

MinibarClub for partner hotels

The membership club for independent hotels: more direct bookings, happier guests – without commission and without technology.

8,000+
registered members

200,000
page views per month

43,000
unique visitors per month

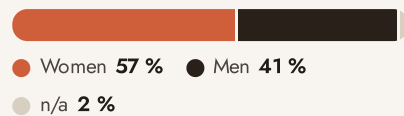
0%
commission on bookings

MinibarClub in figures

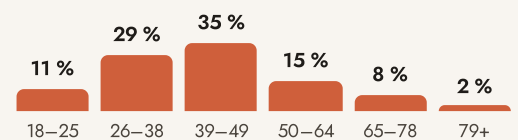
ORIGIN



GENDER



AGE



The market: direct bookings under pressure

51.3 %

of hotel bookings in Europe were made direct in 2025 – down from 57.6 % in 2013.

29.9 %

share of online travel agencies in bookings in 2025 – up from 19.7 % in 2013.

88.5 %

of portal bookings in Austria go to Booking Holdings and Expedia Group.

More guest satisfaction: added value instead of discounts

45 %

of hotel bookers name extras such as an upgrade, breakfast or parking as a top reason to book direct.¹

€36

is what a 10 % discount costs on a €360 stay – revenue that is simply lost.

< €5

cost of goods for a welcome drink.² A late check-out often costs nothing if the room is free.

Your advantages at a glance

- ✓ Your own hotel page in German and English with links to your website and booking engine
- ✓ Benefits guaranteed or subject to availability – adjust or pause at any time
- ✓ Free for guests, no points or status levels – Member Card on their phone
- ✓ Visible in the hotel directory, on destination pages and on Google
- ✓ At least 2 benefits, confirmation via link in under 20 seconds
- ✓ Valid for direct bookings only: website, phone or email

How a stay works

+ 1

Member books direct and adds the stay

✉ 2

You receive 1 email with all details

👉 3

Accept or decline benefits subject to availability – no login

🔔 4

Automatic reminder after 24 h and 48 h before arrival

📄 5

At check-in, the guest shows the Benefit Card

Become a partner hotel

Personal conversation, profile live within a few days.

hello@minibarclub.com

www.minibarclub.com/en/for-hotels.html