

# RegiÔtels and SiteMinder combined to give Villa Baltik a headstart on success

Villa Baltik is a newly renovated 19th century villa, with a perfect beach location and water views. Quiet, spacious, and with a Baltic Sea vista, it's the perfect property for guests to enjoy a relaxing holiday.

Knowing that modern hoteliers need a strong online presence and solid revenue strategies, the team at Villa Baltik began looking for technology solutions that could enable them.

RegiÔtels

SiteMinder





## Choosing RegiÔtels and SiteMinder

Villa Baltik chose RegiÔtels to facilitate their search for the best hotel technology on the market, to strengthen their online presence, improve distribution, and streamline their day-to-day operations.

RegiÔtels is a business-to-business (B2B) service that helps small and medium independent hotels across the world gain greater control over their online marketing, sales and marketing, revenue management, and online distribution.

Knowing the kind of performance, experience, and revenue results independent hotels strive for, RegiÔtels had to look no further than its partner SiteMinder. With world-leading channel management and booking engine features, SiteMinder ensures hoteliers get the most out of direct and third-party distribution channels; boosting bookings, maximising profit, and creating operational efficiency.

RegiÔtels and SiteMinder have worked together for a number of years, driving positive outcomes for hoteliers around the world, so it made sense that Villa Baltik would see the same success.

“We are delighted to be a global reseller of the SiteMinder platform, as it enables us to assist our mutual hotel customers to take that extra step and achieve success.”

- Gregory Tugendhat, Managing Director of RegiÔtels



For Villa Baltik, there were a few features that immediately became a perfect fit.

*“We were already relying on RegiÔtels for marketing and revenue services, and now we are also using SiteMinder’s platform to enable channel management and direct bookings.”* said Johanna Löw, the manager of the Villa.

“This is our first system so we were hopeful and excited about the results it could bring us in terms of driving sales.”

This process was made much easier by RegiÔtels, since they are also integration experts and could guide Villa Baltik through setup without a hitch.

## An immediate impact

Naturally, moving from no tech to industry-leading tech is going to have a dramatic effect on what a hotel can do. This was indeed the case for Villa Baltik.

“Even though we are at the beginning of our journey, we have already started saving a lot of time,” Johanna. “We’re able to sell much faster through the OTAs, and we can now sell via our website which was not possible at all before. As a result, direct bookings have increased 100%.”

“The process was made easy by RegiÔtels too; onboarding and support went very smoothly. I’m very satisfied.”

So, what’s the advice for hoteliers who may be just getting started and looking for a technology solution for their business?

“For new hoteliers, I would absolutely recommend RegiÔtels and SiteMinder”

said Johanna.

**Thanks so much to Villa Baltik and RegiÔtels for working with SiteMinder. We wish you all the best for the future!**

[Get a free demo](#)

