



PRESS RELEASE

NextGuest Reinforces Stake in the Hospitality Industry and Transforms Serenata CRM into NextGuest CRM

Award-winning pioneer of CRM and email marketing plays a key role in NextGuest, an all-encompassing hospitality partner for CRM services, digital marketing, a technology innovation lab, and strategic consulting.

MUNICH, Germany — June 3, 2019 — NextGuest announces the full transformation of Serenata CRM to NextGuest CRM, effective today. This move reflects NextGuest’s strategy to reinforce its market presence and brand name, and to bolster its ranks with experienced talent.

“We have embarked on a fantastic journey,” said Dieter Dirnberger, CEO at NextGuest CRM. “Serenata CRM has innovated the industry for over 22 years with many cutting-edge products such as Serenata CRM Decision Maker or our Real-time Intent Triggered Marketing. Now, we took the next step and are fully transforming into NextGuest. Thus, we can offer hoteliers sophisticated integrations across all digital channels, bring ease-of-use and automation to the next level, and deliver higher value and return for our customers than ever.”

NextGuest CRM helps hoteliers understand their market better, get a 360-degree view of their guests, and take the right decisions to run successful marketing campaigns. Hoteliers can turn data into more revenue by using highly personalized campaigns and individualized guest communication. The key to success is the combination of historical guest data and real-time intent data.

“NextGuest is the only company in the hospitality industry to offer all elements of the digital journey in a single source and highly integrated,” said Thomas Höfer, Managing Director at NextGuest CRM. “For customers it’s safe and easy to go beyond a NextGuest CRM solution and add, for example, digital storytelling. We also have the resources to manage a hotel’s external marketing force and develop bespoke technologies. Whatever hoteliers need, we make digital data work for both their businesses and their guests.”

NextGuest builds on customer relationship management services, digital marketing, a technology innovations lab, and strategic consulting. NextGuest CRM is a pillar of NextGuest, which also includes NextGuest Digital, Labs, and Consulting. Each pillar of the company offers stand-alone services. Together, they are an all-encompassing partner for hoteliers.



For further information, please contact:

NextGuest CRM

Thomas Hofer

Managing Director

Neumarkter Strasse 18

81673 Munich

Germany

+49 89 9290030

thomas.hofer@nextguest.com

www.nextguest.com

About NextGuest CRM

NextGuest CRM is a worldwide leader in personalized and automated guest communications and CRM solutions for the hospitality industry. Founded in 1996 as Serenata CRM, the company has unparalleled experience in supporting hoteliers to attract new and keep existing guests, while boosting hotel revenues. NextGuest CRM integrates all digital channels, combines historical and real-time intent data, and delivers a 360° view of a guest. It enables hoteliers to optimize guest interaction and experience and act in line with their business figures and trends. The modular NextGuest CRM portfolio ranges from transactional emails to a full-blown CRM suite. NextGuest CRM is a subsidiary of NextGuest, comprised of NextGuest Digital, CRM, Labs, and Consulting. For more information, please visit www.nextguest.com.

About NextGuest

NextGuest provides hoteliers with everything they need to thrive in the digital world. Through its subsidiary divisions, the company provides digital marketing, CRM services, technology solutions, and high-level consulting to some of the world's top hotel brands. Based in New York City, the company is comprised of NextGuest Digital, CRM, Labs, and Consulting. Each arm of the company offers stand-alone services, while together they provide an all-encompassing partner that helps hoteliers acquire, engage, and retain their next guest. For more information, please visit www.nextguest.com.