

Press release

Hotel Belmar, a haven of peace in the middle of the Costa Rican cloud forest, has acquired the customer-relations management services developed by LoungeUp.

Friday 2nd of March, 2018 Paris



Hotel Belmar is a family-owned boutique hotel in Costa Rica, offering 22 rooms and 3 newly-constructed suites amidst the enchanting Monteverde Cloud Forest. For the past three months, they have benefited from the services of LoungeUp, which is dedicated to the hotel industry to make their guests' stay more fluid and personal. Whether it is through its customer portal or pre and post stay emails, the hotel accompanies its customers throughout their stay well before their arrival and well after their departure.

« The LoungeUp tools simplify the work of our teams and allow us to meet and exceed the needs of our customers. They have access to all the activities we offer from their smartphone, from bird watching and nocturnal hikes through the cloud forest, to coffee-picking and horseback riding through the farm that sustains our restaurant's farm-to-table philosophy.

After only a few weeks, 50% of our customers now use our application, notably it is used to book spa treatments, a table at our restaurant, private transportation, and local activities. Travellers, particularly those who do not speak the language, very much appreciate the ease of ordering and the possibility to access all of our services from their room.

We contact the customers before their stay by inviting them to reserve additional services (massage, visit to the farm, ...) for their stay, or a pick-up from the airport, and it works well. We manage to generate an additional turnover of \$700 per month on average through pre-stay emails, thus making a profit that far exceeds the monthly fee. » Says Pedro Belmar, manager of Hotel Belmar.

« Contacting our clients during 'pre-stay' allows us to reassure them before their arrival and help them prepare for their stay. We interact with them extensively before they arrive to answer any questions they may have, and this exchange continues once they arrive at the

hotel. The customer-portal is very appealing to our customers and fits perfectly into our day-to-day work. » explains Diane Mahoney, concierge at Hotel Belmar.

About LoungeUp



Created in 2012, LoungeUp has quickly established itself as the European leader in the field of customer relations regarding hotels, with more than 1800 customers in 15 countries including renowned hotel chains such as Best Western Hotels & Resorts, Barrière Hotels, Tiara Hotels & Resorts, ... LoungeUp continues to renew itself to offer hoteliers the best technological tools and allow them to have a privileged relationship with their customers while at the same time increasing customer satisfaction and loyalty. Its products are designed to streamline the customer journey, be it; LoungeUp App, an in-stay application; LoungeUp Events, a module for events organizers; LoungeUp Emailing and LoungeUp SMS, a platform for sending transactional emails and SMS (upsell and pre-checkin); as well as its latest product: LoungeUp GuestProfile, a CRM specifically designed for the hospitality industry.

Download the press kit

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About Hotel Belmar



Located in the lush cloud forests of Costa Rica, nestled in the mountains of the Monteverde Cloud Forest Preserve, the venerable, world renowned Hotel Belmar, a member of Small Distinctive Hotels, offers unique experiences to its guests, full of natural wonder, elegance, and a warm friendly service - the Hotel shows its unprecedented dedication to protecting the environment and respecting local communities with a waste reduction and energy saving program.

<http://www.hotelbelmar.net/>