

Destination Management Framework (DMF)

Drive revenue growth and brand loyalty in the hospitality industry

Valamar Hotels & Resorts

Daily welcoming over 57,000 guests across its 34 hotels and 15 camping resorts in Croatia and Austria, Valamar is a leading tourism and hospitality company.

Objective

Increase revenue through direct bookings in a highly-competitive industry dominated by big online travel agents (OTAs).

Result

Infosit developed Valamar.com, attracting over 4.5 million guests whom each year make more than 110,000 bookings and generate over €100 million in annual revenue.

Approach

Reinvent Valamar.com as a robust, multichannel sales and marketing tool to drive direct bookings, increase client engagement, and build long-term relationships to generate brand loyalty and increase revenue.

” *With direct bookings contributing over 45% of total sales, we've been able to build long-term relationships with our clients.”*

Željko K. CEO

"Zajedno do fondova EU"

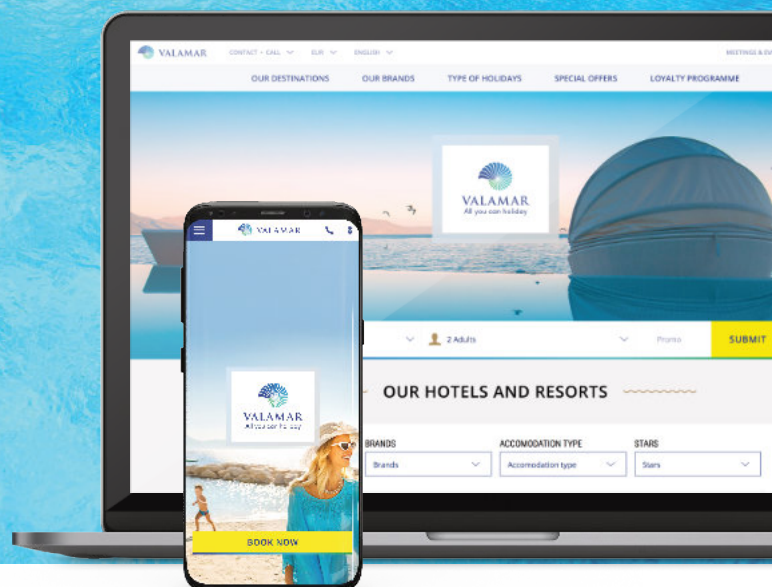


Europska unija
Zajedno do fondova EU

Projekt i izradu ove brošure sufinancirala je Europska unija iz Europskog fonda za regionalni razvoj
www.strukturni fondovi.hr

A proven hospitality engine

Fully-integrated and user-friendly, Infosit's platform focuses on the optimising the client experience and incorporates everything needed to maximise brand awareness, increase conversion, minimise cancellations, and recover abandoned bookings.



Leveraging decades of expertise and experience in the hospitality industry, Infosit's destination management framework (DMF) provided the foundation for a highly-intuitive and user-friendly website tailored to meet Valamar's unique needs. Maximising brand identity, Infosit enhanced Valamar's digital presence and increased direct bookings with industry-leading conversion technology, dynamic pricing, and best price guarantees.

With its scalable, multichannel, and feature-rich architecture, Infosit's DMF also provides the 360-degree view Valamar needs to build lasting relationships with their guests. This intimate knowledge allows Valamar to increase direct bookings and revenue with carefully crafted, personalised communications designed to upsell and cross-sell with new, tailored experiences and promotions.

Seamless integration and synchronisation with 3rd party platforms—including internet booking engines, customer relationship and property management platforms, loyalty programs, and automated marketing and analytics systems—has enabled Valamar to increase the scope, scale, and profitability of their business without increasing their workload.

Benefits

- ✓ Increased engagement and direct bookings
- ✓ Maximised brand recognition and value
- ✓ Reduced costs with seamless integration
- ✓ Automated marketing and analytics
- ✓ Enhances experiences with built-in intelligence
- ✓ Optimised UI with dynamic personalisation
- ✓ Expanded reach with multi-lingual content

Technologies



„Sadržaj letka isključiva je odgovornost Infosit.d.o.o.“