



De Historiske
Historic Hotels of Norway
<http://www.dehistoriske.no/>

Products Used:
RedX
Guest Connect

“We are thrilled with the results we’ve seen since switching to SynXis. Recently we have experienced a growth in demand and interest in our product that required a booking engine whose capabilities could meet a variety of different customer and property needs. *Guest Connect* can accommodate both our individual property’s needs as well as our brand.”

Nils Henrik Geitle,
Managing Director of De Historiske

De Historiske sees an almost 50% increase in bookings after switching properties to *Guest Connect* booking engine

De Historiske - Historic Hotels and Restaurants of Norway, a collection of 37 unique and distinguished properties across Norway, needed a solution to help drive revenue to their properties through their own booking engine. The chain was looking for a booking engine that would help them increase exposure to online customers, in addition to a distribution partner whose account management team was experienced and could assist them with implementing their strategy.

Challenges

- De Historiske needed a strong online technology solution to help grow its presence on the Internet.
- De Historiske required a booking engine which would give property managers the flexibility to market each property to a diverse customer base.

Solution

- De Historiske switched its 37 properties across Norway to SynXis’ *Guest Connect* booking engine
- Took advantage of *Guest Connect*’s vast merchandising features:
 - Implemented dynamic packaging to increase revenue per booking
 - Utilized promotional pricing to help fill need periods and synchronize online and offline distribution promotions
 - Offered multiple currency and language functionality to attract the international traveler
- Will soon start using “Itinerary Booking” features to allow multiple property bookings across chain

Results

- Seamless switchover period with no loss in revenue or business
- Overall online **revenue growth was almost 50%** year on year in the first three months after switching to SynXis, with growth continuing steadily
- **Revenue per online booking increased** on average by **13%**