

ACTIVITY REPORT

January - December 2020

Regi^Ôtels

You look after the guest,
we look after the rest



1 SALES

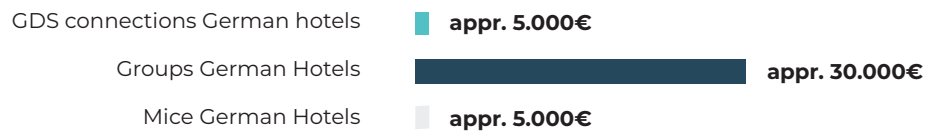
ACTIONS

- Emailing for one hotel in Belgium to promote winter packages.
- Emailing for hotels in Luxemburg to promote vouchers send by the Luxemburgish government.
- Regional tradeshows: Visit Vakantiebeurs in Utrecht (JAN 2020), Visit Salon des vacances in Brussels (FEB 2020), Visit trade show Retro Classic Cars in Stuttgart (FEB 2020) contacting 58 car clubs from Germany and Austria, Visit M.A.C.E from Maesse Marketing Solutions in Frankfurt (AUG 2020) MICE Workshop contacting 21 MICE agencies from Germany
- Connections to online and offline Tour Operators and Wholesalers: HotelBeds, Kurzurlaub.de/at, Hotelspecials, Voordeeluitjes, Die Landreise, Ausfahrt.com, Zimmerfrei.nl, Tripmastery, TUI, Weekendsk, Smartbox, Wonderbox, Emesa, Groupon, Transeurope, Tripnbike
- Promotions/Specials on channels mentioned above: Sparfuchs Special, Dinner-Special, Kurzurlaub-Special, Halfboard-Special
- Listing on other website (with direct link to hotel website): Bett&Bike, Urlaub in Rheinland-Pfalz, Mobikehotel, Monteurzimmer.de, Hoteloffice statt Homeoffice

RESULTS



FORECAST

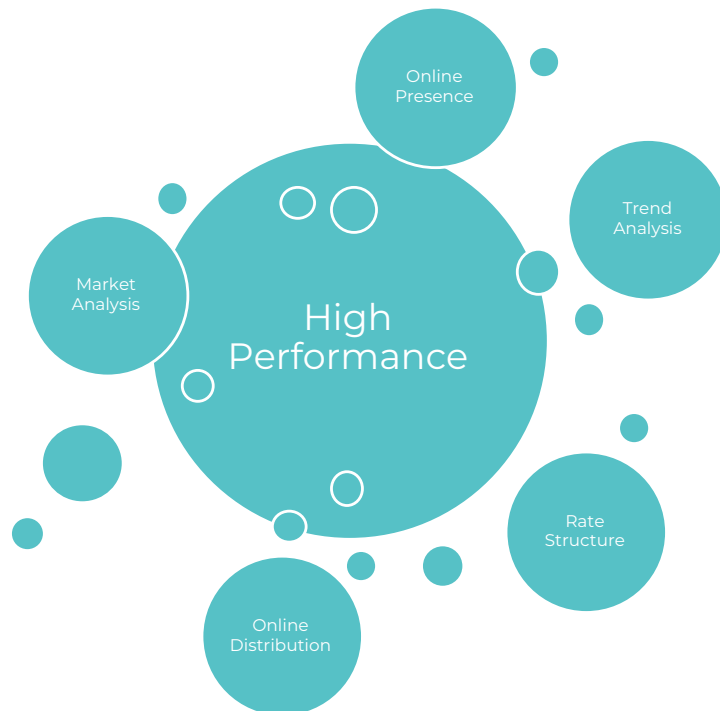


2 REVENUE

ACTION AND RESULTS

RegiÔtels designs a strategy, specially adapted to the individual hotel, goal of setting up or improving an existing distribution, online presence, and rate strategy. This results into an increase of the online visibility and attractiveness, leading to an increasing conversion rate and therewith an increase of the occupancy and RevPAR. The basis of this strategy is a complete analysis of the market and competition, to improve the market position of the hotel.

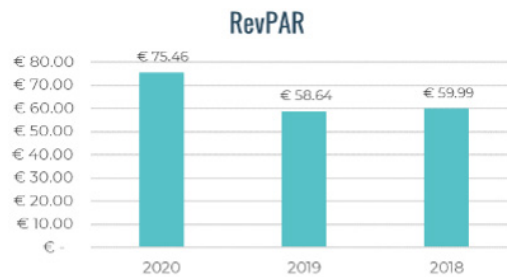
The team is in close contact with the hoteliers. They remarkably reduce the workload of the hoteliers by planning and executing all tasks related to Revenue Management and Distribution. RegiÔtels closely monitors the performance of the hotel and advises the hotelier with actions that can be taken. All analysis, suggestions, advice and actions are based on high expertise in the related field, combined with up-to-date market and trend insights and therefore create a considerable additional benefit for the hotel.



2020 has been a special year for the market and is not comparable with the past years. Yet a positive evolution since the start of the collaboration can be observed. Here below the RevPAR performance of some partner hotels can be found.

2 REVENUE & DISTRIBUTION

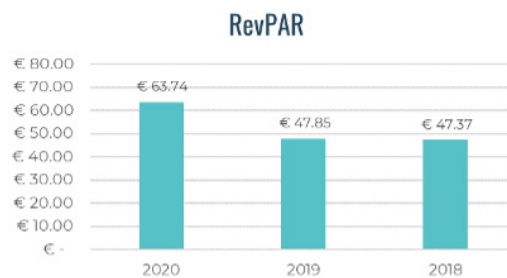
HOTEL A



This is a hotel located in Germany, which has been working with RegiÔtels since December 2019.

Looking at the RevPAR performance of 2020 vs. 2019 an increase of **29%** can be observed.

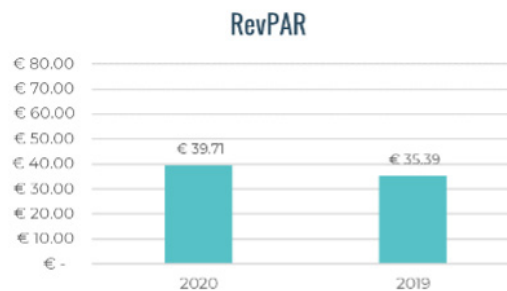
HOTEL B



This is a hotel located in Germany, which has been working with RegiÔtels since July 2019.

Looking at the RevPAR performance of 2020 vs. 2018 an increase of **35%** can be observed.

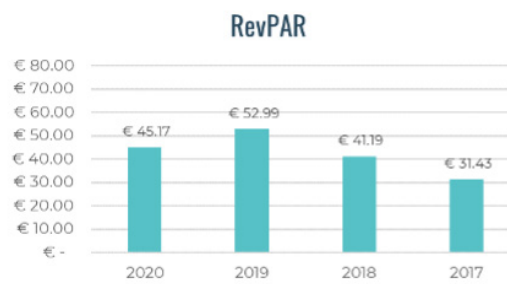
HOTEL C



This is a hotel located in Belgium, which has been working with RegiÔtels since February 2020.

Looking at the RevPAR performance of 2020 vs. 2019 an increase of **12%** can be observed.

HOTEL D

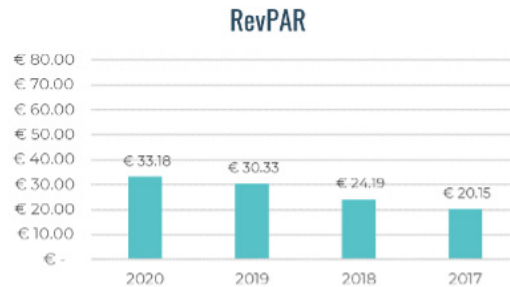


This is a hotel located in Luxembourg, which has been working with RegiÔtels since October 2017.

Looking at the RevPAR performance of 2020 vs. 2017 an increase of **44%** can be observed.

2 REVENUE & DISTRIBUTION

HOTEL E



This is a hotel located in Luxembourg, which has been working with RegiÔtels since October 2018.

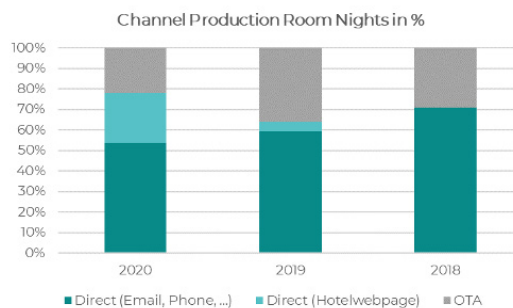
Looking at the RevPAR performance of 2020 vs. 2018 an increase of **37%** can be observed.

HOTEL WEBSITE BOOKINGS

The efforts of regularly analyzing the performance of hotel websites, improving content of hotel websites in collaboration with the digital team, reviewing and improving the quality of the booking engine on the website, and highlighting

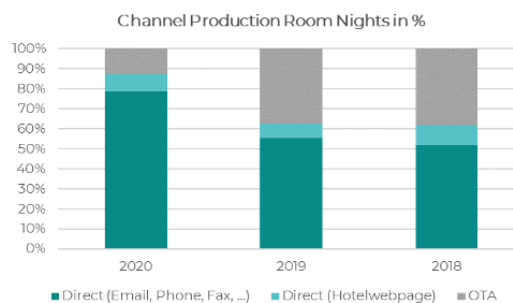
the attraction of direct online bookings through attractive and complete content, attractive rates, interesting packages and the possibility of booking extra services result in a constant and remarkable growth of direct online bookings.

HOTEL A



This is a hotel located in Luxembourg, which has been working with RegiÔtels since October 2018.

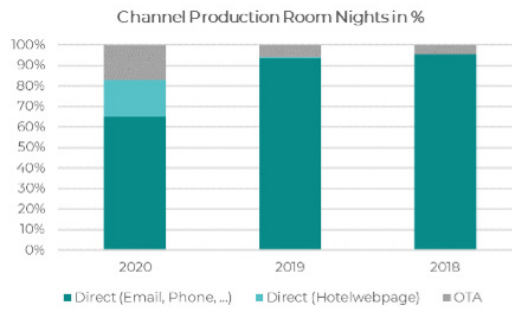
HOTEL B



This is a hotel located in Luxembourg, which has been working with RegiÔtels since October 2017.

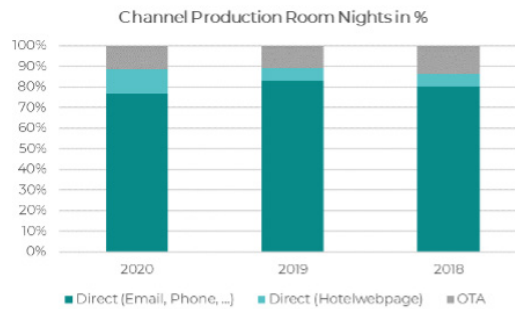
2 REVENUE & DISTRIBUTION

HOTEL C



This is a hotel located in Germany, which has been working with RegiÔtels since July 2019.

HOTEL D



This is a hotel located in Germany, which has been working with RegiÔtels since December 2019.

The distribution of the shares of the different booking channels in the total booking volume shows - as already observed in recent years and across the entire industry - a significant growth of digital bookings (hotel website and external channels).

RegiÔtels services ensure that small and medium-sized, owner-managed hotels have access to the know-how and manpower to be able to keep pace with the accelerating digitization of booking processes and to provide their guests with the modern technologies they demand in order to book their rooms.

2 REVENUE & DISTRIBUTION

OTA BOOKINGS

Online Travel Agencies

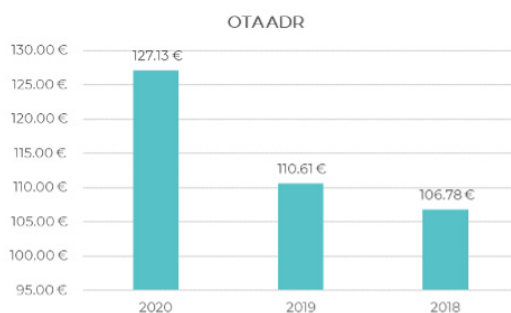
The constant improvements in the quality of the content (the initiative during the spring lock down lead to a rise of the content score on the most important external channel to or near to 100% for our partner hotels) and the rates on existing external online sales channels and the connection of new online sales channels have resulted in an increasing number of bookings through existing and new channels for many of our partner hotels, as well as an increase of average rates and thus overall turnover. By connecting new channels, RegiÔtels has diversified the distribution in order to reduce the hotels' dependency of the biggest online channel.

The distribution of the shares of the different booking channels in the total booking volume shows - as already

observed in recent years and across the entire industry - a significant growth in the area of digital bookings (hotel website and external channels).

The RegiÔtels team also takes care of the contact with the OTA account managers for the partner hotels and regularly holds meetings to stay informed about innovations, technical developments, opportunities for promotions and the general development of the hotel markets. RegiÔtel's services ensure that small and medium-sized, owner-managed hotels have access to the know-how and manpower to be able to keep pace with the accelerating digitization of booking processes and to provide their guests with the modern technologies they demand in order to book their rooms.

HOTEL A



This is a hotel located in Germany, which has been working with RegiÔtels since July 2019.

Looking at the OTA ADR performance of 2020 vs. 2018 an increase of 19% can be observed.

HOTEL B

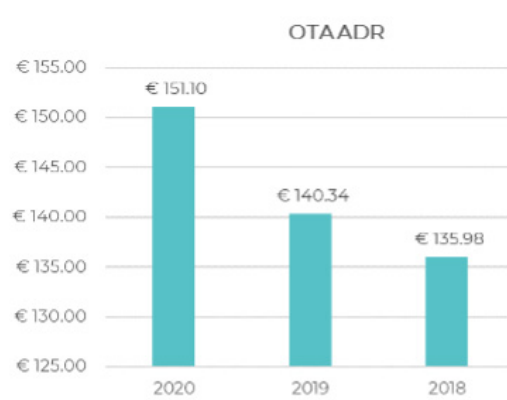


This is a hotel located in Luxembourg, which has been working with RegiÔtels since October 2018.

Looking at the OTA ADR performance of 2020 vs. 2018 an increase of 44% can be observed.

2 REVENUE & DISTRIBUTION

HOTEL C



This is a hotel located in Germany, which has been working with RegiÔtels since December 2019.

Looking at the OTA ADR performance of 2020 vs. 2019 an increase of 8% can be observed.

ACTIONS FOR POST-SPRING LOCKDOWN

During the first lockdown phase from March 2020, several actions have been taken by the team in order to support the hotels:

- Optimization of the online presentation of the properties on the hotels' own webpage, OTAs and online reputation sites in order to ensure up to date information about hotel facilities as well as the visual portrayal.

- New worked out hygiene concepts for the stay at the hotels and the F&B facilities in line with the government guidelines which together with the digital marketing team were distributed

via newsletter campaigns and social media posts.

- For the reopening of the hotels, highly flexible booking conditions have been implemented and new packages focusing on social distancing at the properties including contactless check-in & check-out as well as breakfast and dinner in the room were created in order to achieve a safe environment for guests.

- Existing packages and rates were recalculated and updated in agreement with the hotels to offer attractive rates for the guests and still be profitable for the hotel.

2 REVENUE & DISTRIBUTION

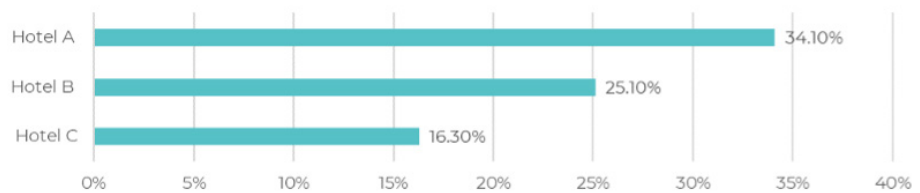
SUMMER 2020

July to September

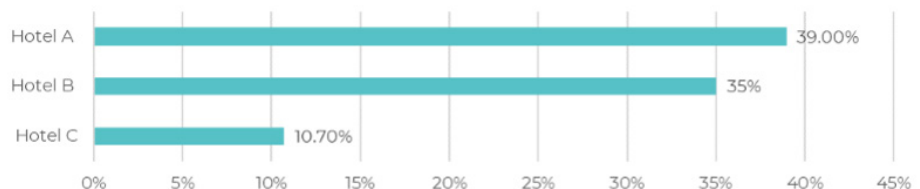
After the lockdown in Spring, the public was doing holidays or short trips in the regional areas in the own or neighboring countries within a shortened booking window. With all the actions taken during the lockdown, the hotels had a good online presentation and were able to offer attractive rates and booking conditions for their guests. Specifically, the revised and newly created packages had an increase of bookings compared to the previous year which not only increased the occupancy and revenue for the bed rooms but also for the other hotel facilities like the restaurant. For example did one of our hotels in Germany increase their Room RevPAR in these 3 months by 28,7% compared to the same period in 2019 (Room ADR alone increased by 10,7%) and a hotel in Belgium achieved 80% more Revenue in the F&B facilities.

In Luxembourg the government launched a campaign for residents to be eligible for a voucher of 50€ per person to be used in Luxembourgish hotels for accommodation until the end of 2020. The vouchers could be used only on the hotel's own webpage or via direct reservation at the hotel (email, phone) for bookings of individual room nights or packages, which resulted for example in a contribution of 25% of webpage bookings for one of our Luxembourgish properties with over 1000 vouchers and an increased revenue in F&B for all hotels. The team of RegiÔtels additionally sponsored a GoogleAds and Facebook campaign with a landing page for our Luxembourgish partner hotels with links to the individual booking engines to simplify the search & booking process.

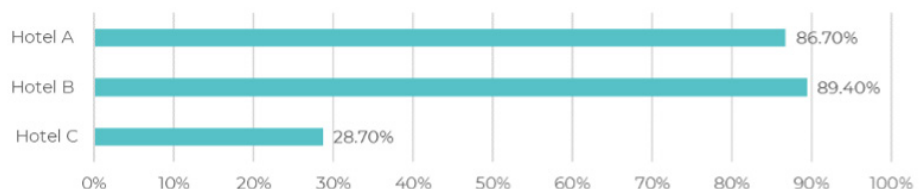
Increase in Room Nights



Increase in ADR



Increase in RevPAR



3 DIGITAL MARKETING

List of Actions for Partner Hotels

SEO

RegiÔtels implemented a series of actions with to **improve the organic traffic acquisition** of partner hotels, such as enhancing keywords and improving source code.

RegiÔtels performed a full SEO review for 10 hotels and a **multilingual keyword research** for 6 hotels. Moreover, ALT attributes and meta descriptions, as well as security updates, were done for all hotels.

WEBSITE CREATION & MANAGEMENT

RegiÔtels **created 6 new websites** for partner hotels using WordPress, and following SEO best practices for content creation.

RegiÔtels took over the management of 3 existing websites, improving page navigation, page speed, and website security, as well as creating new pages and integrating **hotel technology**.

ANALYTICS

RegiÔtels integrated or upgraded website trackers for analysing **user behavior data**, such as Google Tag Manager and Google Search Console.

COVID-19 SUPPORT

RegiÔtels has **developed graphic and web materials** to improve communication between partner hotels and their guests, including infographics for safety measures, policy updates, FAQs on hygiene measures, Google My Business updates, and support materials for special announcements.

Moreover, RegiÔtels has **created a series of advertising actions** in partnership with its partner hotels to drive in new business according to the changes. These included Google Ads, social media campaigns, and emailing.

ONLINE ADVERTISING

RegiÔtels has created **multi-platform campaigns** for its partner hotels, including 6 Facebook and Instagram ads, 4 Google Ads, and 9 newsletters.

DESIGN AND PHOTOGRAPHY

RegiÔtels has created a diverse array of **digital and print, multimedia materials** for its partners, including flyers and brochures; banners and posts; videos and photoshoots.

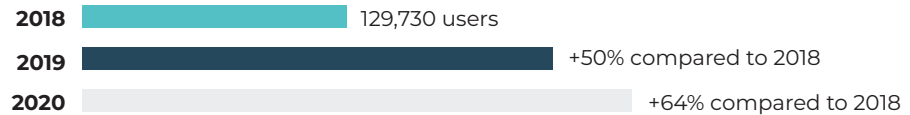
SOCIAL MEDIA

RegiÔtels has continuously produced **calendars, copy, and designs** for its partners.

3 DIGITAL MARKETING

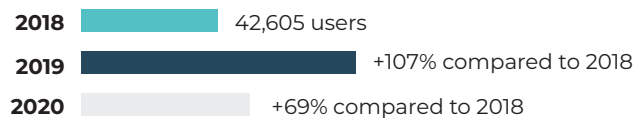
Total Website Traffic

Organic traffic has increased in 2020 by **64%** compared to 2018.



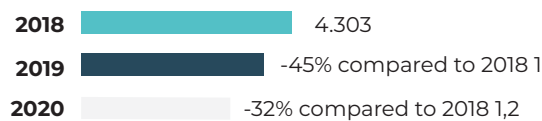
Organic Traffic

Organic traffic has increased in 2020 by **69%** compared to 2018.



Paid Traffic – Google Ads

From 2018 to 2020, Google Ads campaigns have generated 9.138 ad clicks to partner hotels websites.



¹Paid traffic has decreased in accordance to an increase in organic and social media traffic.

²Some hotels were closed during long periods of the year, which consequently reduced the need for paid campaigns.

Paid Traffic – Facebook Ads

In 2020, Facebook Ads generated 879 clicks to partner hotels, reaching **63,232** people.

Social Media Traffic

Website traffic originated from social media platforms has increased in 2020 by **52%** compared to 2018.



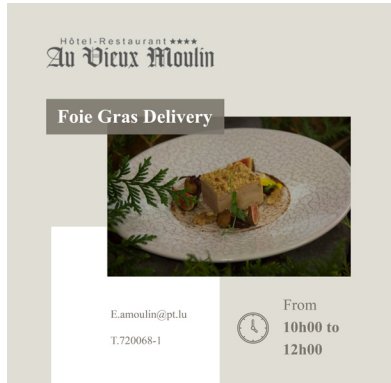
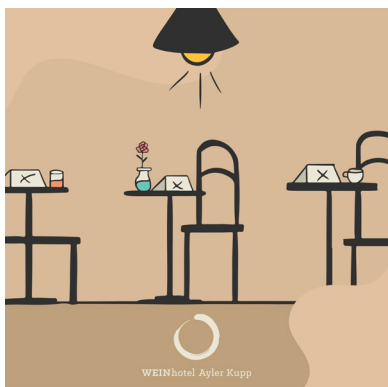
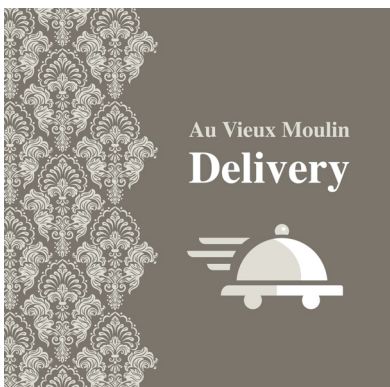
Facebook Performance

Partner hotels social media profiles managed by RegiÔtels have increased their social media content volume in 2020 by **658%** compared to 2018.

User engagement from partner hotels pages managed by RegiÔtels have increased in 2020 by **1,358%** compared to 2018.

3 DIGITAL MARKETING - ADVERTISING & DESIGN

SOCIAL MEDIA



3 DIGITAL MARKETING - ADVERTISING & DESIGN

GOOGLE ADS

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