

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

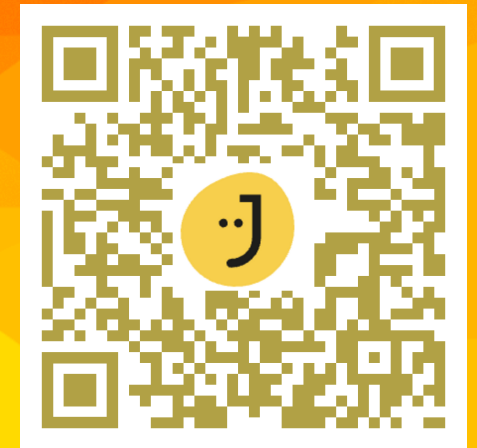
- Focused on impact, clarity, and efficiency
- Leads with data and empathy
- Digital-native, AI-curious, systems-minded
- Turns complexity into actionable structure
- Drives progress through smart processes, not slogans

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

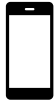
Up- & Cross-Selling Offensive

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 style="list-style-type: none"> • Travel insurance • Regional minibar package • Dog package • Environmental donation (1 m² bee meadow) | Early decision points – low individual value, but high volume impact and scalable across all properties. |
| Before Arrival | <ul style="list-style-type: none"> • Room upgrade • Snack box or wine on arrival • Late check-out • Thermal spa + bike rental package | Personalized offers – high conversion rates |
| During Stay | <ul style="list-style-type: none"> • Children's surprise package • Picnic basket • E-bike rental • Branded merchandise (e.g. thermal towel) | 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 → 27,000

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

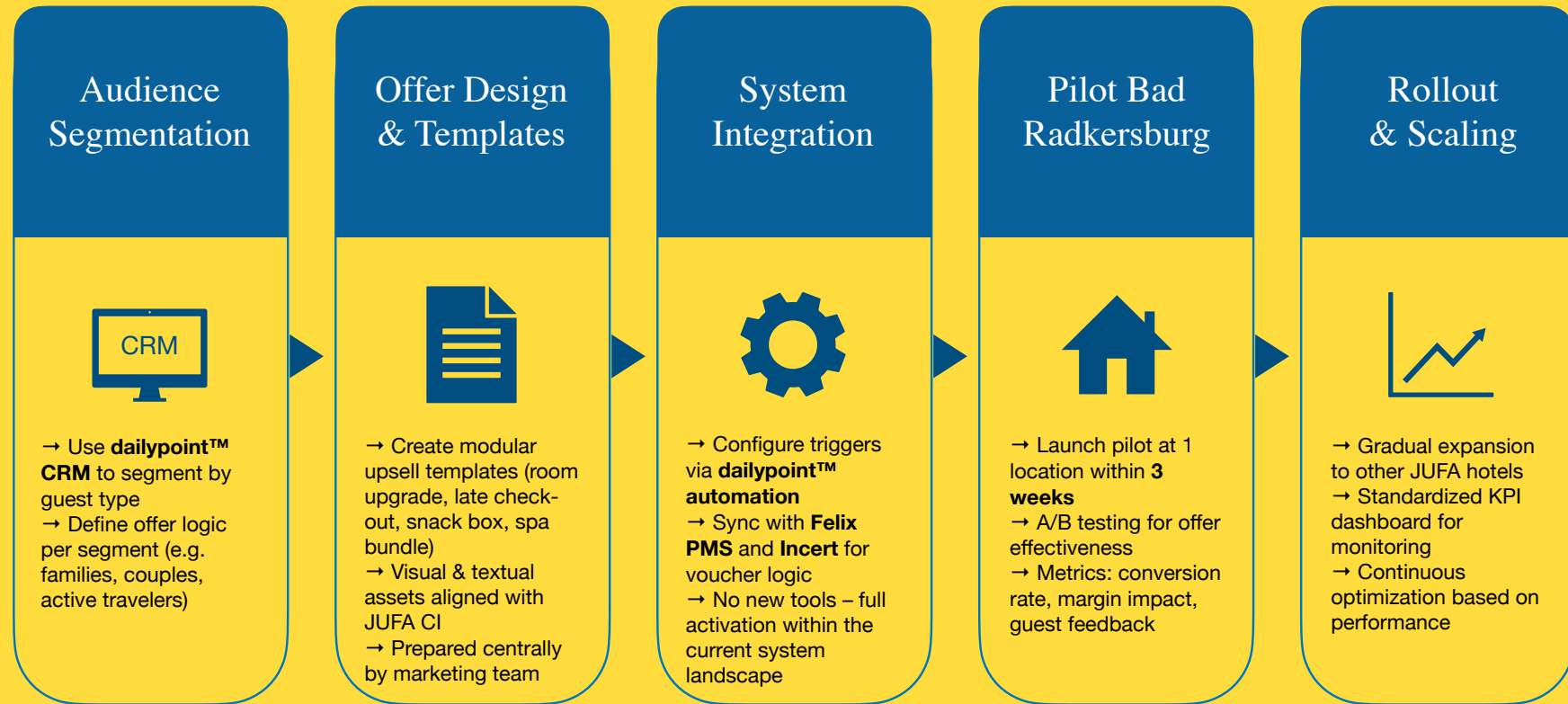
Scenario B – Ambitious

50 % digitally reachable → 300,000 guests

25 % conversion on upsell → 75,000

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

Ready to Launch – in 5 Structured Steps



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 [JUFAHOTELS.COM](https://www.jufahotels.com) – 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

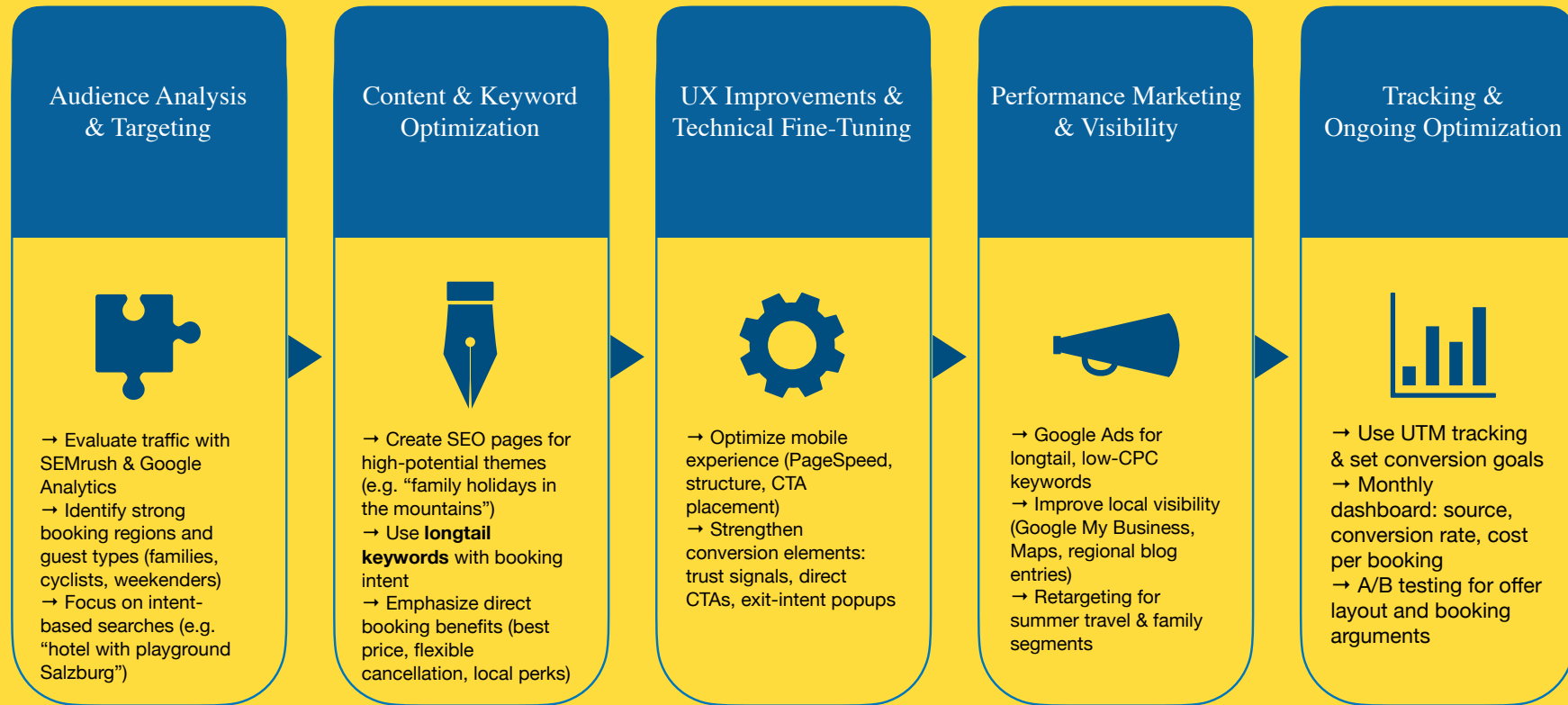
Scenario A – Conservative
+3 %

→ 3,000 bookings × €45 = **€135,000**

Scenario B – Ambitious
+5 %

→ 5,000 bookings × €45 = **€225,000**

From Strategy to Action: 5 Steps to More Direct



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](https://www.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

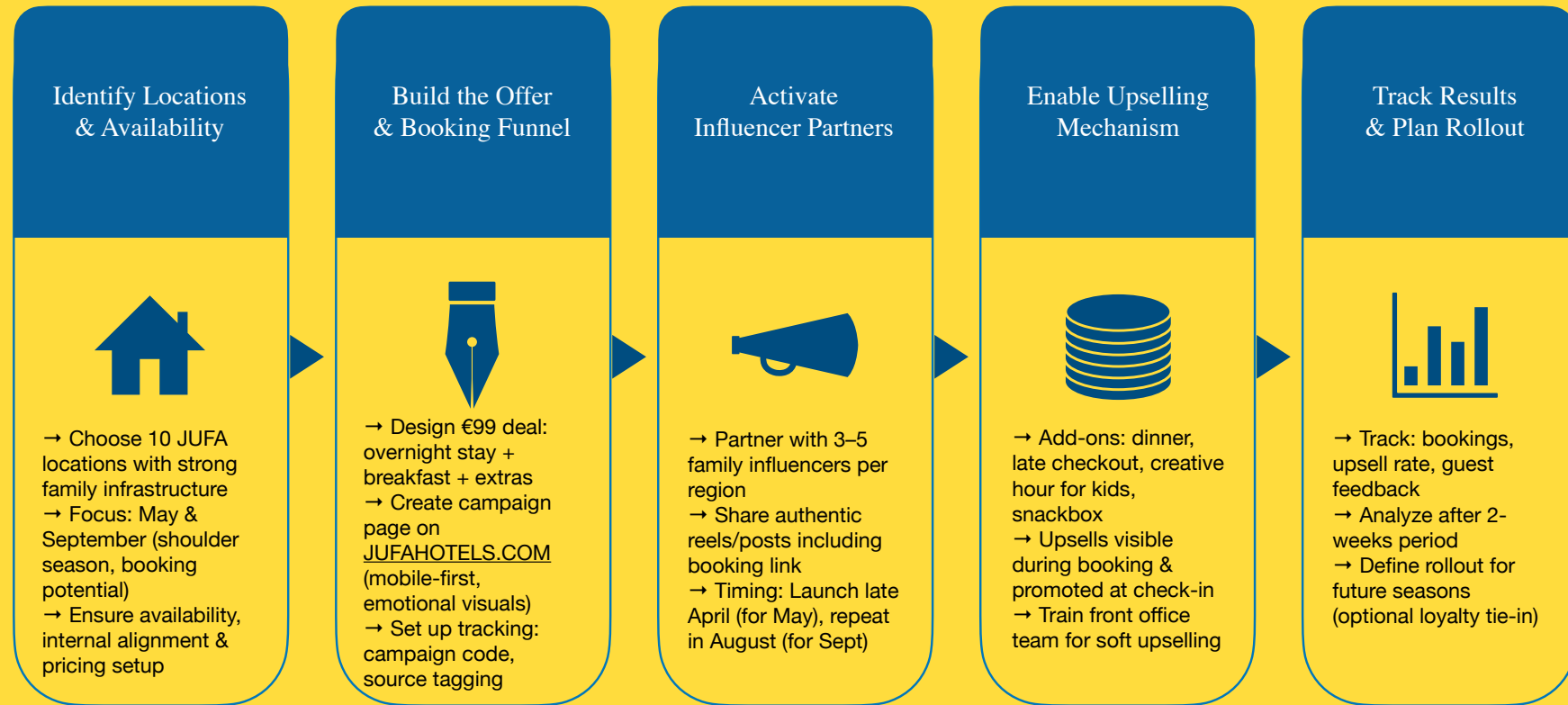
| Phase | Goal | Measures |
|------------|--|---|
| Discovery | Show up with relevance & emotion | Instagram influencers, targeted family content, JUFAHOTELS.COM deal page |
| Decision | Reduce hesitation through simplicity & value | €99 Starter Deal incl. breakfast, clear booking path, mobile-optimized 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



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.