# READY FOR SUMMER

JUFA Case-Study | Smart. Focused. Synergetic.

Volker Kandlbinder

### Who I Am

- 20+ years in sales & brand development
- Strategic generalist with hands-on attitude
- Leads with clarity, structure and empathy
- Curious, grounded, implementation-driven

# My Leadership Style

- Focused on impact, clarity, and efficiency
- Leads with data and empathy
- Digital-native, AI-curious, systems-minded
- Turns complexity into actionable structure
- Drives progress through smart processes, not slogans

# Why JUFA & I Fit

- Inspired by JUFA's educational and social mission
- Generational connection is my personal theme
- Open to digital, structural & cultural development
- Values-based AND business-focused
- I believe in the power of meaningful ideas

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### **Starting Points & Goals**

- Strong foundation: systems, positioning, values
- Seasonal challenge: maximize summer potential
- Key goal: increase occupancy & revenue
- Focus: quick impact + long-term scalability
- 3 fields of action smart, focused, synergetic

### Revenue & Relevance - My Prioritized Actions

Measure	Category	Status	Comment
Test Us, Trust Us – The JUFA Starter Stay for Families	Sales / Guest Experience	✓ In Case	Activates new target group, directly bookable, conversion-focused entry point
Up- & Crossselling Offensive	Revenue Management	✓ In Case	Increases spend per guest, builds on existing tech stack
More Margin. Better Data. Direct.	Sales / Digital Strategy	✓ In Case	Improves margin & control by strengthening JUFA's direct channel
Online check-in with targeted add-ons	Revenue Mgmt	Recommended	Ideal upselling opportunity; not yet implemented according to website
Dynamic pricing strategy for peak vs. off-peak	Revenue Mgmt	Recommended	No visible implementation; strong impact potential for occupancy management. Probably Webbox
Cooperation with group tour operator networks (e.g. RTK, Schmetterling)	Business Dev / Sales	Recommended	Untapped volume potential, especially for group and off-season bookings
Loyalty program expansion	Revenue Mgmt / CRM	■ In Progress	JUFA Friends Club in place; expansion could unlock more potential
Voucher campaigns	Sales	In Progress	Active bonus and early bird offers available on website
Tourism board partnerships	Business Dev / Branding	In Progress	Partnerships evident via regional inclusive cards and local activities
Micro-influencer collaborations	Business Dev / Marketing	Open	No visible activity found – opportunity to activate family bloggers

### **Overview of My 3 Measures**

**Up- & Cross-Selling Offensive** 

Every Guest. Every Stay. More Value.

**Boost Revenue** 

Direct Booking

JUFAHOTELS.COM

More Margin. Better Data. Direct.

**Preserve margin** 

Test Us, Trust Us

Stylish. Family. JUFA.

**Expand target audience** 

### Measure 1

**Up- & Cross-Selling Offensive** 

Every Guest. Every Stay. More Value.

More revenue per stay - through targeted digital add-on sales along the guest journey.

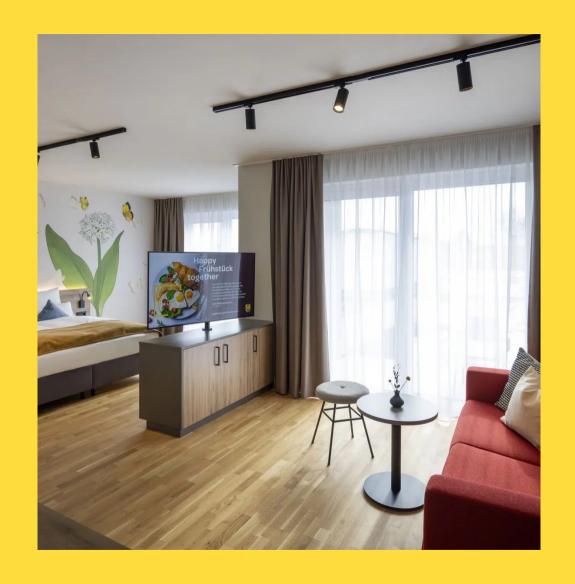












### The Guest Journey – Our Upselling Moments

	Offers	Effect
During Booking	<ul> <li>Travel insurance</li> <li>Regional minibar package</li> <li>Dog package</li> <li>Environmental donation (1 m² bee meadow)</li> </ul>	Early decision points – low individual value, but high volume impact and scalable across all properties.
Before Arrival	<ul> <li>Room upgrade</li> <li>Snack box or wine on arrival</li> <li>Late check-out</li> <li>Thermal spa + bike rental package</li> </ul>	Personalized offers – high conversion rates
During Stay	<ul> <li>Children's surprise package</li> <li>Picnic basket</li> <li>E-bike rental</li> <li>Branded merchandise (e.g. thermal towel)</li> </ul>	Emotional touchpoints on-site – impulse buys, high margin (>80%)

already active today

#### Scalable Upsell Impact Summer Scenario

~1.5 million overnight stays per year

Split across seasons: ~40–50% between May and September

→ Estimated 600,000 summer overnights

Scenario A – Conservative 30 % digitally reachable → 180.000

15 % conversion on upsell  $\rightarrow$  27 000

→ 27,000 × €15 = €405,000 additional revenue

Scenario B – Ambitious 50 % digitally reachable → 300,000 quests

25 % conversion on upsell  $\rightarrow$  75 000

→ 75,000 × €15 = €1,125,000 additional

# Ready to Launch - in 5 Structured Steps

Audience Segmentation Offer Design & Templates

System Integration

Pilot Bad Radkersburg Rollout & Scaling



→ Use dailypoint<sup>TM</sup> CRM to segment by guest type
→ Define offer logic per segment (e.g.

families, couples,

active travelers)



- → Create modular upsell templates (room upgrade, late checkout, snack box, spa bundle)
- → Visual & textual assets aligned with JUFA CI
- → Prepared centrally by marketing team



- → Configure triggers
  via dailypoint™
  automation
  → Sync with Felix
- PMS and Incert for voucher logic

  → No new tools full
- activation within the current system landscape



- → Launch pilot at 1 location within 3 weeks
- → A/B testing for offer effectiveness
- → Metrics: conversion rate, margin impact, guest feedback



- → Gradual expansion to other JUFA hotels
- → Standardized KPI dashboard for monitoring
- → Continuous optimization based on performance

No tool expansion - but smart activation of existing systems. Low risk. High impact.

# Why I would implement this – as Director of Sales, Marketing & Business Development

- **✓** It's fast.
- **✓** It's profitable.
- ✓ It's controllable.
- ✓ It's scalable.
- **✓** It's low-risk.

### Measure 2

#### More Margin. Better Data. Direct.

Increase direct bookings via <u>JUFAHOTELS.COM</u> – through targeted digital actions focused on **visibility**, **trust**, and **usability**.

#### Why this matters:

- With over 400,000 monthly website visits, 95% of our traffic is brand-driven – a strong indicator of awareness and loyalty.
- Now, we activate this awareness to shift more bookings directly to JUFAHOTELS.COM
- Direct bookings mean:
  - → better guest data
  - → full control over the customer journey
  - → no commission fees
  - → stronger guest loyalty

#### What we'll change:

- Use Google Ads & SEO to grow visibility
- Highlight clear direct booking benefits (best price, exclusive perks)
- Optimize mobile booking experience
- Invest budget only where ROI is provable

We don't compete with OTAs on volume – we win with clarity, trust and control.

### From Strategy to Conversion – Direct Booking at Work

Phase	Goal	Measures (Low Budget)
Pre Search	Increase visibility before OTAs appear	SEO for "family hotel + region"
Longtail keyword Google Ads		
Optimized meta texts		
On JUFAHOTELS.COM	Build trust & improve conversion	Highlight direct booking benefits
Mobile-first UX & page speed		
Exit-popups with incentives		
Post Visit	Increase repeat bookings & loyalty	E-mail funnel for return guests
Loyalty offers & soft perks		
Retargeting ads for summer		

### **Economic Impact Summer Scenario**

~600,000 overnight stays (May–September)

Average stay: 3 nights → ~200,000 total bookings

Estimated 50 % of bookings are digital – ~100,000 online bookings

Goal: +5% shift to JUFA.at = 5,000 additional direct bookings

OTA commission: ~15 % (e.g. via booking.com) → €300 × 15 % = €45 saved per booking

Scenario A – Conservative

→ 3,000 bookings × €45 = **€135,000** 

Scenario B – Ambitiou

→ 5,000 bookings × €45 = **€225,00** 

### From Strategy to Action: 5 Steps to More Direct

Audience Analysis & Targeting



- → Evaluate traffic with SEMrush & Google Analytics
- → Identify strong booking regions and guest types (families, cyclists, weekenders)
- → Focus on intentbased searches (e.g. "hotel with playground Salzburg")

Content & Keyword Optimization



- → Create SEO pages for high-potential themes (e.g. "family holidays in the mountains")
- → Use **longtail keywords** with booking intent
- → Emphasize direct booking benefits (best price, flexible cancellation, local perks)

UX Improvements & Technical Fine-Tuning



- → Optimize mobile experience (PageSpeed, structure, CTA placement)
- → Strengthen conversion elements: trust signals, direct CTAs, exit-intent popups

Performance Marketing & Visibility



- → Google Ads for longtail, low-CPC keywords
- → Improve local visibility (Google My Business, Maps, regional blog entries)
- → Retargeting for summer travel & family segments

Tracking & Ongoing Optimization



- → Use UTM tracking& set conversion goals
- → Monthly dashboard: source, conversion rate, cost per booking
- → A/B testing for offer layout and booking arguments

With focused targeting, smart content, and a mobile-first mindset, we turn awareness into conversion – directly and profitably.

# Why I would implement this – as Director of Sales, Marketing & Business Development

- ✓ It's measurable.
- **✓** It's efficient.
- **✓** It's scalable.
- **✓** It's future-proof.
- **✓** It's margin-strong.

### Measure 3

### Test Us. Trust Us. - The Family Starter Deal

Position JUFA as a first-choice brand for families with kids – by offering a full experience at a compelling entry price.

#### Why this matters:

- JUFA offers strong family value but is often not yet on the radar of first-time guests
- There is an opportunity to present JUFA's family value in a more targeted and emotional way
- The best way to win trust: let families experience it low risk, high value
- A positive first stay often leads to years of repeat visits with higher spending and less price sensitivity

#### What we do:

- Launch a limited-time Starter Deal:
   1 night for 2 adults + children incl. breakfast for €99
   Welcome surprise for kids, access to indoor/outdoor play zones
   Bookable exclusively via JUFAHOTELS.COM
- Available at 10 selected JUFA locations with strong family appeal
- Not fully profitable on its own but supported by high-potential upsells such as:
   Family Candle Light Dinner, Early check-in or late check-out, Kids' creative hour or supervised playtime (where available), Snackbox for the trip home, Mini family photo moment (optional)
- Visibility and reach via Instagram influencer partnerships
- Designed to attract first-time JUFA guests and build long-term value

We're not giving away margin – we're investing in new loyal guests who will return, upgrade and recommend.

# From First Experience to Lifelong Value

Phase	Goal	Measures
Discovery	Show up with relevance & emotion	Instagram influencers, targeted family content, <u>JUFAHOTELS.COM</u> deal page
Decision	Reduce hesitation through simplicity & value	€99 Starter Deal incl. breakfast, clear booking path, mobile-optimized UX
On-site	Turn a short stay into a lasting impression	Friendly check-in, surprise for kids, smooth experience, upselling on site
After stay	Trigger loyalty & repeat booking	Thank-you e-mail, voucher code, invitation to summer holiday follow-up

We're not selling discounts – we're filling soft months, creating future loyalty, and expanding value per guest.

#### Economic Impact Family Starter Deal (Pilot: May & September)

	Scenario A (Conservative)	Scenario B (Optimistic)
Participating houses	10 JUFA locations	10 JUFA locations
Months active	2 (May + Sept)	2 (May + Sept)
Bookings/month	200	350
Total bookings	400	700
Starter Deal revenue	€99 × bookings = €39,600	€99 × bookings = €69,300
Upselling rate	25 %	35 %
Ø Upsell: Half board etc.	€ 35	€ 35
Upsell revenue	€ 3,500	€ 8,575
Total revenue	€ 43,100	€ 77,875

### From Strategy to Action: 5 Steps to Winning Families

Identify Locations & Availability



- → Choose 10 JUFA locations with strong family infrastructure → Focus: May & September (shoulder season, booking potential)
- → Ensure availability, internal alignment & pricing setup

Build the Offer & Booking Funnel



→ Design €99 deal:

- overnight stay +
  breakfast + extras
  → Create campaign
  page on
  JUFAHOTELS.COM
  (mobile-first,
  emotional visuals)
- → Set up tracking: campaign code, source tagging

Activate Influencer Partners



- → Partner with 3–5 family influencers per region
- → Share authentic reels/posts including booking link
- → Timing: Launch late April (for May), repeat in August (for Sept)

Enable Upselling Mechanism



- → Add-ons: dinner, late checkout, creative hour for kids, snackbox
- → Upsells visible during booking & promoted at check-in → Train front office
- → Train front office team for soft upselling

Track Results & Plan Rollout



- → Track: bookings, upsell rate, guest feedback
- → Analyze after 2weeks period
- → Define rollout for future seasons (optional loyalty tie-in)

From trial to trust – we create lasting value by giving families a reason to choose JUFA.

# Why I would implement this – as Director of Sales, Marketing & Business Development

- ✓ It targets a relevant, growing segment
- ✓ It boosts demand in soft periods
- **✓** It builds margin through upsells
- **▼** It strengthens our brand
- ✓ It's scalable and measurable

# Ready for Impact | 3 Measures, 1 Direction

From quick wins to long-term value – built for JUFA, shaped by guest needs.



**Up- & Cross-Selling** 

**Booking Growth** 



**Direct Bookings** 

**Experience First** 



Test Us, Trust Us

**Visibility Boost** 

I'm not here to run campaigns. I'm here to create impact – with clarity, empathy and measurable success.