

Vila Vita Parc Hotel, The Algarve, Portugal



VILA VITA Parc, one of the ‘Leading Hotels of the world,’ is a beautiful gem that sits within 54 spectacular acres perched above the Atlantic Ocean with lush, blooming sub-tropical gardens, distinctive Moorish-influenced Algarvean architecture, a dramatic rocky coastline and one of the most beautiful beaches in Portugal. With 170 accommodations exquisitely appointed with every amenity and feature terraces, balconies and panoramic views, 11 restaurants, spa, sporting facilities and more, VILA VITA Parc offers a true 5-star, luxury experience to all of their guests. With the addition of Cendyn’s Guestfolio CRM, the team at VILA VITA Parc have been able to personalize the experience for every guest and achieve that extra special level of service from the moment they book to well after check-out.

CHALLENGE

At such a luxury resort, guests have extremely high expectations and often many requests. “Especially during peak season, managing the busy summer months can be more challenging” said Roberto Venturinha, Customer Service at VILA VITA Parc. “From restaurant bookings, spa appointments, sport activities and boat rentals or just general information requests, they’re coming in every minute of the day” the team needed a CRM platform to help them manage requests, survey responses, email automation and help them learn more about their guests.

THE SOLUTION

To maintain our very personal touch for every guest, **Guestfolio enabled the team at VILA VITA Parc Hotel to engage with their guests “before, during and after their stay.”**

Roberto explained “We have many guests who stay with us every year. Some of them are staying for the last 25 years, so we already know their children and now grandchildren! It’s lovely. But we know that **Guestfolio has helped us with those repeat bookings because we are able to stay in touch with them, even after they leave the Resort.**

We keep them engaged with us by offering special conditions for their upcoming stay. The objective is to encourage them to book again and directly with us. All of this is made through email automation, but still personalized and tailored to the guest's preferences."

FAVORITE FEATURES

VILA VITA Parc learns from their guests using their guest profiles, Roberto said "our Hospitality team at the Front Desk are able to provide an exceptionally personalized experience for each guest because of the information we collect and stored in the Guestfolio guest profile." From their dining preferences to all the pre arrival arrangements, they have it all.

BOTTOM LINE

"Our experience with Guestfolio has been really positive so far, the amount of bookings has increased and engagement with each guest before and after each stay is amazing."



SUCCESS STATS .

- VILA VITA Parc Hotel occupies the No.1 spot on TripAdvisor in their region
- In 2017, VILA VITA Parc Hotel were voted No.2 of the top 25 Luxury Hotels in Portugal as voted in the TripAdvisor Traveler's Choice Awards
- Their average click through rate (CTR) for their automated emails is 20% with their pre-arrival welcome email seeing 56% CTR



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