

serenata  
hospitality CRM



World's Leading Hotel  
CRM Technology  
Provider



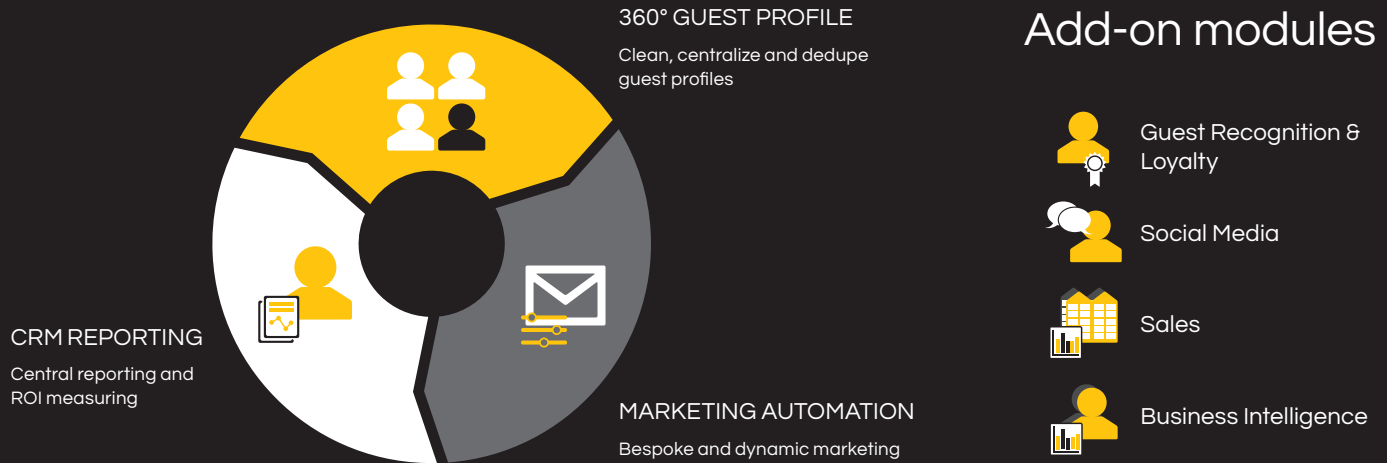
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## Serenata NetHotel

Your guests are special –  
so are our CRM solutions!

Clever. Robust. Measurable.

# Serenata NetHotel



## Why CRM?

- Create a strong and long term relationship with your guest
- Communicate with dynamic, personalized and responsive content
- Make your guests “addicted” to your hotel
- Turn OTA bookings into direct bookings
- Continuously monitor and react to the behavior of your guests
- Cluster your guest data and reporting in one database

# Our Clients

// The concept of „me and all“ hotels is very much focused on generation Y and Z. We need to reach this particular target group with a different marketing approach and therefore rely on a solid CRM system, which is provided to us for decades now by Serenata.”

— Otto Lindner | CEO Lindner Hotels AG —

25hours hotels | Ameron Hotels | Arp-Hansen Hotel Group | Belmond | Constance Hotels and Resorts  
Dorchester Collection | Dorint Hotels and Resorts | Firmdale Hotels | Fleming's Hotels and Restaurants  
Four Seasons Hotels and Resorts | InterCityHotel | Lindner Hotels and Resorts | Kempinski | Mövenpick Hotels and Resorts  
Oberoi Hotels and Resorts | Oetker Collection | One&Only Resorts | Onyx Hospitality Group | Relexa Hotels | Sarova Hotels  
Shangri-La Hotels and Resorts | Six Senses Hotels Resorts Spas | Sorell Hotels | Steigenberger Hotels and Resorts  
Taj Group | Trump Hotels | Warwick International Hotels

# About us

Combining 20 years of hospitality experience with the energy of a start-up! Serenata Hospitality CRM turns big data into smart useable data. Serenata is one of the leading providers of e-marketing and CRM solutions for the hospitality industry. By integrating guest information from the property management system (PMS), central reservation system (CRS), websites and more, Serenata NetHotel CRM develops a 360° view of the guest. At each step before, during and after their stay the product ensures guests receive the most targeted, dynamic and relevant communication.

## Our products

- Serenata NetHotel
- Serenata @mail

## Our offices in Munich and San Francisco



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