



Media Release, 29 June 2020

Media corner: [www.swissdeluxehotels.com/de/media](http://www.swissdeluxehotels.com/de/media)

---

## Swiss Deluxe Hotels launch a new booking platform with best price guarantee to encourage direct booking

### “Bid your price” option to create additional incentives

Zurich, 29 June 2020 – In cooperation with the start-up PrivateDeal, the 40 Swiss Deluxe Hotels launch a joint booking platform. The innovative system offers a new way to book hotel rooms directly. More than half of the hotels offer a “bid your price” option, in which guests can give their own price proposals. The Smart Negotiation Solution adds an element of excitement and addresses the needs of a young generation of luxury travellers in particular.

An AI-based algorithm will provide guests with the opportunity to offer their own price proposal when booking a hotel room. Discounts of up to 70% are possible. More than half of the 40 members of Swiss Deluxe Hotels use the “bid your price” option. Others adjust their rates to demand and room availability on a daily basis and thus offer their guests a best price guarantee.

“We have been working on this very exciting project for quite some time. Our goal was to promote the interactivity between luxury hotels and their guests, and to benefit from the fresh ideas of a start-up to achieve that,” explains Jan E. Brucker, Swiss Deluxe Hotels Managing Director. “The new approach is a perfect addition to existing booking platforms, as it allows the hotel experience to start with the booking process.”

“It’s a win-win formula where the guest gets his own price and hotels significantly increase their direct sales” says Isabelle Jan, co-founder of PrivateDeal SA. She is convinced that the automated negotiation service will have positive effects on the luxury hotel business and on tourism in general. “We are very proud to partner up with the 40 most prestigious Swiss luxury hotels. This collaboration confirms our ambition to be one step ahead of the market at all times, and, at the same time, to stay as close to hotel guest’s needs as possible.”

The new booking system is available on all 40 Swiss Deluxe Hotels as of today:  
<https://www.swissdeluxehotels.com>

PrivateDeal SA ([privatedeal.com](http://privatedeal.com)), a Swiss start-up company, was established in cooperation with the École Hôtelière de Lausanne in 2017. The company developed the first intelligent negotiation solution, with which guests can offer their own prices for hotel rooms. The project earned PrivateDeal the “Premiere Prize” Milestone in 2019.  
<https://www.privatedeal.com>



## **Swiss Deluxe Hotels**

Established in 1934, the Swiss Deluxe Hotels (SDH) association and combines 40 of Switzerland's most iconic five-star hotels, including The Dolder Grand and Baur au Lac in Zurich, the Victoria-Jungfrau Grand Hotel & Spa in Interlaken, the Gstaad Palace, the Beau-Rivage Palace in Lausanne, Badrutt's Palace Hotel and the Kulm Hotel in St. Moritz, the Castello del Sole in Ascona, and the Grand Hotel Les Trois Rois in Basel. These hotels exemplify the great renown of Swiss luxury hotels and are an essential part of a nearly 200-year-long history. Offering 4,300 rooms and suites, and about 8,600 beds, the group represents more than 40 per cent of the country's five-star accommodation capacity. SDH is the most important association in the industry, and its members have played a leading role in Switzerland's luxury hotel business for decades. Swiss Deluxe Hotels stand for exclusive quality and the highest standards. The individual service the hotels offer is unparalleled: More than 8,000 staff members ensure an outstanding hotel experience for guests who appreciate luxurious service standards. In all, the group registers approx. 1,262,000 overnight stays every year. In 2019, revenues amounted to approx. 1.58 bn Swiss francs.

*The figures are partly based on 2019 overall projections for the group of 40 Swiss Deluxe Hotels.*

### **For further information, please contact:**

#### **Evelyn Gorgos**

Head of Corporate Communications and Media Relations

Swiss Deluxe Hotels

Augustinergasse 30, 8001 Zurich

[gorgos@swissdeluxe-hotels.com](mailto:gorgos@swissdeluxe-hotels.com)

T +41 43 243 71 40

M +41 78 677 93 07