Primestar Group Case Study

Driving Efficiency and Guest Satisfaction Through Digital Solutions

From online check-in and secure payments to digital keys, IPTV, and signage, Primestar Group and at-visions created a modern guest journey.

About Primestar Group

Primestar Group is one of the leading multi-brand hotel operators in Germany and Austria, managing more than 4,300 rooms in prime city locations. The portfolio includes well-known international brands such as Holiday Inn Express, DoubleTree by Hilton, and the boutique label June Six.

Through its "travel.work.live." concept, Primestar combines **smart accommodation** with **digital efficiency** and **sustainable practices**, addressing the expectations of modern travelers while creating long-term value for partners. With a strong focus on operational excellence and technological innovation, Primestar is shaping the future of midscale hospitality in Europe.

Challenges & Goals

Reducing manual workload

Reception teams were handling repetitive tasks like data entry and payments, creating inefficiencies.

Meeting guest expectations

Travelers increasingly demanded faster, digital-first and frictionless solutions.

Managing peak arrival times

Queues built up during busy check-in hours, reducing guest satisfaction.

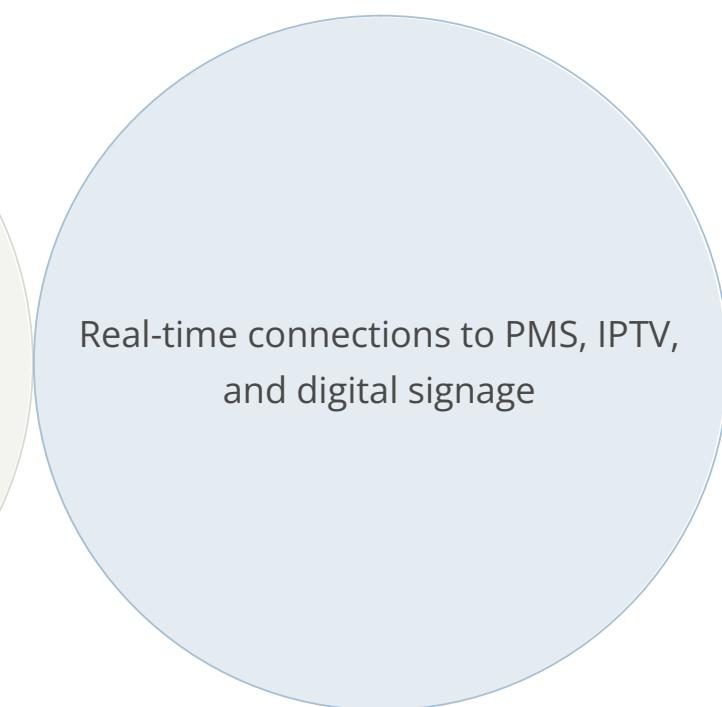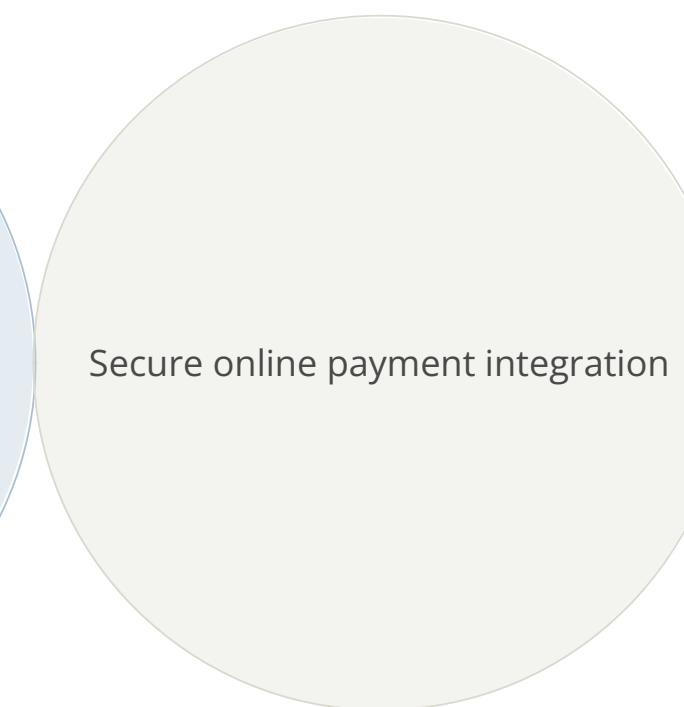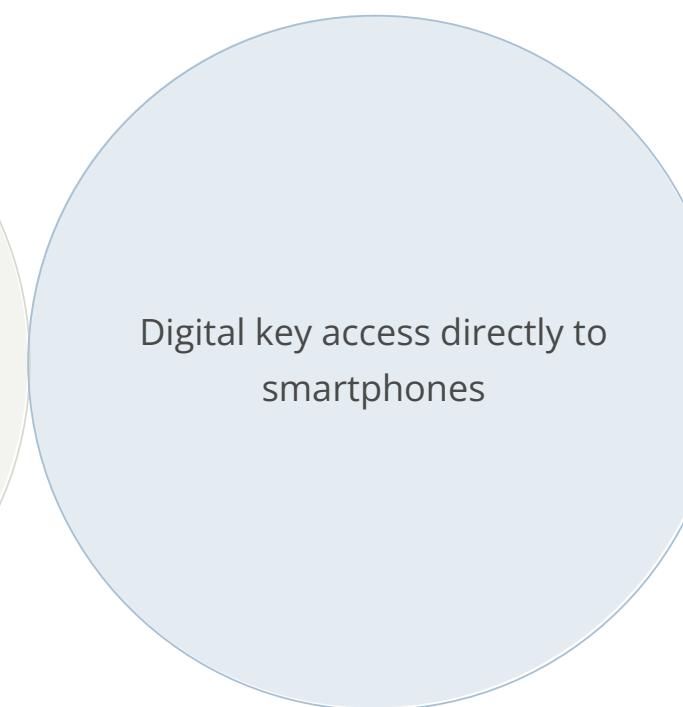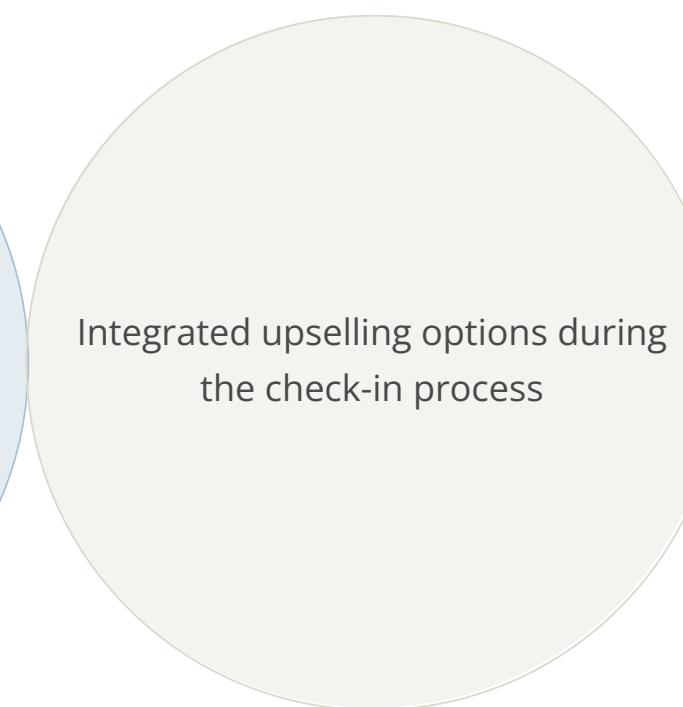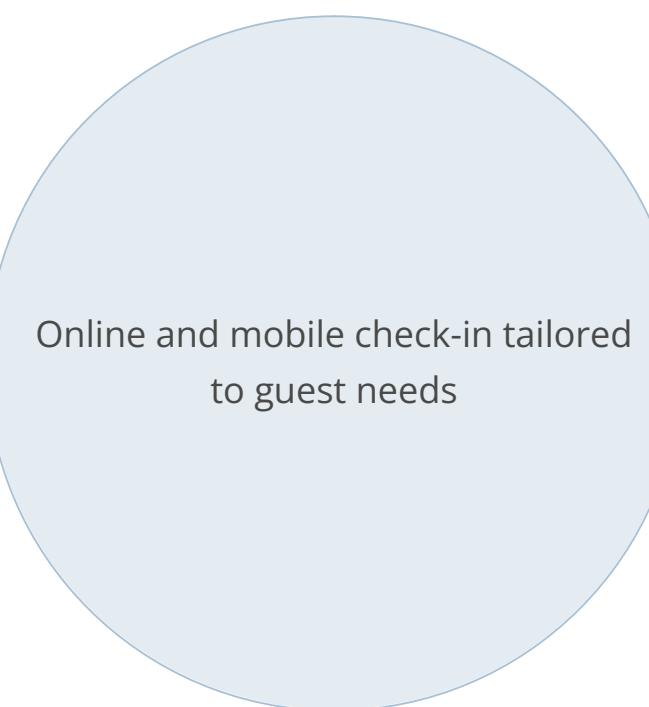### Creating consistency across brands

A streamlined check-in/out process was needed across multiple properties while respecting brand standards.

Unlocking upselling potential

Primestar wanted to turn check-in into a touchpoint for generating extra revenue through upgrades and promoting location based services.

Why at-visions?

Primestar chose at-visions for our proven expertise in digital guest journeys and our **ability to integrate seamlessly** with Apaleo PMS and other systems. With a flexible platform and a focus on guest experience, we delivered a solution that reduces front desk workload, introduces upselling, location based promotions and continues to support Primestar's long-term digitalization strategy. Our solution offered:

Online and mobile check-in tailored to guest needs

Integrated upselling options during the check-in process

Digital key access directly to smartphones

Secure online payment integration

Real-time connections to PMS, IPTV, and digital signage

Implementation & Results

Online Check-In with Omnichannel Communication

Guests receive branded pre-arrival communication in form of Whatsapp message, SMS or e-mail guiding them to a fully digital check-in flow. They complete registration, process payments, and receive their digital key before reaching the hotel.
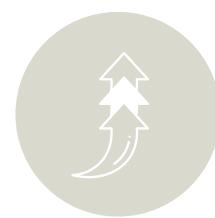
Upselling Opportunities & Location based Marketing

During online check-in, guests are offered room upgrades, late check-out, and additional services (incl. third party services based on location). This creates a new revenue stream and enhances personalization.

System Integrations

Real-time synchronization with Apaleo PMS ensures accurate guest data and room allocation. Connection with payment gateways, door lock systems, IPTV and digital signage create a consistent digital experience across the property. Additional interfaces with upselling platforms further streamline operations, enable personalized guest services, and create new revenue opportunities.

Real Results

1   Significant reduction in waiting times during peak check-in and check-out hours

2   Front desk staff focus on personal guest interaction instead of administration

3   More accurate guest data and fewer manual errors through digital registration

4   Guests value the flexibility of online check-in and digital room access

5   Upselling during check-in creates measurable new revenue opportunities

6   Increased usage through utilization of omnichannel communication

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Standout Features

Online pre-check-in with upselling

Guests can conveniently fill out their registration form before arrival and personalize their stay by choosing upgrades, adding late check-out, or booking extra services directly in the check-in flow. This turns an administrative step into a new revenue channel while giving guests more control over their experience.

Secure online payments

Payments are processed digitally and in advance, reducing waiting times at reception and minimizing handling errors. Integration with the payment gateway ensures transactions are safe, reliable, and compliant, meeting both guest expectations and operational requirements.

Digital room keys

Guests receive their room key directly on their smartphone, allowing them to skip reception entirely and access their room as soon as they arrive. This improves convenience for travelers and relieves pressure on reception teams during peak hours.

Scalable setup

The solution is built to roll out across Primestar's diverse portfolio of international brands. It adapts to different property types, standards and locations, ensuring a consistent guest journey while maintaining the identity of each hotel. This scalability makes it easy for the group to expand digital check-in across new properties in the future.

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The Outcome

By introducing online check-in and upselling, Primestar Group significantly improve the guest experience while reducing the pressure on reception. Guests gain flexibility and convenience, staff gain time for personal service, and the group unlocks new revenue channels. The project reflects Primestar's **commitment to innovation** and confirms their position as a **future-ready** operator in the midscale hotel market.

Voices from the Journey

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> Offering digital check-in options together with attractive upselling offers not only enhances guest satisfaction but also drives stronger financial results. Both aspects are essential, so taking action here is a no-brainer. Since the technology behind all this is really complex, we are very glad to have the expertise and support of at-visions by our side.

Ronald Giese, Managing Director Primestar Hospitality

Conclusion

With the introduction of online check-in, digital keys, secure payments, and upselling opportunities, Primestar Group takes an important step in modernizing its guest journey. Guests now enjoy **faster, more flexible arrivals** and the option to **personalize their stay** before stepping into the hotel.
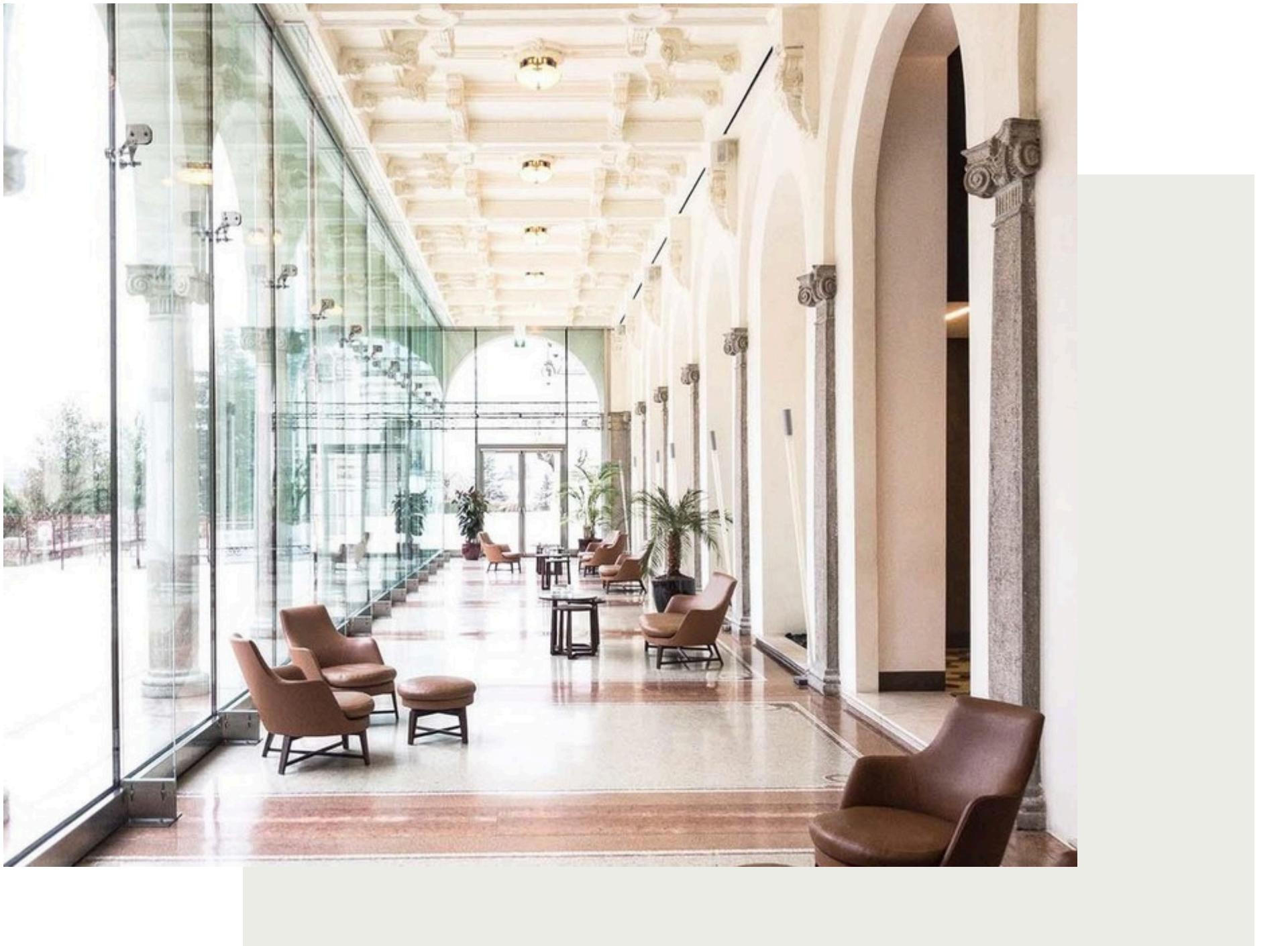
For the group, the project reduces reception workload, creates new revenue streams, and delivers a scalable setup that works across multiple brands. Most importantly, it shows that digital convenience and personal hospitality go hand in hand, ensuring that Primestar stays ahead of evolving guest expectations while strengthening its position as a forward-thinking operator in the European hotel market.

About at-visions

At at-visions, we specialize in developing cutting-edge guest technologies for the global hotel industry. Our comprehensive solutions remove friction, enhance ancillary revenue and enable unparalleled hospitality experiences tailored to each brand's identity . As your single point of contact for digital transformation we bring deep expertise in IPTV & streaming, network & WiFi, digital signage, mobile web apps and check-In/out solutions.

All of our technology is developed and supported 24/7 in-house. Our innovative solutions are trusted by prestigious hotel chains including Accor, IHG, Rosewood, Kempinski and One & Only.

Thank You!

www.at-visions.com