

„With the support of myhotelshop we have increased our direct website revenue by 40% and clearly reduced our dependancy from booking.com. More praise is impossible.“

ZEEV ROSENBERG
Director, Hotel i31 Berlin

 **MYHOTELSHOP**

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MANAGED WEBSITE SERVICE






Get a new hotel-website, a powerfull marketing support and a personal marketing expert right by your side!

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CONSULTING

Have a personal coach on your side.

Your coach gives you advice on all aspects of e-commerce, e-marketing and also a deeper understanding of how your website works! With our services the goal is to increase your conversion and turn lookers in to bookers. Together, we take you step by step forward.

 <p>Monthly Evaluations Monthly executive reports to evaluate clicks, revenue & conversion.</p>	 <p>Booking Engine Analysis & optimization advice of your booking engine.</p>
 <p>Google analytics setup Setup Google analytics incl. cross domain & e-commerce tracking.</p>	 <p>Transparency You will have permanent access to all reporting systems.</p>
 <p>Support We will discuss your goals and needs and align your strategy.</p>	 <p>Personal meetings We are happy to advise you in personal meetings</p>



Your Fullmanager

Your Fullmanager comes from the hotel business like you. He is always actively involving you in the evaluations and decisions – because you know your product best. Furthermore your fullmanager takes a care on these things:

- rate structure / revenue management
- planning of special offers
- what is good or bad and what do we want to push



SUCCESS STORY

Our MWS is a performance-based model. We earn when you earn - this creates a win-win situation. Many consultants are paid at hourly rates - without proof of outcome. We are measured by success. Therefore, you can fully trust our recommendations, because we focus on a common goal. 95% of our full management partners can already improve their previous year's results in the first year of cooperation and thus also save considerable costs for commissions.

+80%
revenue per hotel

We increase your numbers!

+46%
direct bookings

PRICING MODEL

The best is yet to come: our pricing model – 990€ Setup incl. one language, each additional language 990€. Monthly financing is performance-based. We charge a small monthly base fee and a monthly delta fee. The delta fee is related to the increase in revenue regarding the last year.

Example:

1% basis fee & 3% delta fee.
Revenue old: 15000€/month.
Revenue new: 25000€/month. – sales increase = 10000€ = 300€ delta fee.

ANDREAS PERGER
Manager, Leipziger Hof & Basic Hotel Innsbruck

„Mr. Kastner and his team have successfully accompanied us on our journey to an improved direct distribution via our website. To realise this goal they have taken professional measures. We are convinced that together with myhotelshop we will continue to achieve positive numbers and an increased added value in the future.“

STEFAN FRANKFUHRT
Owner, Parkhotel Emstaler Höhe

„The improvement in Internet marketing performance is impressive: a 30% drop in the number of visitors to the site, a triple turnover per user, and a 60% share in online bookings via their own website.“

WEBSITE

Get a modern & customizable website.

A good hotel website helps potential guests answer the questions they may have, makes it easy for visitors to complete the travel planning process and convert lookers into direct bookers.



Booking Widget

As online reservations are a must, a clear display of the booking button is absolutely necessary. Our booking widget pops up with a date selection, is visible on every page and is connected to your online reservation system.



Conversion Optimized

Our Website Design is conversion optimised to provide as little as possible distractions for the user and focus on the conversion funnel to increase likelihood of bookings. A precise overview of the contents, as well as simple navigation contributes to the best customer experience.



SEO Optimization

We're not a SEO agency but we will do what is necessary to get your site properly indexed. We take care of Alt-tags & file names, redirects, google snippets, image compression and much more. We also take over existing SEO Optimization from the old Website.

TRAFFIC

We raise your website traffic.

To make a website profitable you need traffic. It's nothing that just happens, you have to get active. Most guests inform themselves online and in particular on meta search engines, price comparison portals and of course google.

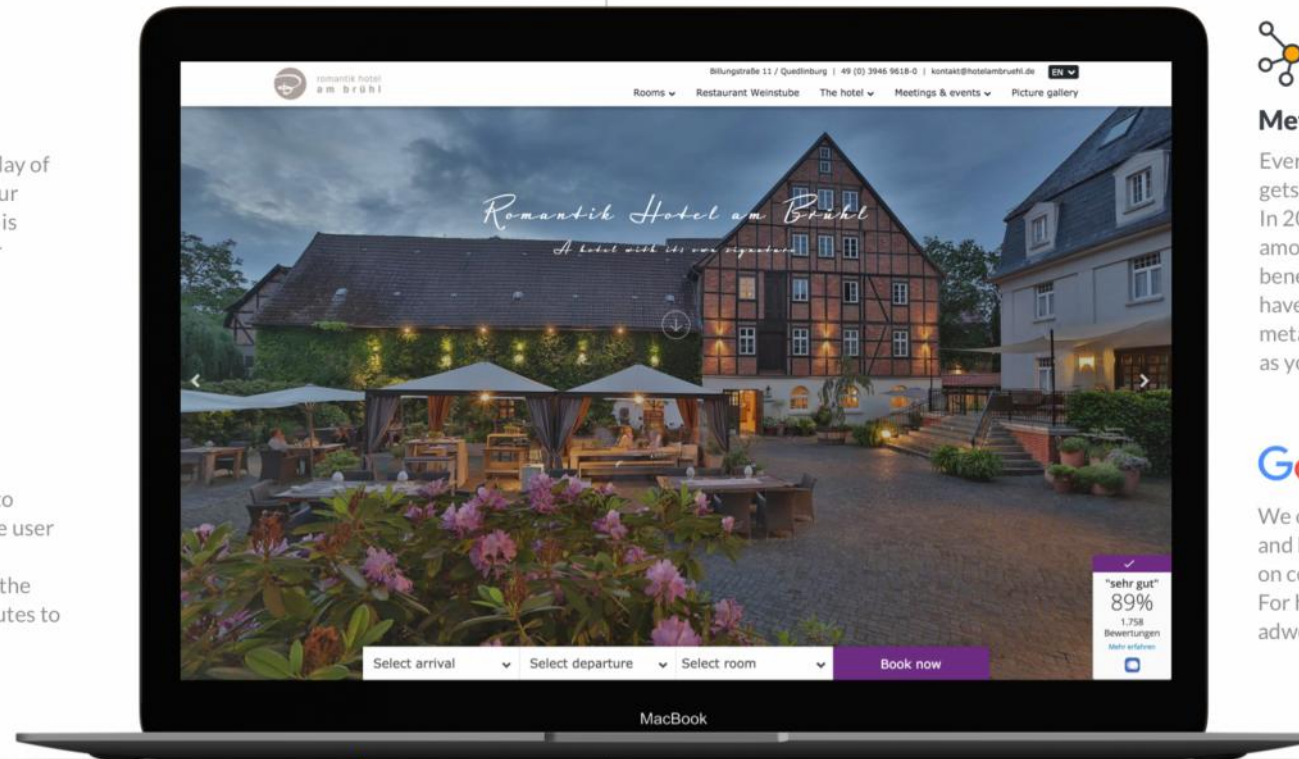


Metasearch Connection

Every second person who books online gets information or books via metasearch. In 2017 the turnover of metaportals amounted to 330 billion dollars. The OTAs benefit most from this, as many hoteliers have so far missed the step towards metasearching. We take you there as well as your rates and availability.

Google Connection

We create adwords campaigns - generic and brand - and HotelAds listing (depends on connectivity of the booking engine). For hotels with higher traffic a bing adwords campaign can also make sense.



We connect you with:

