Engine powered by Dynamic Inventory, enabling proactive product suggestions based on travel dates, length of stay, and number of guests. This allowed the hotel to automate hyper-personalized room offerings, giving returning guests the ability to select the exact features they valued most—whether a Münster view or a quieter room—without relying on manual handling by the reservation team.

Call Pro Plus

In order to extend the personalized sales and booking process into the proposal flow and reservation team, Call Pro Plus is used to create customized offers for repeat guests and small groups—delivering proposals with tailored room choices rather than generic room categories.



ACHIEVED RESULTS

- ✓ 40% increase in direct bookings
- ✓ 24% higher ADRs through direct channels
- ✓ Direct bookings tripled, with a strong uplift in look-to-book conversions
- ✓ Significant time savings in reservation administration
- ✓ Guest satisfaction & transparency significantly improved

SalesOptimizer

To balance category sales across third parties, the Sales Optimizer automates maximum length-of-stay controls to prevent overbookings and unnecessary upgrades.

Flexi Channel

With Flexi Channel, the hotel connects to SiteMinder Channel Manager to run a differentiated distribution strategy. Simplified categories are sold on OTAs, while exclusive products can be targeted to specific channels and markets—creating a strong incentive to book direct. The direct site serves as the flagship store with the most attractive offers, strengthening the direct channel and driving higher revenue.

SALES ENGINE STANDARD KPIs

75.56%

UPSELL CONVERSION

€8,-

FEATURE-UPSELL PER BOOKING

11,3%

LOOK TO BOOK CONVERSION