

PRESS RELEASE

Serenata CRM is partnering with MEININGER Hotels

Munich/Germany, October 01 2018 – [Serenata CRM](#), the specialist for customer relationship management (CRM) and E-marketing, and Berlin-based [MEININGER Hotels](#) will be working together in future. Within the framework of this partnership, the MEININGER Group will be using the multiple award-winning Serenata CRM Suite for its B2C activities. For its B2B activities the rapidly expanding hotel group - which is also active in the hostel segment - will also be using Serenata's Business CRM, which can be integrated into the CRM Suite through an add-on application.

“We have gained a strong partner with MEININGER Hotels, a hotel group which has been successful for many years. With its hybrid hotel concept, the globally active company has brought fresh momentum to hotel markets across Europe. We are very much looking forward to collaborating with the MEININGER Group from now on,” is how Dieter Dirnberger, CEO of Serenata CRM, describes the new partnership.

Serenata CRM is a leading provider of guest communication- and CRM solutions for hotels worldwide. By integrating guest data from the property management system (PMS), from central reservation systems (CRS), from websites and from other systems, Serenata CRM Suite creates a 360° view of the guest. Before, during and after a stay, Serenata CRM Suite enables hotels to communicate with guests in an exactly tailored, targeted and pertinent way.

“Using the Serenata CRM Suite solution will allow us to access additional revenue streams. Our main goal is to strengthen long-term customer loyalty to our brand by increasing customer satisfaction. By gaining targeted insight into guests' preferences and interests, we will be able to significantly increase the customer experience,” says Doros Theodorou, CCO of MEININGER Hotels. “Other goals include intensifying direct business and simplifying check-in processes for the guest and the front office.”

MEININGER Hotels will use the Serenata CRM Suite to personalize guest communication and automatically send it out to customers. In future, guest newsletters and marketing campaigns will also be distributed using the Campaign Manager function integrated into the CRM Suite. The system is specifically designed to support hotel operations through an optimal Guest Recognition function.

Serenata CRM will integrate the PMS „SIHOT“, made by the [Gubse AG](#) based in Schiffweiler/Germany, allowing MEININGER Hotels to benefit from the advantages of deep integration into the PMS system. Through 2-way integration into the PMS, central CRM guest profiles can be automated or manually distributed to every single hotel of the MEININGER Group. This allows the front office ready access to the profiles, e.g. during check-in.



Picture caption: Doros Theodorou (CCO MEININGER Hotels) and Dieter Dirnberger (CEO Serenata CRM) looking forward to a successful partnership

About Serenata CRM

Serenata CRM is a worldwide leading provider of guest communication and CRM solutions for the hotel industry. Founded in 1996, Serenata CRM has many years of experience in the hospitality business and is a subsidiary of NextGuest Technologies, which also includes HeBS Digital as a specialist in digital marketing. Through the cooperation of both companies, Serenata CRM offers comprehensive CRM and E-marketing solutions for the hotel industry. A special focus is placed on attracting new guests by integrating all digital channels. With the integration of guest information from Property Management Systems (PMS), Central reservation Systems (CRS), websites and other systems, Serenata CRM offers a 360° guest profile view. With Serenata CRM, guests are contacted by a targeted, dynamic and relevant communication before, during and after their stay with the aim of long-term guest loyalty.

www.serenata.com

About NextGuest Technologies

NextGuest Technologies is an integrated hospitality technology and digital marketing company comprised of HEBS Digital and Serenata CRM. Combining our leading technology with innovative strategy, design, and digital marketing solutions, we are closing the loop on the customer journey with the first fully-integrated guest engagement, acquisition, and marketing platform. NextGuest Technologies helps hoteliers to increase direct bookings and revenue, lower distribution costs, and increase the lifetime value of guests by combining the power of CRM with guest acquisition marketing. Its diverse client portfolio spans the globe and consists of top luxury and boutique hotel chains, independent hotels, resorts, casinos, franchised properties, hotel management companies, and DMO and tourist offices. NextGuest's mission is to continue to build a portfolio of innovative technology companies that are paving the way in the industry – exclusively focusing on companies that are the best at what they do in the hospitality space.

www.nextquestech.com

About MEININGER Hotels

MEININGER is a subsidiary of Holidaybreak Ltd, a travel group specialising in educational and activity holidays. Holidaybreak Ltd is a subsidiary of Prometheus Holdings (UK) Ltd, which is a part of Cox & Kings Ltd. Cox & Kings Ltd is listed on the National Stock Exchange, the BSE Ltd in Mumbai.

MEININGER is a unique hotel product that combines the service and comfort of an international budget hotel with extra facilities, such as a guest kitchen and a games zone. The central location, high quality furnishings and fair prices appeal to people of all ages and backgrounds. With the right dose of MEININGER humour and an enthusiastic team, MEININGER hotels with their guests from all over the world become a real home away from home.

The bedrooms range from traditional double rooms through private rooms with multiple beds right down to a bed in a dorm room. The hotels are tailored and adapted to the specific location and the market served by the hotel. The unique and flexible design of each hotel makes it possible to appeal to various target groups alike, such as school groups, families, individual travellers and corporate guests.

MEININGER currently operates 24 hybrid hotels in Europe, with a total of 12,662 beds in 14 European cities including Amsterdam, Berlin, Brussels, Copenhagen, Frankfurt/Main, Hamburg, Leipzig, London, Milan, Munich, Salzburg, Saint Petersburg, Rome and Vienna. Contracts for 14 new hotels in Berlin, Bordeaux, Brussels, Budapest, Dresden, Geneva, Glasgow, Heidelberg, Lisbon, Lyon, Munich, Paris, Zurich and Innsbruck have already been signed. MEININGER has ambitious plans for growth - in this regard, the focus is no longer only on Europe - possibilities for an expansion to North America and Asia are also being sounded out.

In the 'TREUGAST Investment Ranking 2016', the MEININGER Group achieved an AA rating. In the Dun & Bradstreet Risk Assessment MEININGER (Hotels Limited) is rated 5A 1 (based on end of FY 18). The MEININGER group is headquartered in Berlin.

www.Meininger-hotels.com

Contact

Serenata CRM
Thomas Höfer
Managing Director
Neumarkter Strasse 18
81673 Munich
Tel.: +49 89 929 003 - 0
E-Mail: thomas.hoefer@serenata.com
www.serenata.com

Suite31 PR
Angelika Heyer
Fleischergasse 7
60487 Frankfurt/Main
Tel.: +49 69 367 01979
Mobil: +49 157 707 54 136
E-Mail: Angelika.Heyer@suite31pr.de
www.suite31pr.de