

YieldPlanet Channel Manager success story

Interview with Damià Font Taulina,
director of Hotel Acapulco Lloret





Hotel Acapulco Lloret was one of the new users of YieldPlanet's [Channel Manager](#) during the heavy stages of the COVID-19 pandemic. Our collaboration began in early 2021, when the hotel was still recovering from the previous years of the pandemic. Any difficulties could not stop them - Acapulco Lloret wanted to keep growing, as they had always done since the hotel was founded in 1970.

We spoke to Damià Font Taulina, director of Hotel Acapulco Lloret, about how YieldPlanet's Channel Manager has helped them grow over the past two difficult years.

CHALLENGE

Before our collaboration, they had to deal with a lot of manual work, such as printing documents or manually checking all the incoming bookings. It was affecting all the other areas of services they offered, like customer success service, as they couldn't do as much as they would like to. Despite all the manual duties, running a hotel in a tourist city like Lloret is already a challenging task, especially for a seasonal hotel, which constantly receives thousands of tourists during the summer months, as it is in one of the most tourist cities not only in Catalonia but in Spain.



OUR COOPERATION

Our [Channel Manager](#) was one of the solutions which help them to automatize and digitalize all the processes that were previously done manually. One of the main goals of Hotel Acapulco Lloret back then was to streamline their day-to-day operations using tools that were as compatible as possible, so they could 'understand' each other. With YieldPlanet's Channel Manager two-way connectivity with their PMS, the hotel has been able to increase efficiency almost twice the times. This has given them additional agility, and the ability to digitalize daily tasks with bookings, coming from the website and through different channels. In addition, it is now easier for them to comply with the GDPR. They have reduced paper printing by 95%, both in the office and in the back office.

Damià claims that the Channel Manager has helped them save time by avoiding tedious manual tasks and allowing them to devote more time to their customers. *"We let the machines do the routine 'paper' work and due to it we gained in customer service: we do our best to make our guests happy with all the services we provide."*

GOALS

Hotel Acapulco Lloret has always been guided by one main goal: **further development**. On this basis, during the 50th anniversary, in 2020, taking advantage of the pandemic, they dedicated themselves to renovate the hotel. It was not only a visual and spatial change, but also a digital one, as this is when our collaboration began. This development goal was pursued from the very beginning, as they started as a one-star hotel and expanded to a four-star hotel in 2012. YieldPlanet's Channel Manager helps them every day with their goal to keep growing and be able to provide the best possible experience for their customers.



INCREASING DIRECT SALES

Another aspect in which they have seen a major improvement is direct sales. Despite the short time they have been using Channel Manager, Damià tells us that there has been a significant increase in direct sales, which now account for 35% of the hotel's total revenue.

SUPPORT TEAM

One of the highlights of our conversation with the director of the Acapulco Lloret hotel was the engagement they receive from our support team. Damià emphasizes the quick response via email, even at weekends when they have needed it during the peak season. This engagement is what he values most. With YieldPlanet's Support team they have always felt guided and helped, whether they had to do the mapping or when they had to configure the rates and rooms.



CLIENT'S OPINION



"It is highly important to have a good support service behind it the system. Professional assistance, engagement in the situation, and willingness to help and resolve the issue - it is all about the support we constantly receive from YieldPlanet. No matter what time of the day is, or the day of the week, we can be sure that our hotel keeps being supported by the Channel Manager and the people behind it." says Damià Font Taulina, director of Hotel Acapulco Lloret.



Hotel Acapulco Lloret is a family-run hotel located in the heart of Lloret, just 500 metres from the beach, with a Mediterranean soul, fresh and bright. This is the ideal hotel for all types of guests - couples, groups of friends or families who want to enjoy the Costa Brava.

Hotel Acapulco Lloret is constantly evolving, looking for ways to improve in order to offer the best possible experience.



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YieldPlanet is a SaaS provider delivering travel technology solutions for revenue and distribution management. The company's easy-to-use solutions synchronize with property management software to provide a single point of control for channels, reducing labor time, and administrative costs and increasing distribution. The company services more than 4,000 clients in over 85 countries around the world, with offices in Spain, Switzerland, and Poland.

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